Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July


GfK

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 1

13 Nov 2012

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
The experts contradict each other over what foods are good or bad for you

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*
Definitely agree (2)	**888** *43%*	382 *41%*	506 *44%*	43 *29%*	106 *33%*	133 *35%*	160 *47%* CDE	180 *53%* CDE	264 *48%* CDE	234 *41%*	94 *44%*	69 *47%*	60 *46%*	207 *44%*	843 *44%* Q	14 *38%* Q	12 *15%*
Tend to agree (1)	**736** *35%*	322 *35%*	413 *36%*	52 *35%*	120 *37%*	143 *38%*	109 *32%*	114 *34%*	198 *36%*	207 *36%*	68 *32%*	50 *34%*	41 *31%*	151 *32%*	666 *35%*	17 *45%*	34 *43%*
Neither agree nor disagree (0)	**221** *11%*	114 *12%*	107 *9%*	28 *19%* FGH	52 *16%* FGH	48 *13%* GH	27 *8%*	22 *7%*	44 *8%*	57 *10%*	26 *12%*	15 *11%*	11 *9%*	57 *12%*	189 *10%*	2 *5%*	23 *29%* OP
Tend to disagree (-1)	**166** *8%*	66 *7%*	99 *9%*	14 *9%*	35 *11%* GH	42 *11%* GH	31 *9%* H	16 *5%*	27 *5%*	54 *9%*	19 *9%*	6 *4%*	15 *12%*	36 *8%*	146 *8%*	4 *10%*	6 *7%*
Definitely disagree (-2)	**36** *2%*	20 *2%*	16 *1%*	3 *2%*	5 *1%*	9 *2%*	7 *2%*	6 *2%*	7 *1%*	15 *3%*	3 *1%*	* *	1 *1%*	9 *2%*	34 *2%*	- -	1 *1%*
Don't know	**32** *2%*	17 *2%*	15 *1%*	8 *5%* DEFG	1 *	5 *1%*	3 *1%*	1 *	14 *3%* G	3 *1%*	3 *1%*	5 *3%* I	2 *1%*	15 *3%* I	25 *1%*	1 *2%*	3 *4%*
All Agree	**1624** *78%*	704 *76%*	920 *80%*	95 *64%*	226 *71%*	277 *73%*	268 *80%* CD	294 *87%* CDEF	462 *83%* CDE	441 *77%*	162 *76%*	119 *82%*	100 *77%*	358 *75%*	1509 *79%* Q	31 *82%* Q	46 *59%*
All Disagree	**202** *10%*	87 *9%*	115 *10%*	17 *11%*	40 *13%* GH	51 *13%* GH	38 *11%* H	22 *7%*	34 *6%*	69 *12%* K	21 *10%*	7 *5%*	16 *13%*	45 *10%*	180 *9%*	4 *10%*	7 *8%*
Net Agree	**1422** *68%*	617 *67%*	805 *70%*	78 *53%*	186 *58%*	226 *59%*	231 *69%* CDE	272 *80%* CDEF	428 *77%* CDEF	372 *65%*	140 *66%*	112 *77%* IM	84 *65%*	313 *66%*	1329 *70%* Q	28 *72%*	40 *50%*
Mean	**1.11**	1.08	1.13	0.85	0.90	0.93	1.15 CDE	1.32 CDE	1.27 CDE	1.04	1.11	1.28 I	1.11	1.11	1.14 Q	1.13	0.67

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*

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 1

13 Nov 2012

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
The experts contradict each other over what foods are good or bad for you

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)
Weighted Base	**2078**	921	1157	147*	319	381	336	339	554	570	212	146	130*	475	1902	38*	79*
Standard Deviation	**1.01**	1.02	1.00	1.03	1.04	1.07	1.05	0.92	0.90	1.06	1.02	0.85	1.05	1.03	1.00	0.92	0.88

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

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 1

13 Nov 2012

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
The experts contradict each other over what foods are good or bad for you

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Definitely agree (2)	**888** **43%**	675 *47%* STU	213 *33%*	91 *32%*	155 *33%*	593 *41%*	295 *46%*	496 *43%*	288 *41%*	221 *40%*	744 *43%*	118 *45%*	26 *35%*	110 *35%*	567 *47%* d	453 *42%*	277 *45%*
Tend to agree (1)	**736** **35%**	487 *34%*	249 *38%*	110 *39%*	178 *38%*	501 *35%*	235 *36%*	418 *37%*	241 *34%*	198 *36%*	610 *35%*	99 *37%*	27 *36%*	129 *41%* e	384 *32%*	375 *35%*	215 *35%*
Neither agree nor disagree (0)	**221** **11%**	129 *9%*	92 *14%* R	43 *15%* R	66 *14%* R	167 *12%*	54 *8%*	117 *10%*	81 *11%*	70 *13%*	188 *11%*	20 *8%*	13 *17%* b	30 *10%*	125 *10%*	110 *10%*	62 *10%*
Tend to disagree (-1)	**166** **8%**	103 *7%*	63 *10%*	27 *10%*	50 *11%* R	130 *9%* W	35 *5%*	80 *7%*	69 *10%*	49 *9%*	140 *8%*	20 *8%*	6 *8%*	26 *8%*	102 *8%*	95 *9%*	44 *7%*
Definitely disagree (-2)	**36** **2%**	18 *1%*	18 *3%* R	6 *2%*	13 *3%*	27 *2%*	9 *1%*	20 *2%*	13 *2%*	11 *2%*	30 *2%*	4 *1%*	2 *3%*	13 *4%* e	17 *1%*	25 *2%*	8 *1%*
Don't know	**32** **2%**	19 *1%*	13 *2%* U	6 *2%*	4 *1%*	15 *1%*	17 *3%* V	14 *1%*	16 *2%*	8 *1%*	26 *2%*	4 *1%*	2 *2%*	6 *2%*	9 *1%*	8 *1%*	8 *1%*
All Agree	**1624** **78%**	1162 *81%* STU	462 *71%*	200 *71%*	333 *71%*	1093 *76%*	531 *82%* V	915 *80%* Y	529 *75%*	419 *75%*	1354 *78%*	216 *82%* c	53 *71%*	239 *76%*	950 *79%*	828 *78%*	492 *80%*
All Disagree	**202** **10%**	121 *8%*	81 *12%* R	34 *12%*	63 *13%* R	158 *11%* W	44 *7%*	99 *9%*	83 *12%*	60 *11%*	170 *10%*	24 *9%*	8 *11%*	39 *12%*	119 *10%*	120 *11%*	51 *8%*
Net Agree	**1422** **68%**	1041 *73%* STU	381 *59%*	167 *59%*	270 *58%*	935 *65%*	487 *75%* V	815 *71%* YZ	446 *63%*	359 *64%*	1184 *68%*	193 *73%* c	45 *60%*	200 *64%*	832 *69%*	707 *66%*	441 *72%* f
Mean	**1.11**	1.20 STU	0.91	0.91	0.89	1.06	1.23 V	1.14	1.04	1.04	1.11	1.18	0.94	0.96	1.16 d	1.07	1.17

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*

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 1

13 Nov 2012

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
The experts contradict each other over what foods are good or bad for you

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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)
Weighted Base	**2078**	1431	647	282	466	1433	645	1145	708	557	1738	264	76*	314	1203	1066	614
Standard Deviation	**1.01**	0.97	1.06	1.04	1.07	1.04	0.92	0.98	1.05	1.03	1.01	0.97	1.06	1.08	1.01	1.05	0.97

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

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 1

13 Nov 2012

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
The experts contradict each other over what foods are good or bad for you

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
Definitely agree (2)	**888** *43%*	852 *43%*	36 *39%*	632 *43%* m	83 *47%* m	81 *42%* m	67 *29%*	280 *44%*	450 *43%*	158 *39%*
Tend to agree (1)	**736** *35%*	715 *36%* i	21 *22%*	517 *35%*	57 *32%*	75 *38%*	118 *51%* jkl	191 *30%*	397 *38%*	148 *37%*
Neither agree nor disagree (0)	**221** *11%*	208 *11%*	13 *14%*	167 *11%* k	10 *5%*	18 *9%*	20 *9%*	71 *11%*	105 *10%*	45 *11%*
Tend to disagree (-1)	**166** *8%*	152 *8%*	14 *15%* h	117 *8%*	13 *7%*	18 *10%*	19 *8%*	70 *11%*	67 *6%*	28 *7%*
Definitely disagree (-2)	**36** *2%*	33 *2%*	3 *3%*	23 *2%*	7 *4%* j	2 *1%*	2 *1%*	21 *3%*	9 *1%*	6 *2%*
Don't know	**32** *2%*	25 *1%*	7 *7%* h	21 *1%*	6 *3%*	1 *	4 *2%*	3 *	11 *1%*	17 *4%*
All Agree	**1624** *78%*	1566 *79%* i	57 *62%*	1149 *78%*	140 *80%*	156 *80%*	185 *80%*	471 *74%*	847 *82%*	305 *76%*
All Disagree	**202** *10%*	185 *9%*	17 *18%* h	140 *10%*	20 *11%*	20 *10%*	22 *9%*	91 *14%*	76 *7%*	35 *9%*
Net Agree	**1422** *68%*	1381 *70%* i	41 *44%*	1008 *68%*	120 *68%*	136 *70%*	164 *71%*	380 *60%*	771 *74%*	271 *67%*
Mean	**1.11**	1.12	0.86	1.11	1.16	1.11	1.01	1.01	1.18	1.10

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**

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
The experts contradict each other over what foods are good or bad for you

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)
Weighted Base	**2078**	1985	93*	1477	176	194	231	637	1039	403
Standard Deviation	**1.01**	0.99	1.22	1.00	1.10	0.98	0.91	1.14	0.92	0.98

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 2

13 Nov 2012

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
What you eat makes a big difference to how healthy you are

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*
Definitely agree (2)	**1500** **72%**	644 *70%*	856 *74%*	100 *68%*	242 *76%* H	289 *76%* H	243 *72%*	248 *73%*	377 *68%*	452 *79%* M	158 *75%* M	103 *71%*	101 *78%* M	305 *64%*	1371 *72%*	29 *77%*	55 *70%*
Tend to agree (1)	**471** **23%**	223 *24%*	248 *21%*	32 *22%*	69 *22%*	68 *18%*	83 *25%*	76 *22%*	143 *26%* E	99 *17%*	47 *22%*	37 *25%*	23 *17%*	133 *28%* I	432 *23%*	6 *15%*	23 *29%*
Neither agree nor disagree (0)	**47** **2%**	25 *3%*	23 *2%*	7 *5%* DF	1 *	8 *2%*	3 *1%*	9 *3%* D	20 *4%* DF	8 *1%*	1 *1%*	3 *2%*	1 *1%*	17 *4%*	43 *2%*	2 *5%*	1 *1%*
Tend to disagree (-1)	**36** **2%**	18 *2%*	18 *2%*	6 *4%*	4 *1%*	7 *2%*	5 *2%*	5 *1%*	8 *2%*	6 *1%*	3 *2%*	2 *1%*	3 *2%*	9 *2%*	35 *2%*	1 *2%*	- -
Definitely disagree (-2)	**16** **1%**	8 *1%*	8 *1%*	- -	1 *	9 *2%* DGH	2 *1%*	* *	4 *1%*	4 *1%*	2 *1%*	- -	2 *1%*	6 *1%*	14 *1%*	- -	- -
Don't know	**8** *	5 *	3 *	1 *1%*	2 *1%*	- -	1 *	2 *1%*	2 *	* *	- -	* *	* *	5 *1%*	8 *	- -	- -
All Agree	**1971** **95%**	867 *94%*	1105 *96%*	133 *90%*	312 *98%* CEH	356 *93%*	325 *97%* C	324 *95%*	520 *94%*	551 *97%* M	205 *97%*	140 *96%*	124 *96%*	438 *92%*	1803 *95%*	35 *93%*	78 *99%*
All Disagree	**51** **2%**	26 *3%*	26 *2%*	6 *4%*	4 *1%*	16 *4%*	7 *2%*	5 *1%*	12 *2%*	10 *2%*	6 *3%*	2 *1%*	5 *4%*	16 *3%*	48 *3%*	1 *2%*	- -
Net Agree	**1920** **92%**	841 *91%*	1079 *93%*	126 *86%*	307 *96%* CEH	340 *89%*	318 *95%* CE	319 *94%* C	508 *92%*	541 *95%* M	200 *94%*	138 *95%*	119 *92%*	422 *89%*	1755 *92%*	34 *90%*	78 *99%*
Mean	**1.64**	1.61	1.67	1.56	1.73 CH	1.62	1.67	1.68	1.60	1.74 M	1.68	1.65	1.69	1.53	1.64	1.67	1.69
Standard Deviation	**0.69**	0.71	0.66	0.78	0.55	0.83	0.63	0.61	0.70	0.61	0.67	0.60	0.73	0.77	0.69	0.69	0.49

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**

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 2

13 Nov 2012

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
What you eat makes a big difference to how healthy you are

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Definitely agree (2)	**1500** *72%*	1043 *73%*	457 *71%*	187 *66%*	338 *72%*	1050 *73%*	450 *70%*	839 *73%*	506 *71%*	389 *70%*	1282 *74%* b	169 *64%*	49 *64%*	233 *74%*	879 *73%*	797 *75%*	433 *71%*
Tend to agree (1)	**471** *23%*	314 *22%*	158 *24%* U	84 *30%* RSU	103 *22%*	314 *22%*	158 *24%*	251 *22%*	165 *23%*	130 *23%*	378 *22%*	74 *28%* a	19 *25%*	71 *23%*	268 *22%*	240 *22%*	139 *23%*
Neither agree nor disagree (0)	**47** *2%*	36 *2%*	12 *2%*	2 *1%*	11 *2%*	26 *2%*	21 *3%*	27 *2%*	16 *2%*	16 *3%*	33 *2%*	13 *5%* a	2 *3%*	6 *2%*	25 *2%*	13 *1%*	23 *4%* f
Tend to disagree (-1)	**36** *2%*	24 *2%*	11 *2%*	5 *2%*	10 *2%*	25 *2%*	11 *2%*	17 *2%*	9 *1%*	14 *2%*	28 *2%*	7 *3%*	1 *1%*	3 *1%*	15 *1%*	12 *1%*	9 *2%*
Definitely disagree (-2)	**16** *1%*	7 *	9 *1%*	4 *2%*	5 *1%*	12 *1%*	4 *1%*	7 *1%*	9 *1%*	6 *1%*	12 *1%*	1 *	3 *4%* ab	* *	11 *1%*	4 *	5 *1%*
Don't know	**8** *	7 *	1 *	1 *	- -	6 *	2 *	4 *	3 *	3 *	5 *	1 *	2 *3%* a	1 *	5 *	1 *	4 *1%*
All Agree	**1971** *95%*	1357 *95%*	614 *95%*	270 *96%*	440 *94%*	1364 *95%*	607 *94%*	1090 *95%*	671 *95%*	519 *93%*	1660 *96%* bc	243 *92%*	68 *90%*	304 *97%*	1147 *95%*	1036 *97%* g	572 *93%*
All Disagree	**51** *2%*	31 *2%*	20 *3%*	9 *3%*	15 *3%*	37 *3%*	15 *2%*	24 *2%*	18 *3%*	20 *4%*	40 *2%*	8 *3%*	4 *5%*	3 *1%*	26 *2%*	16 *2%*	14 *2%*
Net Agree	**1920** *92%*	1326 *93%*	594 *92%*	261 *93%*	425 *91%*	1327 *93%*	593 *92%*	1066 *93%* Z	653 *92%*	499 *90%*	1621 *93%* bc	235 *89%*	64 *85%*	301 *96%*	1121 *93%*	1020 *96%* g	558 *91%*
Mean	**1.64**	1.66	1.61	1.58	1.62	1.66	1.61	1.66	1.63	1.59	1.67 bc	1.53	1.49	1.70	1.66	1.70 g	1.62
Standard Deviation	**0.69**	0.66	0.74	0.74	0.74	0.68	0.69	0.66	0.71	0.76	0.66	0.74	0.92	0.56	0.67	0.59	0.71

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*

Table 2

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
What you eat makes a big difference to how healthy you are

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
Definitely agree (2)	**1500** ***72%***	1442 *73%*	58 *62%*	1079 *73%* lm	123 *70%*	127 *65%*	151 *65%*	502 *79%*	742 *71%*	256 *64%*
Tend to agree (1)	**471** ***23%***	445 *22%*	26 *28%*	323 *22%*	43 *25%*	60 *31%* j	63 *27%*	117 *18%*	240 *23%*	114 *28%*
Neither agree nor disagree (0)	**47** ***2%***	44 *2%*	3 *3%*	35 *2%*	3 *2%*	2 *1%*	6 *3%*	5 *1%*	26 *3%*	16 *4%*
Tend to disagree (-1)	**36** ***2%***	33 *2%*	3 *3%*	24 *2%*	4 *2%*	4 *2%*	4 *2%*	5 *1%*	22 *2%*	8 *2%*
Definitely disagree (-2)	**16** ***1%***	14 *1%*	2 *2%*	12 *1%*	1 *	- -	3 *1%*	5 *1%*	5 *1%*	6 *1%*
Don't know	**8** *	7 *	1 *1%*	4 *	2 *1%*	2 *1%*	3 *1%* j	3 *	3 *	2 *1%*
All Agree	**1971** ***95%***	1887 *95%*	84 *91%*	1401 *95%*	166 *95%*	187 *96%*	214 *93%*	619 *97%*	982 *95%*	370 *92%*
All Disagree	**51** ***2%***	47 *2%*	5 *5%*	36 *2%*	5 *3%*	4 *2%*	7 *3%*	10 *2%*	28 *3%*	14 *3%*
Net Agree	**1920** ***92%***	1840 *93%* i	80 *85%*	1365 *92%*	161 *92%*	183 *94%*	207 *90%*	609 *96%*	954 *92%*	357 *89%*
Mean	**1.64**	1.65 i	1.47	1.65	1.63	1.61	1.56	1.74	1.63	1.52
Standard Deviation	**0.69**	0.67	0.87	0.69	0.68	0.62	0.76	0.59	0.69	0.79

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

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 3

13 Nov 2012

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them? When preparing food for myself I could be more careful about hygiene

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*
Definitely agree (2)	**289** *14%*	163 *18%* B	126 *11%*	40 *27%* EFGH	58 *18%* FH	61 *16%* H	34 *10%*	40 *12%*	57 *10%*	67 *12%*	21 *10%*	25 *17%* L	10 *7%*	80 *17%* JL	216 *11%*	14 *38%* O	35 *44%* O
Tend to agree (1)	**616** *30%*	315 *34%* B	301 *26%*	55 *38%* GH	108 *34%* GH	119 *31%*	109 *33%* H	83 *25%*	139 *25%*	160 *28%*	67 *32%*	38 *26%*	56 *43%* IKM	148 *31%*	566 *30%*	12 *32%*	24 *30%*
Neither agree nor disagree (0)	**172** *8%*	78 *8%*	94 *8%*	11 *7%*	27 *9%*	24 *6%*	40 *12%* E	24 *7%*	46 *8%*	55 *10%*	13 *6%*	14 *9%*	8 *6%*	31 *6%*	164 *9%*	2 *5%*	2 *2%*
Tend to disagree (-1)	**503** *24%*	215 *23%*	288 *25%*	26 *18%*	78 *24%*	79 *21%*	79 *24%*	96 *28%*	145 *26%*	148 *26%*	57 *27%*	32 *22%*	28 *21%*	103 *22%*	483 *25%* PQ	3 *7%*	9 *11%*
Definitely disagree (-2)	**496** *24%*	150 *16%*	346 *30%* A	15 *11%*	48 *15%*	98 *26%* CD	74 *22%* C	94 *28%* CD	167 *30%* CDF	140 *25%*	54 *26%*	36 *25%*	29 *22%*	113 *24%*	473 *25%* Q	7 *17%*	8 *11%*
Don't know	**2** *	2 *	- -	- -	- -	- -	- -	2 *1%*	- -	- -	- -	1 *1%*	- -	- -	1 *	- -	1 *1%* O
All Agree	**905** *44%*	477 *52%* B	428 *37%*	95 *65%* EFGH	166 *52%* FGH	180 *47%* GH	143 *43%*	123 *36%*	196 *35%*	227 *40%*	88 *41%*	63 *43%*	66 *51%*	229 *48%* I	782 *41%*	27 *70%* O	59 *75%* O
All Disagree	**999** *48%*	365 *40%*	634 *55%* A	41 *28%*	126 *40%*	177 *46%* C	153 *46%* C	190 *56%* CDEF	312 *56%* CDEF	288 *51%*	111 *53%*	68 *47%*	56 *43%*	216 *45%*	956 *50%* PQ	9 *25%*	17 *22%*
Net Agree	**-94** *-5%*	112 *12%*	-206 *-18%*	54 *37%* DEF	40 *12%* EF	3 *1%*	-10 *-3%*	-66 *-20%*	-115 *-21%*	-61 *-11%*	-24 *-11%*	-5 *-3%*	9 *7%* K	13 *3%* K	-174 *-9%*	17 *45%*	42 *53%*
Mean	**-0.15**	0.14 B	-0.37	0.53 DEF GH	0.16 FG H	-0.09 GH	-0.15 H	-0.36	-0.41	-0.24	-0.27	-0.11	-0.08	-0.04	-0.23	0.65 O	0.88 O

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*

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
When preparing food for myself I could be more careful about hygiene

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)
Weighted Base	**2078**	921	1157	147*	319	381	336	339	554	570	212	146	130*	475	1902	38*	79*
Standard Deviation	**1.43**	1.39	1.42	1.34	1.38	1.48	1.35	1.41	1.40	1.39	1.39	1.48	1.36	1.47	1.40	1.50	1.38

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 3

13 Nov 2012

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them? When preparing food for myself I could be more careful about hygiene

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Definitely agree (2)	**289** *14%*	186 *13%*	103 *16%*	53 *19%* R	69 *15%*	219 *15%* W	70 *11%*	143 *13%*	117 *16%* X	86 *15%*	248 *14%* b	21 *8%*	20 *26%* ab	61 *20%* e	153 *13%*	164 *15%* g	66 *11%*
Tend to agree (1)	**616** *30%*	418 *29%*	198 *31%*	90 *32%*	133 *28%*	452 *32%* W	164 *25%*	308 *27%*	227 *32%* X	212 *38%* XY	516 *30%*	79 *30%*	21 *28%*	103 *33%*	347 *29%*	313 *29%*	188 *31%*
Neither agree nor disagree (0)	**172** *8%*	128 *9%*	44 *7%*	26 *9%*	34 *7%*	120 *8%*	52 *8%*	77 *7%*	67 *9%*	54 *10%*	135 *8%*	28 *11%*	8 *11%*	23 *7%*	91 *8%*	84 *8%*	52 *9%*
Tend to disagree (-1)	**503** *24%*	344 *24%*	159 *25%* T	55 *20%*	121 *26%* T	335 *23%*	168 *26%*	304 *27%* YZ	151 *21%*	113 *20%*	417 *24%*	74 *28%*	12 *16%*	57 *18%*	309 *26%* d	271 *25%*	147 *24%*
Definitely disagree (-2)	**496** *24%*	352 *25%*	144 *22%*	57 *20%*	111 *24%*	305 *21%*	192 *30%* V	313 *27%* YZ	145 *21%* Z	92 *17%*	421 *24%*	62 *23%*	14 *18%*	70 *22%*	303 *25%*	234 *22%*	160 *26%*
Don't know	**2** *	2 *	- -	- -	- -	2 *	- -	- -	1 *	1 *	2 *	- -	- -	- -	- -	- -	- -
All Agree	**905** *44%*	604 *42%*	301 *46%* U	144 *51%* RU	201 *43%*	671 *47%* W	234 *36%*	451 *39%*	344 *49%* X	297 *53%* XY	764 *44%*	100 *38%*	41 *54%* b	164 *52%* e	500 *42%*	477 *45%*	254 *41%*
All Disagree	**999** *48%*	696 *49%* T	303 *47%* T	112 *40%*	232 *50%* ST	640 *45%*	359 *56%* V	617 *54%* YZ	297 *42%* Z	205 *37%*	837 *48%* c	135 *51%* c	26 *35%*	127 *40%*	612 *51%* d	505 *47%*	307 *50%*
Net Agree	**-94** *-5%*	-91 *-6%*	-3 *	31 *11%* SU	-30 *-7%*	31 *2%*	-125 *-19%*	-166 *-14%*	47 *7%*	93 *17%* Y	-74 *-4%*	-35 *-13%*	15 *19%*	38 *12%*	-112 *-9%*	-29 *-3%*	-53 *-9%*
Mean	**-0.15**	-0.18	-0.07 U	0.10 RS U	-0.16	-0.04 W	-0.38	-0.29	0.03 X	0.16 X	-0.14	-0.29	0.27 ab	0.09 e	-0.22	-0.09	-0.24

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**

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 3

13 Nov 2012

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
When preparing food for myself I could be more careful about hygiene

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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)
Weighted Base	**2078**	1431	647	282	466	1433	645	1145	708	557	1738	264	76*	314	1203	1066	614
Standard Deviation	**1.43**	1.42	1.44	1.44	1.44	1.42	1.41	1.43	1.42	1.36	1.43	1.33	1.47	1.48	1.42	1.43	1.40

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

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 3

13 Nov 2012

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
When preparing food for myself I could be more careful about hygiene

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
Definitely agree (2)	**289** *14%*	274 *14%*	15 *16%*	212 *14%* m	24 *14%*	19 *10%*	19 *8%*	71 *11%*	128 *12%*	91 *22%*
Tend to agree (1)	**616** *30%*	597 *30%*	19 *20%*	433 *29%*	56 *32%*	54 *28%*	81 *35%*	160 *25%*	335 *32%*	120 *30%*
Neither agree nor disagree (0)	**172** *8%*	158 *8%*	14 *15%* h	120 *8%*	19 *11%*	13 *7%*	20 *9%*	49 *8%*	103 *10%*	20 *5%*
Tend to disagree (-1)	**503** *24%*	483 *24%*	20 *21%*	362 *25%* k	29 *16%*	55 *28%* k	71 *31%* jk	164 *26%*	266 *26%*	72 *18%*
Definitely disagree (-2)	**496** *24%*	471 *24%*	25 *27%*	348 *24%* m	47 *27%* m	54 *28%* m	39 *17%*	192 *30%*	206 *20%*	98 *24%*
Don't know	**2** *	2 *	- -	2 *	- -	- -	- -	- -	1 *	1 *
All Agree	**905** *44%*	871 *44%*	34 *37%*	645 *44%*	80 *46%*	73 *38%*	100 *43%*	231 *36%*	463 *45%*	211 *52%*
All Disagree	**999** *48%*	954 *48%*	45 *48%*	710 *48%*	76 *43%*	108 *56%* k	111 *48%*	356 *56%*	472 *45%*	171 *42%*
Net Agree	**-94** *-5%*	-84 *-4%*	-10 *-11%*	-65 *-4%*	4 *2%*	-35 *-18%*	-10 *-5%*	-125 *-20%*	-9 *-1%*	40 *10%*
Mean	**-0.15**	-0.14	-0.21	-0.14	-0.11	-0.36	-0.13	-0.39	-0.08	0.08

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**

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
When preparing food for myself I could be more careful about hygiene

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)
Weighted Base	**2078**	1985	93*	1477	176	194	231	637	1039	403
Standard Deviation	**1.43**	1.42	1.45	1.43	1.45	1.39	1.29	1.42	1.36	1.54

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

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them? For me, most of the time food should be as quick as possible to prepare

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*
Definitely agree (2)	**259** *12%*	109 *12%*	150 *13%*	20 *13%*	31 *10%*	38 *10%*	28 *8%*	37 *11%*	106 *19%* DEFG	62 *11%*	30 *14%*	21 *14%*	11 *8%*	61 *13%*	237 *12%*	2 *5%*	8 *11%*
Tend to agree (1)	**476** *23%*	184 *20%*	293 *25%* A	33 *22%*	70 *22%*	87 *23%*	71 *21%*	69 *20%*	144 *26%*	123 *22%*	53 *25%*	29 *20%*	27 *21%*	122 *26%*	436 *23%*	7 *17%*	20 *26%*
Neither agree nor disagree (0)	**310** *15%*	153 *17%*	157 *14%*	31 *21%*	40 *12%*	52 *14%*	58 *17%*	46 *13%*	84 *15%*	92 *16%*	33 *16%*	25 *17%*	21 *17%*	54 *11%*	281 *15%*	9 *22%*	15 *19%*
Tend to disagree (-1)	**582** *28%*	270 *29%*	312 *27%*	29 *20%*	91 *28%*	117 *31%* H	102 *30%*	111 *33%* CH	133 *24%*	176 *31%*	51 *24%*	35 *24%*	43 *33%*	124 *26%*	544 *29%*	8 *20%*	21 *27%*
Definitely disagree (-2)	**447** *21%*	202 *22%*	244 *21%*	34 *23%*	88 *28%* H	86 *22%* H	77 *23%* H	78 *23%* H	83 *15%*	117 *21%*	45 *21%*	36 *25%*	26 *20%*	114 *24%*	400 *21%*	13 *35%*	13 *17%*
Don't know	**4** *	4 *	* *	- -	- -	1 *	- -	- -	3 *1%*	- -	* *	- -	2 *1%* IM	- -	4 *	- -	- -
All Agree	**735** *35%*	292 *32%*	443 *38%* A	53 *36%*	101 *32%*	125 *33%*	99 *30%*	105 *31%*	250 *45%* DEFG	184 *32%*	83 *39%*	49 *34%*	38 *29%*	183 *39%*	673 *35%*	9 *22%*	29 *37%*
All Disagree	**1029** *50%*	472 *51%*	556 *48%*	63 *43%*	179 *56%* H	203 *53%* H	179 *53%* H	189 *56%* H	217 *39%*	293 *51%*	96 *45%*	71 *49%*	68 *53%*	238 *50%*	944 *50%*	21 *55%*	35 *44%*
Net Agree	**-293** *-14%*	-180 *-20%*	-113 *-10%*	-10 *-7%*	-78 *-24%*	-77 *-20%*	-80 *-24%*	-83 *-25%*	33 *6%* C	-109 *-19%*	-13 *-6%*	-22 *-15%*	-30 *-23%*	-54 *-11%*	-271 *-14%*	-12 *-32%*	-6 *-7%*
Mean	**-0.23**	-0.30	-0.18	-0.17	-0.42	-0.33	-0.39	-0.37	0.10 DE FG	-0.29	-0.13	-0.26	-0.36	-0.22	-0.23	-0.63	-0.13
Standard Deviation	**1.35**	1.33	1.36	1.37	1.35	1.32	1.28	1.32	1.37	1.30	1.38	1.40	1.25	1.39	1.34	1.28	1.28

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 4

13 Nov 2012

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them? For me, most of the time food should be as quick as possible to prepare

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Definitely agree (2)	**259** *12%*	195 *14%* SU	64 *10%* U	28 *10%*	36 *8%*	148 *10%*	111 *17%* V	147 *13%*	80 *11%*	69 *12%*	186 *11%*	48 *18%* a	25 *32%* ab	53 *17%*	146 *12%*	141 *13%*	71 *12%*
Tend to agree (1)	**476** *23%*	346 *24%*	131 *20%*	63 *22%*	93 *20%*	312 *22%*	164 *25%*	279 *24%*	143 *20%*	118 *21%*	397 *23%*	58 *22%*	21 *28%*	90 *29%* e	249 *21%*	255 *24%*	117 *19%*
Neither agree nor disagree (0)	**310** *15%*	212 *15%*	98 *15%*	42 *15%*	74 *16%*	214 *15%*	97 *15%*	165 *14%*	106 *15%*	87 *16%*	252 *15%*	50 *19%*	8 *10%*	42 *13%*	176 *15%*	169 *16%*	74 *12%*
Tend to disagree (-1)	**582** *28%*	389 *27%*	193 *30%* T	70 *25%*	151 *32%* ST	426 *30%* W	156 *24%*	313 *27%*	213 *30%*	156 *28%*	500 *29%*	66 *25%*	16 *22%*	72 *23%*	358 *30%* d	287 *27%*	196 *32%*
Definitely disagree (-2)	**447** *21%*	285 *20%*	162 *25%* R	79 *28%* R	112 *24%*	332 *23%* W	115 *18%*	239 *21%*	165 *23%*	124 *22%*	399 *23%* bc	42 *16%*	6 *8%*	57 *18%*	274 *23%*	213 *20%*	155 *25%* f
Don't know	**4** *	4 *	- -	- -	- -	1 *	3 *	2 *	1 *	2 *	4 *	- -	- -	1 *	1 *	2 *	1 *
All Agree	**735** *35%*	541 *38%* SU	194 *30%*	91 *32%*	129 *28%*	460 *32%*	275 *43%* V	426 *37%* Y	222 *31%*	188 *34%*	583 *34%*	106 *40%* a	46 *60%* ab	143 *45%* e	394 *33%*	396 *37%* g	188 *31%*
All Disagree	**1029** *50%*	674 *47%*	355 *55%* R	149 *53%*	264 *57%* R	758 *53%* W	271 *42%*	552 *48%*	378 *53%*	280 *50%*	899 *52%* bc	108 *41%*	22 *30%*	128 *41%*	632 *52%* d	500 *47%*	351 *57%* f
Net Agree	**-293** *-14%*	-133 *-9%*	-161 *-25%*	-58 *-21%*	-135 *-29%*	-298 *-21%*	4 *1%*	-126 *-11%*	-156 *-22%*	-92 *-17%*	-315 *-18%*	-1 *-1%*	23 *31%* b	14 *5%*	-237 *-20%*	-104 *-10%*	-162 *-26%*
Mean	**-0.23**	-0.16 ST U	-0.40	-0.39	-0.45	-0.34	* V	-0.19	-0.34	-0.27	-0.30	0.02 a	0.55 ab	0.03 e	-0.30	-0.17 g	-0.40
Standard Deviation	**1.35**	1.36	1.32	1.36	1.26	1.32	1.38	1.35	1.33	1.35	1.33	1.36	1.35	1.39	1.34	1.35	1.35

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**

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 4

13 Nov 2012

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
For me, most of the time food should be as quick as possible to prepare

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
Definitely agree (2)	**259** *12%*	244 *12%*	15 *16%*	181 *12%*	30 *17%*	20 *10%*	22 *10%*	43 *7%*	119 *11%*	97 *24%*
Tend to agree (1)	**476** *23%*	463 *23%*	13 *14%*	341 *23%*	36 *21%*	41 *21%*	65 *28%*	122 *19%*	235 *23%*	119 *30%*
Neither agree nor disagree (0)	**310** *15%*	298 *15%*	12 *13%*	228 *15%*	21 *12%*	20 *10%*	39 *17%*	104 *16%*	166 *16%*	40 *10%*
Tend to disagree (-1)	**582** *28%*	561 *28%*	21 *22%*	406 *27%*	48 *27%*	69 *36%* j	74 *32%*	183 *29%*	317 *31%*	82 *20%*
Definitely disagree (-2)	**447** *21%*	416 *21%*	30 *33%* h	318 *22%* m	41 *23%* m	44 *23%* m	30 *13%*	184 *29%*	198 *19%*	64 *16%*
Don't know	**4** *	3 *	1 *1%*	3 *	- -	- -	1 *	- -	3 *	1 *
All Agree	**735** *35%*	707 *36%*	29 *31%*	522 *35%*	66 *37%*	61 *31%*	87 *38%*	165 *26%*	354 *34%*	216 *54%*
All Disagree	**1029** *50%*	977 *49%*	51 *55%*	724 *49%*	89 *51%*	113 *58%* jm	104 *45%*	367 *58%*	516 *50%*	146 *36%*
Net Agree	**-293** *-14%*	-271 *-14%*	-23 *-24%*	-202 *-14%*	-23 *-13%*	-52 *-27%*	-17 *-7%*	-202 *-32%*	-161 *-16%*	70 *17%*
Mean	**-0.23**	-0.22	-0.41	-0.23	-0.20	-0.39	-0.11 l	-0.54	-0.23	0.26
Standard Deviation	**1.35**	1.34	1.48	1.34	1.44	1.32	1.23	1.27	1.31	1.43

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**

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 5

13 Nov 2012

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
I am unlikely to get food poisoning from food prepared in my own home

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*
Definitely agree (2)	**688** **33%**	300 *33%*	388 *34%*	23 *16%*	85 *26%*	102 *27%* C	109 *33%* C	135 *40%* CDE	232 *42%* CDEF	186 *33%*	77 *36%*	37 *25%*	61 *47%* IKM	154 *32%*	618 *33%*	12 *32%*	34 *43%*
Tend to agree (1)	**625** **30%**	299 *32%*	326 *28%*	45 *30%*	86 *27%*	123 *32%*	95 *28%*	88 *26%*	187 *34%* G	182 *32%* L	60 *28%* L	57 *39%* L	20 *15%*	160 *34%* L	580 *31%*	12 *32%*	16 *21%*
Neither agree nor disagree (0)	**139** **7%**	51 *5%*	89 *8%*	19 *13%* H	24 *8%* H	25 *7%*	24 *7%*	26 *8%* H	22 *4%*	36 *6%*	18 *9%*	13 *9%*	4 *3%*	29 *6%*	128 *7%*	2 *5%*	6 *7%*
Tend to disagree (-1)	**384** **19%**	170 *18%*	214 *19%*	35 *24%* H	75 *23%* H	76 *20%* H	60 *18%*	59 *17%*	78 *14%*	89 *16%*	38 *18%*	26 *18%*	32 *25%* I	77 *16%*	357 *19%*	6 *15%*	13 *17%*
Definitely disagree (-2)	**231** **11%**	95 *10%*	136 *12%*	23 *16%* H	50 *16%* GH	52 *14%* H	47 *14%* H	30 *9%*	29 *5%*	76 *13%*	19 *9%*	12 *8%*	12 *9%*	46 *10%*	210 *11%*	6 *15%*	7 *9%*
Don't know	**11** **1%**	7 *1%*	4 *	2 *1%*	* *	3 *1%*	- -	1 *	5 *1%*	- -	- -	1 *1%*	* *	8 *2%* I	8 *	- -	3 *4%* O
All Agree	**1313** **63%**	599 *65%*	714 *62%*	67 *46%*	171 *53%*	225 *59%* C	205 *61%* C	223 *66%* CD	420 *76%* CDEF G	369 *65%*	137 *65%*	94 *64%*	81 *63%*	314 *66%*	1199 *63%*	25 *65%*	50 *63%*
All Disagree	**615** **30%**	265 *29%*	350 *30%*	59 *40%* GH	125 *39%* GH	128 *34%* H	107 *32%* H	89 *26%* H	108 *19%*	165 *29%*	57 *27%*	38 *26%*	44 *34%*	124 *26%*	567 *30%*	11 *30%*	20 *26%*
Net Agree	**698** **34%**	334 *36%*	364 *31%*	9 *6%*	46 *14%*	97 *25%* CD	97 *29%* CD	135 *40%* CDEF	312 *56%* CDEF G	204 *36%*	80 *38%*	56 *38%*	37 *28%*	191 *40%*	631 *33%*	13 *35%*	29 *38%*
Mean	**0.56**	0.59	0.53	0.06	0.25	0.39	0.47 C	0.71 CDE	0.94 CDE FG	0.55	0.66	0.56	0.67	0.64	0.55	0.53	0.74

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**

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
I am unlikely to get food poisoning from food prepared in my own home

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)
Weighted Base	**2078**	921	1157	147*	319	381	336	339	554	570	212	146	130*	475	1902	38*	79*
Standard Deviation	**1.40**	1.38	1.42	1.35	1.46	1.42	1.45	1.37	1.23	1.42	1.36	1.27	1.49	1.35	1.39	1.47	1.42

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 5

13 Nov 2012

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
I am unlikely to get food poisoning from food prepared in my own home

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Definitely agree (2)	**688** *33%*	509 *36%* STU	179 *28%*	72 *25%*	134 *29%*	420 *29%*	268 *42%* V	393 *34%* Y	203 *29%*	171 *31%*	568 *33%*	95 *36%*	25 *33%*	97 *31%*	404 *34%*	347 *32%*	207 *34%*
Tend to agree (1)	**625** *30%*	448 *31%*	177 *27%*	79 *28%*	124 *27%*	414 *29%*	210 *33%*	344 *30%*	220 *31%*	169 *30%*	515 *30%*	87 *33%*	23 *30%*	100 *32%*	337 *28%*	334 *31%*	182 *30%*
Neither agree nor disagree (0)	**139** *7%*	91 *6%*	49 *8%*	24 *9%*	37 *8%*	113 *8%* W	26 *4%*	89 *8%*	46 *6%*	30 *5%*	122 *7%*	14 *5%*	3 *4%*	14 *4%*	95 *8%*	66 *6%*	52 *8%*
Tend to disagree (-1)	**384** *19%*	241 *17%*	144 *22%* R	60 *21%*	105 *23%* R	290 *20%* W	94 *15%*	196 *17%*	148 *21%*	112 *20%*	327 *19%*	39 *15%*	18 *24%*	59 *19%*	232 *19%*	194 *18%*	103 *17%*
Definitely disagree (-2)	**231** *11%*	136 *10%*	94 *15%* R	43 *15%* R	65 *14%* R	192 *13%* W	39 *6%*	120 *10%*	85 *12%*	69 *12%*	200 *11%*	24 *9%*	7 *9%*	44 *14%*	130 *11%*	124 *12%*	65 *11%*
Don't know	**11** *1%*	6 *	5 *1%*	5 *2%* RU	- -	3 *	8 *1%* V	2 *	6 *1%*	6 *1%* X	7 *	4 *2%* a	- -	* *	6 *	1 *	4 *1%*
All Agree	**1313** *63%*	957 *67%* STU	355 *55%*	150 *53%*	259 *55%*	834 *58%*	478 *74%* V	737 *64%*	423 *60%*	339 *61%*	1082 *62%*	182 *69%* a	48 *63%*	198 *63%*	741 *62%*	681 *64%*	389 *63%*
All Disagree	**615** *30%*	377 *26%*	238 *37%* R	103 *36%* R	170 *37%* R	482 *34%* W	133 *21%*	317 *28%*	233 *33%* X	182 *33%*	527 *30%*	63 *24%*	25 *33%*	103 *33%*	362 *30%*	319 *30%*	169 *28%*
Net Agree	**698** *34%*	581 *41%* STU	117 *18%*	47 *17%*	88 *19%*	352 *25%*	345 *54%* V	421 *37%* YZ	190 *27%*	158 *28%*	556 *32%*	119 *45%* ac	23 *30%*	95 *30%*	379 *32%*	362 *34%*	220 *36%*
Mean	**0.56**	0.67 STU	0.31	0.27	0.34	0.41	0.90 V	0.61 Y	0.44	0.47	0.53	0.73 a	0.54	0.47	0.55	0.55	0.59

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*

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
I am unlikely to get food poisoning from food prepared in my own home

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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)
Weighted Base	**2078**	1431	647	282	466	1433	645	1145	708	557	1738	264	76*	314	1203	1066	614
Standard Deviation	**1.40**	1.36	1.45	1.44	1.45	1.43	1.26	1.38	1.41	1.43	1.41	1.34	1.40	1.44	1.40	1.40	1.38

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 5

13 Nov 2012

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
I am unlikely to get food poisoning from food prepared in my own home

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
Definitely agree (2)	**688** ***33%***	664 *33%*	24 *26%*	510 *35%* lm	47 *27%*	49 *25%*	53 *23%*	162 *25%*	347 *33%*	178 *44%*
Tend to agree (1)	**625** ***30%***	583 *29%*	42 *45%* h	438 *30%*	50 *28%*	65 *33%*	95 *41%* jk	184 *29%*	323 *31%*	118 *29%*
Neither agree nor disagree (0)	**139** ***7%***	136 *7%*	4 *4%*	103 *7%*	10 *5%*	11 *6%*	10 *5%*	27 *4%*	92 *9%*	20 *5%*
Tend to disagree (-1)	**384** ***19%***	370 *19%*	15 *16%*	268 *18%*	36 *21%*	41 *21%*	43 *18%*	149 *23%*	184 *18%*	52 *13%*
Definitely disagree (-2)	**231** ***11%***	222 *11%*	9 *9%*	149 *10%*	33 *19%* j	28 *14%*	28 *12%*	113 *18%*	87 *8%*	30 *7%*
Don't know	**11** ***1%***	11 *1%*	- -	9 *1%*	- -	- -	2 *1%*	2 *	5 *1%*	4 *1%*
All Agree	**1313** ***63%***	1246 *63%*	66 *71%*	948 *64%* k	97 *55%*	114 *59%*	148 *64%*	346 *54%*	670 *65%*	296 *74%*
All Disagree	**615** ***30%***	592 *30%*	23 *25%*	417 *28%*	69 *39%* j	69 *36%* j	71 *31%*	262 *41%*	271 *26%*	82 *20%*
Net Agree	**698** ***34%***	654 *33%*	43 *46%* h	531 *36%* kl	28 *16%*	45 *23%*	77 *33%* kl	84 *13%*	399 *38%*	214 *53%*
Mean	**0.56**	0.56	0.63	0.61 kl	0.24	0.34	0.45	0.21	0.64	0.91

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**

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
I am unlikely to get food poisoning from food prepared in my own home

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)
Weighted Base	**2078**	1985	93*	1477	176	194	231	637	1039	403
Standard Deviation	**1.40**	1.40	1.28	1.38	1.51	1.42	1.35	1.49	1.33	1.30

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 6

13 Nov 2012

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
It's just bad luck if you get food poisoning

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*
Definitely agree (2)	**154** *7%*	67 *7%*	87 *7%*	18 *12%* DF	16 *5%*	27 *7%*	16 *5%*	23 *7%*	55 *10%* DF	33 *6%*	15 *7%*	6 *4%*	9 *7%*	46 *10%*	117 *6%*	6 *15%* O	16 *20%* O
Tend to agree (1)	**396** *19%*	179 *19%*	216 *19%*	20 *14%*	47 *15%*	51 *13%*	48 *14%*	70 *21%* E	159 *29%* CDEF G	88 *15%*	35 *17%*	35 *24%* I	33 *25%* I	100 *21%*	362 *19%*	7 *17%*	18 *23%*
Neither agree nor disagree (0)	**214** *10%*	87 *9%*	126 *11%*	15 *10%*	37 *12%*	32 *8%*	30 *9%*	33 *10%*	66 *12%*	52 *9%*	23 *11%*	18 *12%*	13 *10%*	55 *12%*	201 *11%*	1 *2%*	5 *6%*
Tend to disagree (-1)	**646** *31%*	306 *33%*	340 *29%*	54 *37%*	115 *36%* H	114 *30%*	115 *34%* H	102 *30%*	146 *26%*	195 *34%*	55 *26%*	49 *34%*	41 *32%*	140 *29%*	600 *32%*	14 *38%*	15 *19%*
Definitely disagree (-2)	**662** *32%*	280 *30%*	382 *33%*	40 *28%*	104 *33%* H	155 *41%* CH	126 *38%* H	111 *33%* H	124 *22%*	201 *35%* M	83 *39%* KLM	37 *25%*	34 *26%*	131 *28%*	615 *32%*	10 *27%*	25 *32%*
Don't know	**7** *	1 *	6 *1%*	- -	* *	2 *1%*	* *	* *	4 *1%*	- -	- -	1 *1%*	* *	3 *1%*	7 *	- -	- -
All Agree	**549** *26%*	246 *27%*	303 *26%*	38 *26%*	63 *20%*	77 *20%*	64 *19%*	93 *27%* F	213 *39%* CDEF G	121 *21%*	50 *24%*	41 *28%*	41 *32%* I	146 *31%* I	479 *25%*	12 *32%*	34 *43%* O
All Disagree	**1308** *63%*	587 *64%*	722 *62%*	94 *64%* H	219 *69%* H	269 *71%* H	241 *72%* GH	213 *63%* H	270 *49%*	397 *70%* KLM	139 *65%*	86 *59%*	75 *58%*	271 *57%*	1215 *64%*	25 *65%*	40 *51%*
Net Agree	**-759** *-37%*	-340 *-37%*	-419 *-36%*	-56 *-38%*	-156 *-49%*	-191 *-50%*	-177 *-53%*	-121 *-36%*	-57 *-10%*	-276 *-48%*	-89 *-42%*	-45 *-31%*	-33 *-26%*	-125 *-26%*	-736 *-39%*	-12 *-32%*	-6 *-8%*
Mean	**-0.61**	-0.60	-0.62	-0.54	-0.76	-0.84	-0.85	-0.62 EF	-0.23 DE FG	-0.78	-0.74	-0.53	-0.45 I	-0.45 IJ	-0.65	-0.45	-0.19 O
Standard Deviation	**1.31**	1.30	1.31	1.35	1.20	1.28	1.21	1.31	1.34	1.24	1.32	1.22	1.30	1.35	1.28	1.45	1.58

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**

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 6

13 Nov 2012

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
It's just bad luck if you get food poisoning

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Definitely agree (2)	**154** *7%*	114 *8%*	40 *6%*	25 *9%*	25 *5%*	87 *6%*	67 *10%* V	83 *7%*	48 *7%*	44 *8%*	128 *7%*	18 *7%*	7 *10%*	22 *7%*	97 *8%*	72 *7%*	54 *9%*
Tend to agree (1)	**396** *19%*	304 *21%* SU	92 *14%*	48 *17%*	63 *14%*	220 *15%*	175 *27%* V	226 *20%*	119 *17%*	96 *17%*	313 *18%*	59 *23%*	23 *30%* a	74 *24%* e	206 *17%*	195 *18%*	120 *20%*
Neither agree nor disagree (0)	**214** *10%*	151 *11%*	63 *10%*	28 *10%*	46 *10%*	133 *9%*	80 *12%*	123 *11%*	60 *9%*	62 *11%*	171 *10%*	28 *11%*	14 *19%* a	27 *8%*	123 *10%*	100 *9%*	60 *10%*
Tend to disagree (-1)	**646** *31%*	441 *31%*	205 *32%*	79 *28%*	147 *32%*	478 *33%* W	168 *26%*	344 *30%*	233 *33%*	198 *36%*	549 *32%* c	83 *31%*	14 *19%*	85 *27%*	394 *33%*	332 *31%*	188 *31%*
Definitely disagree (-2)	**662** *32%*	417 *29%*	246 *38%* R	101 *36%*	184 *40%* R	511 *36%* W	151 *23%*	365 *32%*	246 *35%* Z	156 *28%*	572 *33%*	74 *28%*	17 *23%*	105 *34%*	384 *32%*	364 *34%*	188 *31%*
Don't know	**7** *	4 *	3 *	1 *	1 *	3 *	4 *1%*	5 *	1 *	1 *	5 *	2 *1%*	- -	* *	* *	2 *	3 *
All Agree	**549** *26%*	418 *29%* SU	131 *20%*	73 *26%* SU	88 *19%*	308 *21%*	242 *37%* V	308 *27%*	167 *24%*	141 *25%*	441 *25%*	78 *29%*	30 *40%* a	97 *31%*	303 *25%*	268 *25%*	174 *28%*
All Disagree	**1308** *63%*	858 *60%*	451 *70%* RT	180 *64%*	332 *71%* RT	989 *69%* W	319 *49%*	709 *62%*	480 *68%* X	353 *63%*	1121 *64%* c	156 *59%* c	31 *42%*	191 *61%*	778 *65%*	696 *65%*	376 *61%*
Net Agree	**-759** *-37%*	-440 *-31%*	-319 *-49%*	-107 *-38%*	-244 *-52%*	-682 *-48%*	-78 *-12%*	-401 *-35%*	-312 *-44%*	-213 *-38%*	-679 *-39%*	-78 *-30%*	-1 *-2%*	-94 *-30%*	-476 *-40%*	-429 *-40%*	-201 *-33%*
Mean	**-0.61**	-0.52 SU	-0.81	-0.65 SU	-0.87	-0.77	-0.25 V	-0.60	-0.72	-0.58 Y	-0.65	-0.51	-0.15 ab	-0.56	-0.63	-0.68	-0.55
Standard Deviation	**1.31**	1.32	1.25	1.35	1.23	1.25	1.35	1.31	1.28	1.28	1.30	1.30	1.33	1.35	1.30	1.30	1.34

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**

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 6

13 Nov 2012

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
It's just bad luck if you get food poisoning

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
Definitely agree (2)	**154** *7%*	141 *7%*	13 *14%* h	112 *8%*	13 *7%*	11 *6%*	10 *4%*	- -	51 *5%*	102 *25%*
Tend to agree (1)	**396** *19%*	379 *19%*	17 *18%*	279 *19%*	38 *21%*	40 *21%*	33 *14%*	- -	206 *20%*	189 *47%*
Neither agree nor disagree (0)	**214** *10%*	207 *10%*	7 *7%*	151 *10%*	22 *13%*	16 *8%*	19 *8%*	- -	214 *21%*	- -
Tend to disagree (-1)	**646** *31%*	620 *31%*	26 *28%*	458 *31%*	41 *23%*	74 *38%* k	102 *44%* jk	232 *36%*	347 *33%*	67 *17%*
Definitely disagree (-2)	**662** *32%*	632 *32%*	30 *33%*	473 *32%*	61 *35%*	52 *27%*	64 *28%*	405 *64%*	214 *21%*	44 *11%*
Don't know	**7** *	7 *	- -	4 *	1 *	1 *	3 *1%* j	- -	7 *1%*	- -
All Agree	**549** *26%*	519 *26%*	30 *32%*	391 *26%* m	51 *29%* m	51 *26%* m	43 *18%*	- -	257 *25%*	292 *72%*
All Disagree	**1308** *63%*	1252 *63%*	56 *61%*	931 *63%*	102 *58%*	126 *65%*	166 *72%* jk	637 *100%*	561 *54%*	111 *28%*
Net Agree	**-759** *-37%*	-733 *-37%*	-27 *-28%*	-540 *-37%*	-51 *-29%*	-75 *-38%*	-124 *-53%*	-637 *-100%*	-303 *-29%*	181 *45%*
Mean	**-0.61**	-0.62	-0.47	-0.61	-0.57	-0.60	-0.78	-1.64	-0.45	0.60
Standard Deviation	**1.31**	1.30	1.46	1.31	1.35	1.25	1.13	0.48	1.17	1.32

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**

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 7

13 Nov 2012

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
People worry too much about getting food poisoning

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*
Definitely agree (2)	**269** *13%*	142 *15%* B	127 *11%*	22 *15%*	50 *16%*	58 *15%*	33 *10%*	34 *10%*	72 *13%*	54 *10%*	15 *7%*	18 *13%*	25 *19%* IJ	69 *15%* IJ	228 *12%*	9 *25%* O	18 *23%* O
Tend to agree (1)	**565** *27%*	262 *28%*	303 *26%*	28 *19%*	70 *22%*	98 *26%*	121 *36%* CDEH	101 *30%*	147 *26%*	162 *28%*	75 *35%* KL	34 *23%*	28 *22%*	138 *29%*	528 *28%*	6 *15%*	17 *22%*
Neither agree nor disagree (0)	**413** *20%*	160 *17%*	253 *22%* A	44 *30%* EGH	80 *25%* GH	69 *18%*	72 *21%*	53 *16%*	95 *17%*	133 *23%* M	56 *26%* LM	25 *17%*	20 *15%*	79 *17%*	384 *20%*	10 *27%*	11 *14%*
Tend to disagree (-1)	**566** *27%*	246 *27%*	319 *28%*	29 *20%*	87 *27%*	109 *29%*	77 *23%*	111 *33%* CF	154 *28%*	159 *28%*	45 *21%*	46 *31%*	44 *34%* J	119 *25%*	505 *27%*	10 *27%*	27 *34%*
Definitely disagree (-2)	**232** *11%*	96 *10%*	136 *12%*	21 *14%*	31 *10%*	42 *11%*	33 *10%*	40 *12%*	65 *12%*	59 *10%*	20 *9%*	17 *12%*	10 *8%*	58 *12%*	225 *12%*	2 *5%*	5 *6%*
Don't know	**33** *2%*	15 *2%*	19 *2%*	2 *1%*	2 *1%*	5 *1%*	1 *	1 *	21 *4%* DEFG	3 *1%*	1 *1%*	5 *3%* I	3 *2%*	11 *2%* I	32 *2%*	- -	1 *1%*
All Agree	**834** *40%*	404 *44%* B	430 *37%*	51 *34%*	120 *38%*	156 *41%*	154 *46%*	135 *40%*	219 *40%*	216 *38%*	90 *42%*	52 *36%*	53 *41%*	207 *44%*	756 *40%*	15 *40%*	35 *44%*
All Disagree	**798** *38%*	342 *37%*	455 *39%*	50 *34%*	118 *37%*	151 *40%*	109 *33%*	151 *44%* F	219 *39%*	218 *38%*	65 *31%*	63 *43%* J	54 *42%*	177 *37%*	729 *38%*	12 *32%*	32 *40%*
Net Agree	**36** *2%*	61 *7%* B	-25 *-2%*	1 *1%*	2 *1%*	4 *1%*	45 *13%* CDEG H	-16 *-5%*	* *	-2 *	25 *12%* IKLM	-11 *-7%*	-1 *-1%*	30 *6%* IKL	27 *1%*	3 *7%* O	3 *4%*
Mean	**0.04**	0.12 B	-0.03	0.02	0.06	0.05	0.14	-0.07	0.02	-0.01	0.09	-0.07	0.11	0.09	0.02	0.28	0.21

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**

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
People worry too much about getting food poisoning

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)
Weighted Base	**2078**	921	1157	147*	319	381	336	339	554	570	212	146	130*	475	1902	38*	79*
Standard Deviation	**1.24**	1.26	1.21	1.26	1.23	1.27	1.17	1.23	1.26	1.17	1.11	1.26	1.29	1.28	1.23	1.26	1.31

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 7

13 Nov 2012

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
People worry too much about getting food poisoning

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Definitely agree (2)	**269** *13%*	179 *13%*	89 *14%*	39 *14%*	60 *13%*	179 *12%*	90 *14%*	149 *13%*	97 *14%*	64 *11%*	235 *14%*	24 *9%*	10 *13%*	54 *17%*	151 *13%*	159 *15%* g	66 *11%*
Tend to agree (1)	**565** *27%*	408 *29%*	157 *24%*	65 *23%*	111 *24%*	399 *28%*	167 *26%*	296 *26%*	199 *28%*	166 *30%*	484 *28%*	64 *24%*	17 *22%*	79 *25%*	343 *28%*	283 *27%*	181 *30%*
Neither agree nor disagree (0)	**413** *20%*	270 *19%*	143 *22%*	59 *21%*	104 *22%*	299 *21%*	114 *18%*	234 *20%*	140 *20%*	116 *21%*	325 *19%*	73 *28%* a	15 *19%*	60 *19%*	240 *20%*	208 *19%*	110 *18%*
Tend to disagree (-1)	**566** *27%*	393 *28%*	172 *27%*	71 *25%*	132 *28%*	385 *27%*	181 *28%*	319 *28%*	177 *25%*	152 *27%*	473 *27%*	72 *27%*	21 *28%*	73 *23%*	331 *28%*	295 *28%*	169 *27%*
Definitely disagree (-2)	**232** *11%*	153 *11%*	80 *12%*	44 *16%* R	57 *12%*	161 *11%*	71 *11%*	125 *11%*	87 *12%*	56 *10%*	195 *11%*	25 *10%*	13 *17%*	41 *13%*	121 *10%*	109 *10%*	76 *12%*
Don't know	**33** *2%*	27 *2%*	6 *1%*	3 *1%*	3 *1%*	11 *1%*	23 *4%* V	22 *2%* Z	9 *1%*	3 *	27 *2%*	6 *2%*	1 *1%*	6 *2%*	18 *1%*	13 *1%*	12 *2%*
All Agree	**834** *40%*	588 *41%*	246 *38%*	105 *37%*	171 *37%*	577 *40%*	257 *40%*	445 *39%*	295 *42%*	230 *41%*	719 *41%* b	88 *33%*	27 *35%*	134 *42%*	493 *41%*	441 *41%*	247 *40%*
All Disagree	**798** *38%*	546 *38%*	252 *39%*	115 *41%*	189 *40%*	546 *38%*	252 *39%*	444 *39%*	264 *37%*	209 *37%*	667 *38%*	97 *37%*	33 *44%*	114 *36%*	452 *38%*	404 *38%*	245 *40%*
Net Agree	**36** *2%*	41 *3%* STU	-5 *-1%*	-10 *-4%*	-18 *-4%*	31 *2%* W	5 *1%*	1 *	31 *4%* X	21 *4%* X	52 *3%* bc	-9 *-3%*	-6 *-9%*	19 *6%*	41 *3%*	37 *3%* g	2 *
Mean	**0.04**	0.05	0.01	-0.05	-0.03	0.03	0.04	0.02	0.06	0.05	0.05	-0.04	-0.12	0.11	0.06	0.08	-0.01

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**

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
People worry too much about getting food poisoning

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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)
Weighted Base	**2078**	1431	647	282	466	1433	645	1145	708	557	1738	264	76*	314	1203	1066	614
Standard Deviation	**1.24**	1.23	1.25	1.30	1.24	1.23	1.26	1.23	1.26	1.20	1.25	1.14	1.31	1.31	1.22	1.25	1.24

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

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 7

13 Nov 2012

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
People worry too much about getting food poisoning

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
Definitely agree (2)	**269** *13%*	257 *13%*	12 *13%*	193 *13%* m	26 *15%* m	20 *10%*	18 *8%*	55 *9%*	121 *12%*	93 *23%*
Tend to agree (1)	**565** *27%*	541 *27%*	24 *25%*	396 *27%*	59 *34%* l	45 *23%*	58 *25%*	140 *22%*	311 *30%*	115 *29%*
Neither agree nor disagree (0)	**413** *20%*	387 *20%*	26 *28%*	303 *21%*	24 *14%*	39 *20%*	40 *17%*	148 *23%*	196 *19%*	68 *17%*
Tend to disagree (-1)	**566** *27%*	554 *28%* i	12 *13%*	401 *27%*	36 *21%*	69 *36%* jk	78 *34%* jk	181 *28%*	302 *29%*	83 *21%*
Definitely disagree (-2)	**232** *11%*	215 *11%*	18 *19%* h	161 *11%*	26 *15%*	20 *10%*	24 *10%*	109 *17%*	89 *9%*	33 *8%*
Don't know	**33** *2%*	31 *2%*	2 *2%*	22 *2%*	3 *2%*	1 *	13 *6%* jl	4 *1%*	19 *2%*	11 *3%*
All Agree	**834** *40%*	798 *40%*	36 *38%*	589 *40%* m	86 *49%* lm	65 *33%*	76 *33%*	195 *31%*	432 *42%*	208 *52%*
All Disagree	**798** *38%*	768 *39%*	30 *32%*	562 *38%*	63 *36%*	89 *46%* j	102 *44%*	290 *46%*	392 *38%*	116 *29%*
Net Agree	**36** *2%*	30 *2%*	6 *6%* h	27 *2%* lm	23 *13%* j	-24 *-12%*	-26 *-11%*	-95 *-15%*	40 *4%*	91 *23%*
Mean	**0.04**	0.04	*	0.04 m	0.13 m	-0.12	-0.14	-0.24	0.07	0.38

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**

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
People worry too much about getting food poisoning

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)
Weighted Base	**2078**	1985	93*	1477	176	194	231	637	1039	403
Standard Deviation	**1.24**	1.24	1.31	1.23	1.33	1.19	1.18	1.22	1.19	1.28

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
You only get food poisoning if you don't cook food properly

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*
Definitely agree (2)	**340** *16%*	159 *17%*	180 *16%*	30 *20%* DF	33 *10%*	52 *14%*	36 *11%*	48 *14%*	140 *25%* DEFG	46 *8%*	29 *14%* I	25 *17%* I	26 *20%* I	105 *22%* IJ	285 *15%*	9 *22%*	29 *36%* O
Tend to agree (1)	**450** *22%*	217 *23%*	233 *20%*	28 *19%*	79 *25%* E	57 *15%*	62 *18%*	78 *23%* E	144 *26%* EF	103 *18%*	36 *17%*	28 *19%*	28 *21%*	131 *28%* IJ	394 *21%*	9 *25%*	22 *28%*
Neither agree nor disagree (0)	**121** *6%*	43 *5%*	78 *7%*	11 *8%*	20 *6%*	30 *8%* F	10 *3%*	14 *4%*	35 *6%*	38 *7%*	16 *8%*	11 *7%*	4 *3%*	26 *6%*	114 *6%*	6 *15%* OQ	1 *1%*
Tend to disagree (-1)	**597** *29%*	241 *26%*	356 *31%*	43 *29%*	96 *30%* H	111 *29%* H	115 *34%* H	106 *31%* H	126 *23%*	188 *33%* M	68 *32%* M	44 *30%* M	43 *33%* M	93 *19%*	572 *30%* Q	6 *15%*	11 *14%*
Definitely disagree (-2)	**561** *27%*	258 *28%*	303 *26%*	34 *23%*	90 *28%* H	130 *34%* H	114 *34%* H	92 *27%* H	101 *18%*	194 *34%* LM	61 *29%*	37 *25%*	26 *20%*	116 *24%*	527 *28%*	9 *22%*	15 *20%*
Don't know	**10** *	3 *	6 *1%*	1 *1%*	1 *	* *	- -	* *	7 *1%*	- -	1 *1%*	1 *1%*	2 *2%* I	4 *1%*	10 *1%*	- -	- -
All Agree	**789** *38%*	376 *41%* B	413 *36%*	57 *39%*	113 *35%*	109 *29%*	97 *29%*	127 *37%* E	284 *51%* DEFG	149 *26%*	65 *31%*	53 *36%* I	54 *42%* I	236 *50%* IJK	680 *36%*	18 *47%*	51 *65%* O
All Disagree	**1158** *56%*	499 *54%*	659 *57%*	77 *53%*	186 *58%* H	242 *63%* H	228 *68%* CDGH	198 *58%* H	227 *41%*	383 *67%* KLM	129 *61%* M	81 *56%* M	69 *53%*	209 *44%*	1099 *58%* PQ	14 *38%*	27 *34%*
Net Agree	**-369** *-18%*	-124 *-13%*	-245 *-21%*	-20 *-13%*	-73 *-23%*	-133 *-35%*	-131 *-39%*	-72 *-21%*	58 *10%* C	-234 *-41%*	-64 *-30%*	-28 *-19%*	-15 *-11%*	28 *6%* L	-419 *-22%*	4 *10%*	24 *31%* P
Mean	**-0.29**	-0.24	-0.32	-0.16 EF	-0.41	-0.56	-0.62	-0.34 F	0.18 DE FG	-0.67	-0.46	-0.28 I	-0.11 I	0.04 IJ	-0.35	0.10	0.48 O

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
You only get food poisoning if you don't cook food properly

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)
Weighted Base	**2078**	921	1157	147*	319	381	336	339	554	570	212	146	130*	475	1902	38*	79*
Standard Deviation	**1.47**	1.50	1.45	1.49	1.39	1.43	1.39	1.45	1.49	1.32	1.42	1.47	1.48	1.53	1.45	1.50	1.57

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 8

13 Nov 2012

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
You only get food poisoning if you don't cook food properly

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Definitely agree (2)	**340** *16%*	241 *17%*	98 *15%*	47 *17%*	72 *15%*	186 *13%*	154 *24%* V	195 *17%* Z	111 *16%* Z	69 *12%*	277 *16%*	43 *16%*	20 *26%* a	60 *19%*	189 *16%*	170 *16%*	115 *19%*
Tend to agree (1)	**450** *22%*	334 *23%* SU	116 *18%*	55 *19%*	81 *17%*	284 *20%*	166 *26%* V	232 *20%*	151 *21%*	137 *25%*	357 *21%*	70 *26%* a	22 *30%*	80 *26%*	257 *21%*	226 *21%*	132 *21%*
Neither agree nor disagree (0)	**121** *6%*	75 *5%*	46 *7%*	26 *9%* R	28 *6%*	83 *6%*	39 *6%*	70 *6%*	48 *7%*	26 *5%*	102 *6%*	11 *4%*	9 *12%* b	13 *4%*	63 *5%*	61 *6%*	36 *6%*
Tend to disagree (-1)	**597** *29%*	401 *28%*	196 *30%*	81 *29%*	147 *31%*	447 *31%* W	149 *23%*	332 *29%*	207 *29%*	160 *29%*	516 *30%* c	72 *27%* c	9 *12%*	79 *25%*	346 *29%*	309 *29%*	170 *28%*
Definitely disagree (-2)	**561** *27%*	371 *26%*	190 *29%*	72 *25%*	139 *30%*	431 *30%* W	130 *20%*	310 *27%*	188 *27%*	166 *30%*	478 *27%*	68 *26%*	15 *20%*	80 *25%*	344 *29%*	296 *28%*	158 *26%*
Don't know	**10** *	8 *1%*	1 *	1 *	* *	2 *	8 *1%* V	6 *1%*	3 *	* *	9 *	- -	1 *1%*	2 *1%*	4 *	5 *	2 *
All Agree	**789** *38%*	575 *40%* SU	214 *33%*	102 *36%*	152 *33%*	470 *33%*	320 *50%* V	427 *37%*	262 *37%*	205 *37%*	634 *36%*	113 *43%*	42 *56%* a	140 *45%* e	446 *37%*	396 *37%*	247 *40%*
All Disagree	**1158** *56%*	772 *54%*	386 *60%* RT	153 *54%*	286 *61%* R	878 *61%* W	280 *43%*	642 *56%*	395 *56%*	326 *58%*	994 *57%* c	141 *53%* c	24 *32%*	159 *51%*	691 *57%*	605 *57%*	328 *53%*
Net Agree	**-369** *-18%*	-197 *-14%*	-171 *-26%*	-51 *-18%*	-133 *-29%*	-409 *-29%*	40 *6%*	-215 *-19%*	-133 *-19%*	-120 *-22%*	-359 *-21%*	-28 *-10%*	18 *24%*	-19 *-6%*	-245 *-20%*	-209 *-20%*	-81 *-13%*
Mean	**-0.29**	-0.23 SU	-0.41	-0.27	-0.43	-0.46	0.10 V	-0.29	-0.30	-0.39	-0.32	-0.20	0.30 ab	-0.13	-0.33	-0.32	-0.20

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

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
You only get food poisoning if you don't cook food properly

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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)
Weighted Base	**2078**	1431	647	282	466	1433	645	1145	708	557	1738	264	76*	314	1203	1066	614
Standard Deviation	**1.47**	1.48	1.45	1.45	1.45	1.42	1.51	1.48	1.46	1.44	1.47	1.48	1.49	1.51	1.47	1.47	1.50

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

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 8

13 Nov 2012

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
You only get food poisoning if you don't cook food properly

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
Definitely agree (2)	**340** *16%*	326 *16%*	14 *15%*	246 *17%*	27 *16%*	27 *14%*	29 *13%*	- -	139 *13%*	201 *50%*
Tend to agree (1)	**450** *22%*	432 *22%*	18 *19%*	319 *22%*	37 *21%*	41 *21%*	57 *25%*	- -	282 *27%*	167 *42%*
Neither agree nor disagree (0)	**121** *6%*	114 *6%*	8 *8%*	88 *6%*	8 *5%*	14 *7%*	7 *3%*	- -	121 *12%*	- -
Tend to disagree (-1)	**597** *29%*	570 *29%*	27 *29%*	421 *29%*	39 *22%*	75 *39%* jk	85 *37%* jk	238 *37%*	332 *32%*	27 *7%*
Definitely disagree (-2)	**561** *27%*	534 *27%*	27 *29%*	396 *27%* lm	63 *36%* jlm	37 *19%*	47 *20%*	399 *63%*	155 *15%*	7 *2%*
Don't know	**10** *	9 *	* *	6 *	2 *1%*	- -	6 *2%* jl	- -	10 *1%*	- -
All Agree	**789** *38%*	757 *38%*	32 *34%*	566 *38%*	64 *37%*	68 *35%*	86 *37%*	- -	421 *41%*	368 *91%*
All Disagree	**1158** *56%*	1105 *56%*	53 *57%*	817 *55%*	102 *58%*	112 *58%*	132 *57%*	637 *100%*	487 *47%*	34 *9%*
Net Agree	**-369** *-18%*	-347 *-17%*	-22 *-23%*	-251 *-17%*	-38 *-21%*	-44 *-23%*	-47 *-20%*	-637 *-100%*	-66 *-6%*	334 *83%*
Mean	**-0.29**	-0.28	-0.37	-0.27	-0.42	-0.28	-0.29	-1.63	-0.08	1.31

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**

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
You only get food poisoning if you don't cook food properly

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)
Weighted Base	**2078**	1985	93*	1477	176	194	231	637	1039	403
Standard Deviation	**1.47**	1.47	1.45	1.48	1.53	1.36	1.38	0.48	1.32	0.92

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 9

13 Nov 2012

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
People only get food poisoning at home if they buy food that's already bad

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*
Definitely agree (2)	**185** **9%**	82 *9%*	103 *9%*	20 *14%* DE	17 *5%*	24 *6%*	23 *7%*	28 *8%*	72 *13%* DEF	23 *4%*	11 *5%*	8 *5%*	14 *11%* I	57 *12%* IJ	144 *8%*	8 *20%* O	21 *26%* O
Tend to agree (1)	**291** **14%**	140 *15%*	150 *13%*	25 *17%* EF	48 *15%* EF	25 *7%*	28 *8%*	42 *12%* E	123 *22%* DEFG	53 *9%*	29 *14%*	29 *20%* I	20 *15%*	80 *17%* I	244 *13%*	9 *22%*	25 *32%* O
Neither agree nor disagree (0)	**128** **6%**	50 *5%*	78 *7%*	8 *5%*	23 *7%* F	22 *6%*	9 *3%*	14 *4%*	53 *10%* FG	30 *5%*	21 *10%* I	9 *6%*	10 *8%*	29 *6%*	115 *6%*	4 *10%* Q	1 *1%*
Tend to disagree (-1)	**605** **29%**	275 *30%*	330 *29%*	39 *27%*	95 *30%*	115 *30%*	97 *29%*	113 *33%* H	145 *26%*	173 *30%*	58 *27%*	44 *30%*	38 *29%*	144 *30%*	578 *30%* P	5 *13%*	14 *18%*
Definitely disagree (-2)	**841** **40%**	364 *40%*	477 *41%*	52 *36%*	132 *41%* H	194 *51%* CDGH	178 *53%* CDGH	136 *40%* H	149 *27%*	284 *50%* KLM	92 *43%* M	55 *38%*	46 *36%*	153 *32%*	797 *42%* Q	12 *32%*	16 *21%*
Don't know	**27** **1%**	10 *1%*	17 *1%*	3 *2%*	4 *1%*	1 *	* *	7 *2%* F	12 *2%* EF	6 *1%*	1 *	1 *1%*	2 *1%*	12 *3%*	24 *1%*	1 *2%*	2 *2%*
All Agree	**476** **23%**	223 *24%*	254 *22%*	44 *30%* EF	65 *20%* E	48 *13%*	51 *15%*	70 *21%* E	195 *35%* DEFG	77 *13%*	40 *19%*	36 *25%* I	34 *26%* I	137 *29%* IJ	388 *20%*	16 *43%* O	46 *58%* O
All Disagree	**1447** **70%**	639 *69%*	808 *70%*	92 *63%*	227 *71%* H	309 *81%* CDGH	276 *82%* CDGH	249 *73%* H	294 *53%*	457 *80%* JKLM	150 *71%*	99 *68%*	84 *65%*	297 *63%*	1375 *72%* PQ	17 *45%*	31 *39%*
Net Agree	**-970** **-47%**	-416 *-45%*	-554 *-48%*	-47 *-32%*	-162 *-51%*	-260 *-68%*	-224 *-67%*	-179 *-53%*	-99 *-18%*	-381 *-67%*	-110 *-52%*	-63 *-43%*	-50 *-39%*	-160 *-34%*	-986 *-52%*	-1 *-2%*	15 *19%* P
Mean	**-0.79**	-0.77	-0.81	-0.56 EF	-0.88 EF	-1.13	-1.13	-0.86 EF	-0.33 DE FG	-1.14	-0.90 I	-0.76 I	-0.65 I	-0.55 IJ	-0.87	-0.15	0.25 O

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**

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
People only get food poisoning at home if they buy food that's already bad

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)
Weighted Base	**2078**	921	1157	147*	319	381	336	339	554	570	212	146	130*	475	1902	38*	79*
Standard Deviation	**1.35**	1.35	1.34	1.47	1.26	1.17	1.23	1.30	1.42	1.14	1.24	1.29	1.39	1.41	1.30	1.60	1.55

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

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 9

13 Nov 2012

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
People only get food poisoning at home if they buy food that's already bad

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Definitely agree (2)	**185** *9%*	136 *10%*	49 *8%*	25 *9%*	30 *7%*	103 *7%*	83 *13%* V	101 *9%*	57 *8%*	54 *10%*	151 *9%*	21 *8%*	13 *18%* ab	32 *10%*	109 *9%*	98 *9%*	64 *10%*
Tend to agree (1)	**291** *14%*	224 *16%* SU	67 *10%*	34 *12%*	46 *10%*	154 *11%*	137 *21%* V	159 *14%*	102 *14%*	63 *11%*	228 *13%*	41 *16%*	22 *29%* ab	54 *17%*	155 *13%*	136 *13%*	107 *17%* f
Neither agree nor disagree (0)	**128** *6%*	98 *7%*	30 *5%*	16 *6%*	19 *4%*	70 *5%*	58 *9%* V	71 *6%*	35 *5%*	37 *7%*	90 *5%*	28 *11%* a	9 *12%* a	17 *5%*	70 *6%*	49 *5%*	36 *6%*
Tend to disagree (-1)	**605** *29%*	409 *29%*	196 *30%*	92 *33%*	147 *31%*	441 *31%* W	164 *25%*	324 *28%*	212 *30%*	174 *31%*	525 *30%* c	74 *28%* c	6 *8%*	82 *26%*	360 *30%*	311 *29%*	168 *27%*
Definitely disagree (-2)	**841** *40%*	542 *38%*	299 *46%* RT	110 *39%*	223 *48%* RT	651 *45%* W	190 *29%*	474 *41%*	294 *42%*	224 *40%*	723 *42%*	94 *36%*	24 *31%*	124 *40%*	498 *41%*	465 *44%*	234 *38%*
Don't know	**27** *1%*	21 *1%*	6 *1%* U	6 *2%* U	2 *	14 *1%*	13 *2%*	16 *1%*	7 *1%*	5 *1%*	20 *1%*	5 *2%*	2 *2%*	6 *2%*	12 *1%*	7 *1%*	5 *1%*
All Agree	**476** *23%*	360 *25%* SU	116 *18%*	58 *21%*	76 *16%*	256 *18%*	220 *34%* V	260 *23%*	159 *22%*	118 *21%*	379 *22%*	62 *24%*	35 *46%* ab	86 *27%*	264 *22%*	234 *22%*	171 *28%* f
All Disagree	**1447** *70%*	951 *66%*	496 *77%* RT	202 *72%*	370 *79%* RST	1092 *76%* W	355 *55%*	798 *70%*	506 *72%*	398 *71%*	1249 *72%* bc	168 *64%* c	30 *39%*	206 *65%*	858 *71%*	776 *73%* g	402 *65%*
Net Agree	**-970** *-47%*	-591 *-41%*	-379 *-59%*	-144 *-51%*	-293 *-63%*	-835 *-58%*	-135 *-21%*	-538 *-47%*	-347 *-49%*	-280 *-50%*	-870 *-50%*	-106 *-40%*	5 *7%*	-120 *-38%*	-594 *-49%*	-542 *-51%*	-231 *-38%*
Mean	**-0.79**	-0.71 SU	-0.98	-0.83 SU	-1.05	-0.98	-0.38 V	-0.81	-0.83	-0.81	-0.84	-0.69	-0.07 ab	-0.69	-0.82	-0.86	-0.66 f

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*

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
People only get food poisoning at home if they buy food that's already bad

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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)
Weighted Base	**2078**	1431	647	282	466	1433	645	1145	708	557	1738	264	76*	314	1203	1066	614
Standard Deviation	**1.35**	1.37	1.27	1.31	1.23	1.26	1.44	1.35	1.33	1.34	1.33	1.33	1.55	1.41	1.34	1.35	1.41

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 9

13 Nov 2012

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
People only get food poisoning at home if they buy food that's already bad

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
Definitely agree (2)	**185** ***9%***	181 *9%*	4 *4%*	140 *10%* m	10 *6%*	12 *6%*	11 *5%*	- -	39 *4%*	147 *36%*
Tend to agree (1)	**291** ***14%***	279 *14%*	12 *12%*	204 *14%*	30 *17%*	23 *12%*	35 *15%*	- -	119 *11%*	172 *43%*
Neither agree nor disagree (0)	**128** ***6%***	116 *6%*	11 *12%* h	90 *6%*	11 *6%*	15 *8%*	10 *5%*	- -	128 *12%*	- -
Tend to disagree (-1)	**605** ***29%***	582 *29%*	23 *25%*	425 *29%*	37 *21%*	79 *41%* jk	102 *44%* jk	122 *19%*	427 *41%*	56 *14%*
Definitely disagree (-2)	**841** ***40%***	801 *40%*	40 *43%*	599 *41%* m	84 *48%* lm	64 *33%*	68 *30%*	515 *81%*	299 *29%*	28 *7%*
Don't know	**27** ***1%***	24 *1%*	3 *3%*	19 *1%*	3 *2%*	- -	5 *2%* l	- -	27 *3%*	- -
All Agree	**476** ***23%***	461 *23%*	16 *17%*	344 *23%*	40 *23%*	35 *18%*	46 *20%*	- -	158 *15%*	319 *79%*
All Disagree	**1447** ***70%***	1383 *70%*	63 *68%*	1023 *69%*	121 *69%*	144 *74%*	170 *74%*	637 *100%*	726 *70%*	84 *21%*
Net Agree	**-970** ***-47%***	-923 *-46%*	-48 *-51%*	-679 *-46%*	-81 *-46%*	-108 *-56%*	-124 *-54%*	-637 *-100%*	-568 *-55%*	235 *58%*
Mean	**-0.79**	-0.79	-0.93	-0.78	-0.90	-0.83	-0.80	-1.81	-0.82	0.88

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**

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?
People only get food poisoning at home if they buy food that's already bad

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)
Weighted Base	**2078**	1985	93*	1477	176	194	231	637	1039	403
Standard Deviation	**1.35**	1.35	1.22	1.36	1.34	1.19	1.17	0.39	1.10	1.24

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 10

13 Nov 2012

1.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?

1.1: Summary table

	The experts contradict each other over what foods are good or bad for you	What you eat makes a big difference to how healthy you are	When preparing food for myself I could be more careful about hygiene	For me, most of the time food should be as quick as possible to prepare	I am unlikely to get food poisoning from food prepared in my own home	It's just bad luck if you get food poisoning	People worry too much about getting food poisoning	You only get food poisoning if you don't cook food properly	People only get food poisoning at home if they buy food that's already bad
Unweighted Base	2078	2078	2078	2078	2078	2078	2078	2078	2078
Weighted Base	2078	2078	2078	2078	2078	2078	2078	2078	2078
Definitely agree (2)	888 *43%*	1500 *72%*	289 *14%*	259 *12%*	688 *33%*	154 *7%*	269 *13%*	340 *16%*	185 *9%*
Tend to agree (1)	736 *35%*	471 *23%*	616 *30%*	476 *23%*	625 *30%*	396 *19%*	565 *27%*	450 *22%*	291 *14%*
Neither agree nor disagree (0)	221 *11%*	47 *2%*	172 *8%*	310 *15%*	139 *7%*	214 *10%*	413 *20%*	121 *6%*	128 *6%*
Tend to disagree (-1)	166 *8%*	36 *2%*	503 *24%*	582 *28%*	384 *19%*	646 *31%*	566 *27%*	597 *29%*	605 *29%*
Definitely disagree (-2)	36 *2%*	16 *1%*	496 *24%*	447 *21%*	231 *11%*	662 *32%*	232 *11%*	561 *27%*	841 *40%*
Don't know	32 *2%*	8 *	2 *	4 *	11 *1%*	7 *	33 *2%*	10 *	27 *1%*
All Agree	1624 *78%*	1971 *95%*	905 *44%*	735 *35%*	1313 *63%*	549 *26%*	834 *40%*	789 *38%*	476 *23%*
All Disagree	202 *10%*	51 *2%*	999 *48%*	1029 *50%*	615 *30%*	1308 *63%*	798 *38%*	1158 *56%*	1447 *70%*
Net Agree	1422 *68%*	1920 *92%*	-94 *-5%*	-293 *-14%*	698 *34%*	-759 *-37%*	36 *2%*	-369 *-18%*	-970 *-47%*
Mean	1.11	1.64	-0.15	-0.23	0.56	-0.61	0.04	-0.29	-0.79
Standard Deviation	1.01	0.69	1.43	1.35	1.40	1.31	1.24	1.47	1.35

1.2 Are you the person who usually does most of the cooking in this household, or do you just do some of the cooking, or do you not usually do any cooking at all?

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*
Does most or all of the cooking	**1314** ***63%***	402 *44%*	912 *79%* A	51 *35%*	189 *59%* C	253 *66%* C	215 *64%* C	215 *63%* C	389 *70%* CD	342 *60%*	145 *68%*	91 *62%*	80 *62%*	292 *62%*	1215 *64%* Q	28 *72%*	39 *50%*
Does some cooking	**596** ***29%***	380 *41%* B	217 *19%*	80 *55%* DEFG H	112 *35%* GH	106 *28%* H	100 *30%* H	88 *26%*	111 *20%*	175 *31%*	61 *29%*	48 *33%*	42 *33%*	128 *27%*	537 *28%*	8 *20%*	29 *36%*
Does no cooking	**168** ***8%***	140 *15%* B	28 *2%*	15 *10%*	18 *6%*	22 *6%*	21 *6%*	36 *11%* E	54 *10%*	52 *9%* J	6 *3%*	7 *4%*	7 *6%*	55 *12%* JK	150 *8%*	3 *7%*	11 *14%*

1.2 Are you the person who usually does most of the cooking in this household, or do you just do some of the cooking, or do you not usually do any cooking at all?

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Does most or all of the cooking	**1314** **63%**	921 *64%*	393 *61%*	162 *58%*	299 *64%* S	862 *60%*	452 *70%* V	1145 *100%* YZ	169 *24%* Z	- -	1075 *62%*	187 *71%* a	52 *69%*	189 *60%*	765 *64%*	660 *62%*	403 *66%*
Does some cooking	**596** **29%**	390 *27%*	206 *32%* U	91 *32%*	133 *29%*	460 *32%* W	136 *21%*	- -	519 *73%* X	409 *74%* X	523 *30%* b	57 *21%*	17 *23%*	103 *33%*	351 *29%*	318 *30%*	175 *28%*
Does no cooking	**168** **8%**	119 *8%*	48 *7%*	28 *10%*	34 *7%*	111 *8%*	57 *9%*	- -	20 *3%* X	148 *26%* XY	141 *8%*	21 *8%*	6 *8%*	22 *7%*	88 *7%*	89 *8%*	36 *6%*

1.2 Are you the person who usually does most of the cooking in this household, or do you just do some of the cooking, or do you not usually do any cooking at all?

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
Does most or all of the cooking	**1314**	1264	50	935	110	123	144	405	658	251
	63%	*64%*	*54%*	*63%*	*63%*	*63%*	*62%*	*64%*	*63%*	*62%*
Does some cooking	**596**	563	34	424	47	60	70	199	291	106
	29%	*28%*	*36%*	*29%*	*27%*	*31%*	*30%*	*31%*	*28%*	*26%*
Does no cooking	**168**	158	10	118	18	11	17	33	89	45
	8%	*8%*	*10%*	*8%*	*11%*	*6%*	*7%*	*5%*	*9%*	*11%*

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 12

13 Nov 2012

1.3 And do you usually do most of the food shopping, or some of it, or do you not usually do any of the food shopping?

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*
Most or all of the food shopping	**1352**	451	901	57	211	247	220	219	396	347	145	100	73	315	1248	21	56
	65%	*49%*	*78%* A	*39%*	*66%* C	*65%* C	*66%* C	*65%* C	*71%* C	*61%*	*69%*	*69%*	*56%*	*66%*	*66%*	*55%*	*72%*
Some of the food shopping	**568**	365	203	54	91	110	102	93	118	168	53	37	45	119	513	15	22
	27%	*40%* B	*18%*	*37%* H	*29%* H	*29%* H	*30%* H	*28%*	*21%*	*29%*	*25%*	*25%*	*35%*	*25%*	*27%*	*40%*	*28%*
No food shopping	**158**	105	53	36	17	24	14	26	40	54	13	9	11	41	142	2	*
	8%	*11%* B	*5%*	*25%* DEFGH	*5%*	*6%*	*4%*	*8%*	*7%*	*10%*	*6%*	*6%*	*9%*	*9%*	*7%*	*5%*	*

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

1.3 And do you usually do most of the food shopping, or some of it, or do you not usually do any of the food shopping?

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Most or all of the food shopping	**1352**	944	408	175	301	896	456	1145	207	-	1111	186	56	193	809	696	408
	65%	*66%*	*63%*	*62%*	*65%*	*63%*	*71%* V	*100%* YZ	*29%* Z	-	*64%*	*70%*	*73%*	*61%*	*67%*	*65%*	*66%*
Some of the food shopping	**568**	376	192	84	131	423	145	-	483	417	498	57	13	95	317	299	161
	27%	*26%*	*30%*	*30%*	*28%*	*30%* W	*22%*	-	*68%* X	*75%* XY	*29%* b	*22%*	*18%*	*30%*	*26%*	*28%*	*26%*
No food shopping	**158**	111	47	24	34	113	45	-	18	140	130	21	7	26	77	71	45
	8%	*8%*	*7%*	*8%*	*7%*	*8%*	*7%*	-	*2%* X	*25%* XY	*7%*	*8%*	*9%*	*8%*	*6%*	*7%*	*7%*

1.3 And do you usually do most of the food shopping, or some of it, or do you not usually do any of the food shopping?

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
Most or all of the food shopping	**1352** ***65%***	1299 *65%*	54 *57%*	966 *65%*	104 *59%*	136 *70%*	147 *64%*	415 *65%*	667 *64%*	270 *67%*
Some of the food shopping	**568** ***27%***	547 *28%*	21 *22%*	398 *27%*	59 *33%*	49 *25%*	57 *25%*	186 *29%*	281 *27%*	101 *25%*
No food shopping	**158** ***8%***	139 *7%*	19 *20%* h	113 *8%*	13 *7%*	9 *5%*	27 *12%* jl	37 *6%*	90 *9%*	31 *8%*

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

1.4 How often does anyone in your household cook any kind of raw chicken, including chicken fillets or things like chicken kiev? Would it be ....

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*
Most days (5)	**307** **15%**	134 *15%*	173 *15%*	27 *18%* GH	83 *26%* FGH	75 *20%* GH	55 *17%* GH	27 *8%*	39 *7%*	103 *18%*	27 *13%*	21 *14%*	18 *14%*	68 *14%*	263 *14%*	10 *27%* O	20 *26%* O
At least once a week (4)	**1271** **61%**	570 *62%*	701 *61%*	93 *64%*	191 *60%*	244 *64%* H	216 *64%* H	230 *68%* H	297 *54%*	351 *62%*	124 *59%*	87 *60%*	87 *67%*	283 *60%*	1166 *61%*	21 *55%*	47 *60%*
At least once a fortnight (3)	**235** **11%**	99 *11%*	136 *12%*	21 *15%* D	19 *6%*	31 *8%*	34 *10%*	42 *12%* D	88 *16%* DEF	65 *11%*	34 *16%*	22 *15%*	10 *8%*	51 *11%*	227 *12%*	2 *5%*	3 *3%*
At least once a month (2)	**135** **6%**	55 *6%*	80 *7%*	5 *3%*	14 *4%*	16 *4%*	20 *6%*	23 *7%*	56 *10%* CDE	26 *5%*	12 *6%*	6 *4%*	9 *7%*	33 *7%*	127 *7%*	2 *5%*	4 *5%*
Less than once a month (1)	**63** **3%**	31 *3%*	33 *3%*	* *	1 *	13 *3%* D	11 *3%* D	10 *3%* D	29 *5%* CD	14 *3%*	10 *4%*	1 *1%*	4 *3%*	16 *3%*	59 *3%*	1 *2%*	2 *2%*
Never (0)	**66** **3%**	32 *3%*	34 *3%*	- -	11 *4%* EF	2 *	- -	7 *2%* F	45 *8%* CDEFG	10 *2%*	6 *3%*	9 *6%* I	1 *1%*	24 *5%* I	60 *3%*	2 *5%*	3 *4%*
Mean	**3.69**	3.68	3.69	3.97 GH	3.96 GH	3.90 GH	3.85 GH	3.65 H	3.22	3.83 JM	3.61	3.66	3.79	3.59	3.67	3.85	3.91
Standard Deviation	**1.10**	1.12	1.08	0.69	1.05	0.91	0.87	0.98	1.35	0.97	1.09	1.16	0.94	1.22	1.10	1.25	1.14

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 13

13 Nov 2012

1.4 How often does anyone in your household cook any kind of raw chicken, including chicken fillets or things like chicken kiev? Would it be ....

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Most days (5)	**307** *15%*	153 *11%*	154 *24%* R	62 *22%* R	113 *24%* R	254 *18%* W	54 *8%*	155 *14%*	116 *16%*	83 *15%*	307 *18%* bc	- -	- -	58 *19%*	176 *15%*	176 *17%*	76 *12%*
At least once a week (4)	**1271** *61%*	854 *60%*	417 *64%*	191 *68%* R	300 *64%*	918 *64%* W	353 *55%*	679 *59%*	454 *64%*	361 *65%*	1271 *73%* bc	- -	- -	171 *54%*	758 *63%* d	636 *60%*	405 *66%* f
At least once a fortnight (3)	**235** *11%*	192 *13%* STU	43 *7%*	18 *6%*	29 *6%*	135 *9%*	100 *15%* V	141 *12%*	68 *10%*	65 *12%*	92 *5%*	143 *54%* ac	- -	35 *11%*	134 *11%*	117 *11%*	62 *10%*
At least once a month (2)	**135** *6%*	117 *8%* STU	18 *3%*	4 *1%*	16 *4%*	72 *5%*	63 *10%* V	86 *8%*	35 *5%*	26 *5%*	34 *2%*	101 *38%* ac	- -	29 *9%* e	66 *5%*	66 *6%*	40 *6%*
Less than once a month (1)	**63** *3%*	51 *4%* U	12 *2%*	5 *2%*	6 *1%*	34 *2%*	29 *4%* V	43 *4%*	16 *2%*	10 *2%*	14 *1%*	15 *6%* a	34 *45%* ab	9 *3%*	32 *3%*	38 *4%*	16 *3%*
Never (0)	**66** *3%*	63 *4%* STU	3 *	2 *1%*	2 *	20 *1%*	46 *7%* V	41 *4%*	18 *3%*	13 *2%*	19 *1%*	5 *2%*	42 *55%* ab	11 *4%*	37 *3%*	33 *3%*	15 *2%*
Mean	**3.69**	3.53	4.04 R	4.05 R	4.06 R	3.86 W	3.31	3.60	3.80 X	3.79 X	4.02 bc	2.45 c	0.45	3.66	3.72	3.70	3.72
Standard Deviation	**1.10**	1.17	0.81	0.78	0.79	0.94	1.31	1.15	1.02	0.97	0.75	0.68	0.50	1.18	1.06	1.12	1.01

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**

1.4 How often does anyone in your household cook any kind of raw chicken, including chicken fillets or things like chicken kiev? Would it be ....

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
Most days (5)	**307** *15%*	290 *15%*	17 *18%*	204 *14%*	39 *22%* j	36 *19%*	38 *16%*	116 *18%*	138 *13%*	53 *13%*
At least once a week (4)	**1271** *61%*	1216 *61%*	55 *59%*	918 *62%* l	96 *55%*	100 *51%*	157 *68%* kl	402 *63%*	640 *62%*	230 *57%*
At least once a fortnight (3)	**235** *11%*	227 *11%*	8 *9%*	167 *11%*	17 *10%*	30 *15%*	22 *10%*	77 *12%*	131 *13%*	27 *7%*
At least once a month (2)	**135** *6%*	132 *7%*	3 *3%*	100 *7%* m	10 *5%*	11 *6%* m	4 *2%*	23 *4%*	71 *7%*	41 *10%*
Less than once a month (1)	**63** *3%*	60 *3%*	4 *4%*	40 *3%*	10 *6%* j	8 *4%*	6 *3%*	12 *2%*	30 *3%*	21 *5%*
Never (0)	**66** *3%*	59 *3%*	7 *7%*	47 *3%*	4 *2%*	10 *5%*	4 *2%*	8 *1%*	28 *3%*	29 *7%*
Mean	**3.69**	3.69	3.63	3.68	3.74	3.60	3.88 jl	3.89	3.67	3.41
Standard Deviation	**1.10**	1.09	1.33	1.09	1.17	1.26	0.92	0.89	1.06	1.38

1.6 How often does anyone in your household cook any kind of raw beef, including beefburgers or mince? Would it be .....

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*
Most days (5)	**89** *4%*	45 *5%*	44 *4%*	10 *7%* H	19 *6%* H	24 *6%* H	14 *4%* H	13 *4%*	9 *2%*	22 *4%*	9 *4%*	8 *5%*	9 *7%*	22 *5%*	88 *5%*	1 *2%*	- -
At least once a week (4)	**1115** *54%*	478 *52%*	637 *55%*	81 *55%* H	199 *62%* H	222 *58%* H	189 *56%* H	186 *55%* H	238 *43%*	303 *53%*	119 *56%*	82 *57%*	79 *61%*	243 *51%*	1044 *55%* Q	19 *50%*	24 *30%*
At least once a fortnight (3)	**342** *16%*	139 *15%*	204 *18%*	26 *17%*	33 *10%*	62 *16%*	49 *15%*	74 *22%* DF	99 *18%* D	109 *19%*	35 *17%*	21 *15%*	20 *16%*	67 *14%*	316 *17%*	2 *5%*	9 *11%*
At least once a month (2)	**251** *12%*	128 *14%*	123 *11%*	17 *12%*	24 *8%*	31 *8%*	40 *12%*	44 *13%* D	95 *17%* DE	90 *16%* JLM	19 *9%*	15 *10%*	9 *7%*	46 *10%*	233 *12%*	5 *13%*	9 *12%*
Less than once a month (1)	**132** *6%*	57 *6%*	75 *6%*	9 *6%*	19 *6%*	24 *6%*	23 *7%*	13 *4%*	42 *8%* G	28 *5%*	15 *7%*	8 *6%*	6 *5%*	35 *7%*	119 *6%*	4 *10%*	3 *4%*
Never (0)	**148** *7%*	75 *8%*	73 *6%*	3 *2%*	25 *8%* G	18 *5%*	21 *6%*	10 *3%*	71 *13%* CEFG	18 *3%*	15 *7%* I	11 *8%* I	6 *5%*	60 *13%* IL	102 *5%*	8 *20%* O	34 *44%* OP
Mean	**3.16**	3.11	3.20	3.38 H	3.32 H	3.36 H	3.20 H	3.34 H	2.75	3.26 M	3.19	3.23	3.45 M	2.98	3.23 PQ	2.63 Q	1.80
Standard Deviation	**1.30**	1.35	1.27	1.13	1.34	1.21	1.28	1.06	1.44	1.12	1.31	1.33	1.17	1.50	1.24	1.69	1.76

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 14

13 Nov 2012

1.6 How often does anyone in your household cook any kind of raw beef, including beefburgers or mince? Would it be .....

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Most days (5)	**89**	51	38	12	30	79	10	44	27	28	89	-	-	15	48	45	30
	4%	*4%*	*6%* R	*4%*	*6%* R	*6%* W	*2%*	*4%*	*4%*	*5%*	*5%* b	-	-	*5%*	*4%*	*4%*	*5%*
At least once a week (4)	**1115**	724	391	171	291	826	289	602	388	317	1115	-	-	150	669	578	339
	54%	*51%*	*60%* R	*60%* R	*62%* R	*58%* W	*45%*	*53%*	*55%*	*57%*	*64%* bc	-	-	*48%*	*56%* d	*54%*	*55%*
At least once a fortnight (3)	**342**	253	90	41	62	228	115	191	118	83	236	106	-	51	200	194	91
	16%	*18%*	*14%*	*14%*	*13%*	*16%*	*18%*	*17%*	*17%*	*15%*	*14%* c	*40%* ac	-	*16%*	*17%*	*18%*	*15%*
At least once a month (2)	**251**	190	61	24	40	143	109	137	87	77	154	98	-	49	132	117	73
	12%	*13%* SU	*9%*	*9%*	*9%*	*10%*	*17%* V	*12%*	*12%*	*14%*	*9%* c	*37%* ac	-	*16%*	*11%*	*11%*	*12%*
Less than once a month (1)	**132**	103	29	15	14	87	45	78	45	27	67	33	32	21	80	65	43
	6%	*7%* SU	*4%* U	*5%*	*3%*	*6%*	*7%*	*7%*	*6%*	*5%*	*4%*	*13%* a	*42%* ab	*7%*	*7%*	*6%*	*7%*
Never (0)	**148**	110	38	19	29	70	78	92	43	26	78	26	44	29	76	68	38
	7%	*8%*	*6%*	*7%*	*6%*	*5%*	*12%* V	*8%* Z	*6%*	*5%*	*4%*	*10%* a	*58%* ab	*9%*	*6%*	*6%*	*6%*
Mean	**3.16**	3.07	3.36 R	3.29 R	3.42 R	3.32 W	2.81	3.10	3.19	3.30 X	3.44 bc	2.08 c	0.42	3.01	3.20 d	3.20	3.20
Standard Deviation	**1.30**	1.33	1.23	1.27	1.21	1.22	1.42	1.34	1.26	1.20	1.14	0.96	0.50	1.39	1.27	1.26	1.29

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

1.6 How often does anyone in your household cook any kind of raw beef, including beefburgers or mince? Would it be .....

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
Most days (5)	**89** *4%*	84 *4%*	5 *5%*	55 *4%*	10 *6%*	16 *8%* j	19 *8%* j	30 *5%*	48 *5%*	11 *3%*
At least once a week (4)	**1115** *54%*	1066 *54%*	49 *53%*	777 *53%*	97 *55%*	116 *60%*	163 *70%* jkl	351 *55%*	573 *55%*	191 *47%*
At least once a fortnight (3)	**342** *16%*	325 *16%*	17 *18%*	250 *17%* m	25 *14%*	30 *16%*	24 *10%*	115 *18%*	171 *16%*	57 *14%*
At least once a month (2)	**251** *12%*	248 *13%* i	3 *3%*	186 *13%* m	20 *11%*	16 *8%*	13 *6%*	80 *13%*	114 *11%*	57 *14%*
Less than once a month (1)	**132** *6%*	125 *6%*	7 *8%*	91 *6%*	17 *10%* m	10 *5%*	7 *3%*	41 *6%*	64 *6%*	27 *7%*
Never (0)	**148** *7%*	137 *7%*	11 *12%*	116 *8%* lm	6 *4%*	6 *3%*	5 *2%*	20 *3%*	68 *7%*	60 *15%*
Mean	**3.16**	3.16	3.08	3.11	3.26	3.48 j	3.69 jkl	3.30	3.21	2.81
Standard Deviation	**1.30**	1.29	1.49	1.32	1.25	1.12	0.97	1.15	1.28	1.51

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 15

13 Nov 2012

2.1 Have you personally ever had food poisoning?

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*
Yes more than once	**311** ***15%***	170 *18%* B	141 *12%*	22 *15%*	54 *17%* H	71 *19%* H	55 *16%* H	55 *16%* H	55 *10%*	120 *21%* JM	25 *12%*	20 *14%*	17 *13%*	59 *12%*	275 *14%*	5 *13%*	22 *28%* O
Yes once	**445** ***21%***	192 *21%*	253 *22%*	26 *18%*	65 *20%*	92 *24%*	84 *25%* H	78 *23%*	100 *18%*	141 *25%* KM	55 *26%* KM	17 *11%*	28 *21%*	83 *17%*	411 *22%*	8 *20%*	17 *22%*
I think so but I'm not sure it was food poisoning	**162** ***8%***	86 *9%* B	75 *7%*	11 *8%*	35 *11%*	29 *8%*	24 *7%*	27 *8%*	36 *6%*	54 *10%*	23 *11%* M	12 *8%*	12 *9%*	26 *6%*	145 *8%*	6 *15%*	3 *4%*
No	**1148** ***55%***	467 *51%*	681 *59%* A	85 *58%*	165 *52%*	190 *50%*	172 *51%*	176 *52%*	359 *65%* DEFG	248 *44%*	109 *51%*	97 *67%* IJ	73 *56%* I	305 *64%* IJ	1060 *56%*	19 *50%*	36 *46%*
DK	**13** ***1%***	6 *1%*	7 *1%*	2 *2%*	1 *	- -	1 *	4 *1%*	4 *1%*	6 *1%*	- -	- -	- -	2 *	12 *1%*	1 *2%*	- -

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

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 15

13 Nov 2012

2.1 Have you personally ever had food poisoning?

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Yes more than once	**311** *15%*	211 *15%*	100 *15%*	39 *14%*	70 *15%*	235 *16%* W	76 *12%*	162 *14%*	125 *18%*	81 *15%*	270 *16%*	35 *13%*	6 *8%*	48 *15%*	190 *16%*	174 *16%*	79 *13%*
Yes once	**445** *21%*	312 *22%*	133 *21%*	47 *17%*	101 *22%*	330 *23%* W	115 *18%*	248 *22%*	144 *20%*	116 *21%*	373 *21%*	55 *21%*	17 *22%*	66 *21%*	269 *22%*	234 *22%*	137 *22%*
I think so but I'm not sure it was food poisoning	**162** *8%*	110 *8%*	51 *8%*	30 *11%*	33 *7%*	122 *9%*	40 *6%*	74 *6%*	66 *9%*	64 *11%* X	131 *8%*	27 *10%*	4 *5%*	21 *7%*	96 *8%*	92 *9%*	38 *6%*
No	**1148** *55%*	789 *55%*	359 *55%*	164 *58%*	258 *55%*	741 *52%*	407 *63%* V	652 *57%*	371 *52%*	292 *52%*	954 *55%*	144 *55%*	50 *65%*	180 *57%*	641 *53%*	559 *52%*	356 *58%*
DK	**13** *1%*	8 *1%*	4 *1%*	2 *1%*	4 *1%*	5 *	8 *1%* V	8 *1%*	1 *	4 *1%*	9 *1%*	4 *1%*	- -	- -	7 *1%*	7 *1%*	3 *

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**

2.1 Have you personally ever had food poisoning?

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
Yes more than once	**311** ***15%***	294 *15%*	17 *18%*	226 *15%* m	25 *14%*	27 *14%* m	18 *8%*	138 *22%*	139 *13%*	34 *8%*
Yes once	**445** ***21%***	431 *22%*	15 *16%*	313 *21%*	38 *21%*	49 *25%*	50 *22%*	158 *25%*	218 *21%*	70 *17%*
I think so but I'm not sure it was food poisoning	**162** ***8%***	147 *7%*	14 *15%* h	114 *8%*	15 *9%*	16 *8%*	14 *6%*	60 *9%*	76 *7%*	26 *7%*
No	**1148** ***55%***	1100 *55%*	48 *51%*	815 *55%*	96 *54%*	101 *52%*	148 *64%* jl	279 *44%*	598 *58%*	270 *67%*
DK	**13** ***1%***	13 *1%*	- -	8 *1%*	2 *1%*	1 *	2 *1%*	3 *	8 *1%*	2 *1%*

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 16

13 Nov 2012

2.2 If you were buying raw food to cook at home, are some types of food more likely to give you food poisoning than others?

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*
Meat																	
Chicken	**1243** *60%*	515 *56%*	728 *63%* A	90 *62%*	166 *52%*	223 *59%*	223 *66%* DH	219 *65%* D	322 *58%*	381 *67%* M	127 *60%*	86 *59%*	76 *59%*	252 *53%*	1187 *62%* PQ	11 *30%*	18 *23%*
Turkey	**158** *8%*	71 *8%*	86 *7%*	9 *6%*	29 *9%*	48 *13%* FGH	20 *6%*	21 *6%*	31 *6%*	52 *9%* LM	18 *9%* L	11 *7%*	2 *2%*	24 *5%*	145 *8%*	2 *5%*	7 *8%*
Pork/bacon/ham	**393** *19%*	181 *20%*	212 *18%*	22 *15%*	47 *15%*	76 *20%*	86 *26%* DH	73 *22%*	90 *16%*	109 *19%*	43 *20%*	18 *12%*	23 *17%*	91 *19%*	370 *19%*	4 *10%*	12 *15%*
Beef	**239** *11%*	112 *12%*	127 *11%*	29 *20%* GH	44 *14%* GH	52 *14%* GH	39 *12%*	27 *8%*	46 *8%*	65 *11%*	25 *12%*	17 *12%*	15 *11%*	66 *14%*	213 *11%*	8 *20%*	13 *16%*
Lamb	**96** *5%*	46 *5%*	50 *4%*	4 *3%*	20 *6%*	18 *5%*	18 *5%*	10 *3%*	25 *5%*	19 *3%*	5 *2%*	4 *3%*	2 *1%*	28 *6%*	87 *5%*	1 *2%*	4 *5%*
Duck	**67** *3%*	39 *4%*	28 *2%*	6 *4%*	9 *3%*	15 *4%*	11 *3%*	11 *3%*	14 *3%*	11 *2%*	4 *2%*	3 *2%*	* *	8 *2%*	56 *3%*	3 *7%*	3 *4%*
Any other specific meat	**98** *5%*	38 *4%*	61 *5%*	10 *7%*	14 *4%*	22 *6%*	14 *4%*	15 *4%*	24 *4%*	20 *3%*	9 *4%*	10 *7%*	11 *9%* IM	15 *3%*	89 *5%*	3 *7%*	4 *5%*
Meat in general	**468** *23%*	183 *20%*	285 *25%* A	42 *29%* H	88 *28%* GH	83 *22%*	92 *27%* GH	66 *20%*	95 *17%*	130 *23%*	46 *22%*	36 *25%*	27 *21%*	99 *21%*	434 *23%*	12 *32%*	16 *21%*
Seafood/Shellfish																	
Prawns/shrimps	**219** *11%*	74 *8%*	145 *13%* A	8 *5%*	27 *8%*	55 *14%* CDH	50 *15%* CDH	42 *12%* H	38 *7%*	74 *13%* M	20 *9%*	14 *10%*	10 *8%*	30 *6%*	206 *11%*	4 *10%*	4 *5%*

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**

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 16

13 Nov 2012

2.2 If you were buying raw food to cook at home, are some types of food more likely to give you food poisoning than others?

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)
Weighted Base	**2078**	921	1157	147*	319	381	336	339	554	570	212	146	130*	475	1902	38*	79*
Mussels	**135**	58	78	8	12	32	25	24	34	49	7	7	2	21	130	3	2
	7%	*6%*	*7%*	*5%*	*4%*	*8%* D	*8%*	*7%*	*6%*	*9%* JLM	*4%*	*5%*	*2%*	*4%*	*7%*	*7%*	*2%*
Oysters	**90**	42	49	5	9	22	20	20	14	27	6	3	1	10	84	2	3
	4%	*5%*	*4%*	*3%*	*3%*	*6%* H	*6%* H	*6%* H	*3%*	*5%*	*3%*	*2%*	*1%*	*2%*	*4%*	*5%*	*4%*
Any other specific seafood/ shellfish	**93**	39	53	3	12	21	20	20	17	23	4	7	6	13	87	1	4
	4%	*4%*	*5%*	*2%*	*4%*	*6%*	*6%*	*6%*	*3%*	*4%*	*2%*	*5%*	*5%*	*3%*	*5%*	*2%*	*5%*
Seafood/shellfish in general	**405**	168	236	15	74	102	51	76	85	129	47	20	23	59	386	3	7
	19%	*18%*	*20%*	*10%*	*23%* CFH	*27%* CFH	*15%*	*22%* CFH	*15%*	*23%* M	*22%* M	*14%*	*18%*	*12%*	*20%* Q	*7%*	*8%*
Fish																	
Any specific kind of fish	**65**	24	41	5	5	17	8	11	19	15	3	8	3	10	59	1	4
	3%	*3%*	*4%*	*3%*	*2%*	*4%*	*2%*	*3%*	*3%*	*3%*	*1%*	*5%*	*3%*	*2%*	*3%*	*2%*	*5%*
Fish in general	**442**	171	271	39	66	86	74	70	106	111	39	29	36	101	407	8	9
	21%	*19%*	*23%* A	*26%*	*21%*	*23%*	*22%*	*21%*	*19%*	*19%*	*18%*	*20%*	*28%*	*21%*	*21%*	*20%*	*12%*
Dairy																	
Milk	**143**	71	72	16	36	33	28	14	16	29	7	5	6	33	121	5	6
	7%	*8%*	*6%*	*11%* GH	*11%* GH	*9%* GH	*8%* H	*4%*	*3%*	*5%*	*3%*	*3%*	*5%*	*7%*	*6%*	*13%*	*8%*
Cheese	**132**	54	78	8	28	35	29	16	16	33	9	8	4	27	116	6	3
	6%	*6%*	*7%*	*5%*	*9%* H	*9%* GH	*9%* H	*5%*	*3%*	*6%*	*4%*	*5%*	*3%*	*6%*	*6%*	*15%* O	*4%*
Butter	**48**	28	21	4	14	9	12	4	5	9	4	2	2	13	44	1	1
	2%	*3%*	*2%*	*3%*	*4%* GH	*2%*	*4%* H	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*3%*	*2%*	*2%*	*1%*

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

2.2 If you were buying raw food to cook at home, are some types of food more likely to give you food poisoning than others?

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)
Weighted Base	**2078**	921	1157	147*	319	381	336	339	554	570	212	146	130*	475	1902	38*	79*
Other dairy	**297** *14%*	100 *11%*	196 *17%* A	20 *14%*	57 *18%* H	71 *19%* H	59 *18%* H	47 *14%* H	42 *8%*	86 *15%*	35 *16%*	23 *16%*	11 *8%*	59 *12%*	279 *15%*	4 *10%*	6 *8%*
Other																	
Rice	**169** *8%*	59 *6%*	110 *10%* A	13 *9%*	36 *11%* H	41 *11%* H	33 *10%* H	23 *7%*	22 *4%*	57 *10%* M	15 *7%*	7 *4%*	13 *10%*	27 *6%*	161 *8%*	2 *5%*	3 *4%*
Vegetables and fruit	**119** *6%*	42 *5%*	77 *7%*	8 *5%*	22 *7%*	28 *7%*	16 *5%*	22 *7%*	23 *4%*	33 *6%*	8 *4%*	3 *2%*	5 *4%*	27 *6%*	102 *5%*	9 *22%* OQ	5 *7%*
Any other food mentioned	**213** *10%*	78 *8%*	135 *12%* A	21 *15%* H	32 *10%* H	53 *14%* H	34 *10%* H	40 *12%* H	32 *6%*	60 *10%*	23 *11%*	19 *13%*	13 *10%*	46 *10%*	196 *10%*	6 *15%*	4 *5%*
Yes, but don't know which foods	**46** *2%*	20 *2%*	26 *2%*	3 *2%*	8 *3%*	5 *1%*	11 *3%*	4 *1%*	16 *3%*	7 *1%*	4 *2%*	4 *3%*	4 *3%*	13 *3%*	40 *2%*	2 *5%*	1 *1%*
No	**153** *7%*	80 *9%*	72 *6%*	7 *5%*	31 *10%*	27 *7%*	23 *7%*	23 *7%*	42 *8%*	34 *6%*	16 *8%*	10 *7%*	5 *4%*	54 *11%* IL	119 *6%*	5 *13%*	17 *22%* O
Don't know	**72** *3%*	35 *4%*	37 *3%*	5 *4%*	8 *2%*	14 *4%*	5 *2%*	11 *3%*	29 *5%* F	9 *2%*	6 *3%*	4 *3%*	8 *6%* I	27 *6%* I	65 *3%*	- -	5 *6%*

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 16

13 Nov 2012

2.2 If you were buying raw food to cook at home, are some types of food more likely to give you food poisoning than others?

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Meat																	
Chicken	**1243** *60%*	866 *61%*	377 *58%*	164 *58%*	275 *59%*	856 *60%*	387 *60%*	677 *59%*	430 *61%*	348 *62%*	1059 *61%* b	142 *54%*	42 *56%*	188 *60%*	745 *62%*	645 *61%*	364 *59%*
Turkey	**158** *8%*	95 *7%*	62 *10%* R	31 *11%* R	49 *11%* R	119 *8%*	38 *6%*	102 *9%*	42 *6%*	41 *7%*	135 *8%*	18 *7%*	4 *5%*	38 *12%* e	81 *7%*	84 *8%*	44 *7%*
Pork/bacon/ham	**393** *19%*	269 *19%*	124 *19%*	45 *16%*	96 *21%*	283 *20%*	110 *17%*	218 *19%*	137 *19%*	109 *20%*	328 *19%*	53 *20%*	13 *17%*	66 *21%*	228 *19%*	219 *21%* g	94 *15%*
Beef	**239** *11%*	152 *11%*	87 *13%*	40 *14%*	65 *14%*	178 *12%*	60 *9%*	130 *11%*	80 *11%*	69 *12%*	203 *12%*	20 *8%*	16 *21%* ab	48 *15%*	131 *11%*	112 *11%*	81 *13%*
Lamb	**96** *5%*	56 *4%*	39 *6%*	20 *7%*	24 *5%*	65 *5%*	30 *5%*	52 *5%*	35 *5%*	28 *5%*	82 *5%*	10 *4%*	4 *5%*	20 *6%*	45 *4%*	48 *4%*	28 *5%*
Duck	**67** *3%*	41 *3%*	26 *4%*	9 *3%*	19 *4%*	52 *4%*	15 *2%*	40 *3%*	20 *3%*	18 *3%*	59 *3%*	6 *2%*	2 *3%*	23 *7%* e	34 *3%*	40 *4%*	19 *3%*
Any other specific meat	**98** *5%*	62 *4%*	36 *6%*	14 *5%*	25 *5%*	72 *5%*	26 *4%*	53 *5%*	40 *6%*	28 *5%*	85 *5%*	9 *3%*	4 *5%*	18 *6%*	61 *5%*	46 *4%*	33 *5%*
Meat in general	**468** *23%*	311 *22%*	157 *24%*	73 *26%*	106 *23%*	355 *25%* W	113 *17%*	266 *23%*	158 *22%*	120 *22%*	386 *22%*	68 *26%*	15 *19%*	65 *21%*	276 *23%*	256 *24%*	135 *22%*
Seafood/Shellfish																	
Prawns/shrimps	**219** *11%*	137 *10%*	83 *13%*	35 *13%*	61 *13%*	172 *12%* W	47 *7%*	138 *12%*	67 *9%*	55 *10%*	191 *11%*	18 *7%*	10 *13%*	37 *12%*	131 *11%*	131 *12%* g	48 *8%*

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*

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 16

13 Nov 2012

2.2 If you were buying raw food to cook at home, are some types of food more likely to give you food poisoning than others?

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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)
Weighted Base	**2078**	1431	647	282	466	1433	645	1145	708	557	1738	264	76*	314	1203	1066	614
Mussels	**135** *7%*	87 *6%*	49 *8%*	14 *5%*	37 *8%*	98 *7%*	38 *6%*	82 *7%*	46 *7%*	38 *7%*	114 *7%*	18 *7%*	4 *5%*	31 *10%*	76 *6%*	76 *7%*	32 *5%*
Oysters	**90** *4%*	55 *4%*	36 *6%*	12 *4%*	25 *5%*	72 *5%* W	18 *3%*	52 *5%*	32 *4%*	29 *5%*	78 *4%*	9 *4%*	3 *4%*	26 *8%* e	41 *3%*	50 *5%*	18 *3%*
Any other specific seafood/ shellfish	**93** *4%*	58 *4%*	35 *5%*	11 *4%*	25 *5%*	75 *5%* W	18 *3%*	52 *5%*	37 *5%*	21 *4%*	83 *5%*	7 *3%*	3 *4%*	20 *6%*	54 *4%*	52 *5%*	26 *4%*
Seafood/shellfish in general	**405** *19%*	263 *18%*	142 *22%*	72 *25%* R	95 *20%*	295 *21%*	109 *17%*	247 *22%*	126 *18%*	104 *19%*	341 *20%*	52 *20%*	12 *16%*	53 *17%*	242 *20%*	224 *21%*	105 *17%*
Fish																	
Any specific kind of fish	**65** *3%*	46 *3%*	19 *3%*	11 *4%*	12 *3%*	44 *3%*	21 *3%*	43 *4%*	18 *3%*	16 *3%*	56 *3%*	7 *3%*	2 *3%*	17 *5%*	37 *3%*	29 *3%*	20 *3%*
Fish in general	**442** *21%*	298 *21%*	144 *22%*	51 *18%*	112 *24%*	320 *22%*	122 *19%*	249 *22%*	158 *22%*	112 *20%*	385 *22%*	45 *17%*	12 *15%*	76 *24%*	255 *21%*	225 *21%*	132 *22%*
Dairy																	
Milk	**143** *7%*	81 *6%*	63 *10%* R	25 *9%*	46 *10%* R	122 *9%* W	21 *3%*	66 *6%*	64 *9%* X	42 *7%*	122 *7%*	15 *6%*	7 *9%*	32 *10%* e	73 *6%*	73 *7%*	45 *7%*
Cheese	**132** *6%*	70 *5%*	62 *10%* R	26 *9%* R	47 *10%* R	112 *8%* W	21 *3%*	65 *6%*	61 *9%* XZ	31 *6%*	107 *6%*	17 *7%*	8 *11%*	29 *9%*	69 *6%*	77 *7%*	32 *5%*
Butter	**48** *2%*	26 *2%*	22 *3%*	9 *3%*	19 *4%* R	43 *3%* W	6 *1%*	20 *2%*	24 *3%* Z	10 *2%*	38 *2%*	9 *4%*	1 *1%*	10 *3%*	24 *2%*	26 *2%*	12 *2%*

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*

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 16

13 Nov 2012

2.2 If you were buying raw food to cook at home, are some types of food more likely to give you food poisoning than others?

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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)
Weighted Base	**2078**	1431	647	282	466	1433	645	1145	708	557	1738	264	76*	314	1203	1066	614
Other dairy	**297** *14%*	180 *13%*	117 *18%* R	41 *15%*	96 *20%* RST	236 *16%* W	61 *9%*	178 *16%* Z	97 *14%* Z	56 *10%*	256 *15%*	33 *13%*	8 *10%*	46 *15%*	180 *15%*	139 *13%*	98 *16%*
Other																	
Rice	**169** *8%*	113 *8%*	56 *9%*	27 *10%*	40 *9%*	137 *10%* W	33 *5%*	99 *9%*	57 *8%*	34 *6%*	147 *8%*	17 *7%*	5 *7%*	24 *8%*	104 *9%*	90 *8%*	44 *7%*
Vegetables and fruit	**119** *6%*	70 *5%*	49 *8%* R	16 *6%*	40 *9%* R	89 *6%*	30 *5%*	64 *6%*	44 *6%*	32 *6%*	99 *6%*	15 *6%*	5 *6%*	15 *5%*	76 *6%*	52 *5%*	46 *7%*
Any other food mentioned	**213** *10%*	131 *9%*	82 *13%* R	36 *13%*	58 *12%*	165 *12%* W	48 *7%*	121 *11%*	77 *11%*	55 *10%*	180 *10%*	25 *9%*	8 *11%*	40 *13%*	135 *11%*	120 *11%*	66 *11%*
Yes, but don't know which foods	**46** *2%*	31 *2%*	15 *2%*	3 *1%*	14 *3%*	25 *2%*	21 *3%*	29 *3%*	10 *1%*	11 *2%*	34 *2%*	8 *3%*	4 *5%*	6 *2%*	25 *2%*	18 *2%*	18 *3%*
No	**153** *7%*	98 *7%*	55 *8%*	27 *10%*	38 *8%*	109 *8%*	44 *7%*	79 *7%*	52 *7%*	41 *7%*	129 *7%*	18 *7%*	5 *7%*	21 *7%*	87 *7%*	77 *7%*	47 *8%*
Don't know	**72** *3%*	52 *4%*	20 *3%*	7 *2%*	15 *3%*	38 *3%*	34 *5%* V	47 *4%* Y	14 *2%*	19 *3%*	53 *3%*	15 *6%* a	4 *5%*	12 *4%*	31 *3%*	31 *3%*	18 *3%*

2.2 If you were buying raw food to cook at home, are some types of food more likely to give you food poisoning than others?

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
Meat										
Chicken	**1243** ***60%***	1198 *60%* i	45 *48%*	861 *58%*	116 *66%*	129 *67%* j	172 *74%* j	409 *64%*	633 *61%*	201 *50%*
Turkey	**158** ***8%***	151 *8%*	6 *7%*	115 *8%* lm	17 *10%* lm	6 *3%*	8 *3%*	64 *10%*	75 *7%*	19 *5%*
Pork/bacon/ham	**393** ***19%***	378 *19%*	15 *16%*	282 *19%*	35 *20%*	29 *15%*	45 *19%*	139 *22%*	179 *17%*	75 *19%*
Beef	**239** ***11%***	228 *12%*	10 *11%*	163 *11%*	25 *14%*	23 *12%*	38 *16%* j	72 *11%*	112 *11%*	55 *14%*
Lamb	**96** ***5%***	88 *4%*	8 *8%*	68 *5%* lm	13 *7%* lm	2 *1%*	4 *2%*	27 *4%*	45 *4%*	24 *6%*
Duck	**67** ***3%***	65 *3%*	2 *2%*	53 *4%* m	3 *2%*	2 *1%*	2 *1%*	22 *3%*	31 *3%*	14 *4%*
Any other specific meat	**98** ***5%***	95 *5%*	3 *3%*	67 *5%*	10 *5%*	16 *8%* jm	6 *3%*	35 *6%*	41 *4%*	22 *5%*
Meat in general	**468** ***23%***	447 *23%*	21 *23%*	342 *23%* m	39 *22%* m	37 *19%* m	27 *12%*	192 *30%*	203 *20%*	73 *18%*
Seafood/Shellfish										
Prawns/shrimps	**219** ***11%***	211 *11%*	9 *9%*	146 *10%*	31 *18%* jm	22 *12%*	17 *7%*	76 *12%*	106 *10%*	38 *9%*

2.2 If you were buying raw food to cook at home, are some types of food more likely to give you food poisoning than others?

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)
Weighted Base	**2078**	1985	93*	1477	176	194	231	637	1039	403
Mussels	**135** *7%*	133 *7%*	2 *2%*	100 *7%*	10 *6%*	10 *5%*	10 *4%*	49 *8%*	63 *6%*	23 *6%*
Oysters	**90** *4%*	89 *4%*	2 *2%*	68 *5%*	6 *4%*	4 *2%*	6 *2%*	35 *5%*	42 *4%*	14 *3%*
Any other specific seafood/ shellfish	**93** *4%*	91 *5%*	2 *2%*	65 *4%*	7 *4%*	12 *6%*	10 *4%*	45 *7%*	36 *3%*	12 *3%*
Seafood/shellfish in general	**405** *19%*	389 *20%*	16 *17%*	294 *20%* m	34 *19%* m	36 *19%* m	22 *9%*	151 *24%*	198 *19%*	56 *14%*
Fish										
Any specific kind of fish	**65** *3%*	58 *3%*	7 *8%* h	48 *3%*	5 *3%*	3 *2%*	7 *3%*	21 *3%*	27 *3%*	17 *4%*
Fish in general	**442** *21%*	431 *22%*	11 *12%*	332 *22%* km	26 *15%*	32 *17%*	29 *13%*	158 *25%*	205 *20%*	79 *20%*
Dairy										
Milk	**143** *7%*	141 *7%*	3 *3%*	108 *7%* m	10 *6%*	7 *4%*	9 *4%*	59 *9%*	52 *5%*	33 *8%*
Cheese	**132** *6%*	126 *6%*	6 *6%*	100 *7%*	9 *5%*	6 *3%*	10 *4%*	62 *10%*	51 *5%*	19 *5%*
Butter	**48** *2%*	47 *2%*	1 *1%*	40 *3%*	- -	1 *	2 *1%*	20 *3%*	21 *2%*	7 *2%*

2.2 If you were buying raw food to cook at home, are some types of food more likely to give you food poisoning than others?

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)
Weighted Base	**2078**	1985	93*	1477	176	194	231	637	1039	403
Other dairy	**297** *14%*	286 *14%*	11 *12%*	209 *14%*	29 *16%*	22 *11%*	41 *18%*	110 *17%*	146 *14%*	40 *10%*
Other										
Rice	**169** *8%*	157 *8%*	12 *13%*	124 *8%* m	10 *6%*	18 *9%*	10 *5%*	85 *13%*	70 *7%*	14 *4%*
Vegetables and fruit	**119** *6%*	111 *6%*	7 *8%*	89 *6%* m	9 *5%*	7 *4%*	4 *2%*	59 *9%*	46 *4%*	14 *3%*
Any other food mentioned	**213** *10%*	204 *10%*	9 *10%*	145 *10%*	23 *13%*	22 *12%*	26 *11%*	85 *13%*	103 *10%*	24 *6%*
Yes, but don't know which foods	**46** *2%*	40 *2%*	6 *6%* h	33 *2%*	3 *2%*	6 *3%*	3 *1%*	10 *2%*	23 *2%*	13 *3%*
No	**153** *7%*	143 *7%*	10 *10%*	119 *8%* km	5 *3%*	10 *5%*	9 *4%*	46 *7%*	69 *7%*	38 *9%*
Don't know	**72** *3%*	68 *3%*	4 *5%*	54 *4%*	2 *1%*	6 *3%*	15 *7%* jk	10 *2%*	38 *4%*	25 *6%*

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 17

13 Nov 2012

3.1 I am going to give you more detail shortly on these treatments, but first I'd like to get your immediate reaction to them, based on what I've just said about them. For each of these treatments, can you tell me how acceptable or unacceptable you think it would be to treat meat in this way to red uce the risk of food poisoning.

The meat is sprayed or misted with a weak solution of lactic acid

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*
Definitely acceptable (2)	**59**	39	19	15	6	18	4	6	9	11	4	8	1	12	44	3	2
	3%	*4%* B	*2%*	*10%* DFGH	*2%*	*5%* FH	*1%*	*2%*	*2%*	*2%*	*2%*	*5%*	*1%*	*3%*	*2%*	*7%*	*2%*
Acceptable (1)	**256**	144	111	26	44	45	55	26	60	82	19	18	18	44	233	8	14
	12%	*16%* B	*10%*	*18%* G	*14%* G	*12%*	*16%* GH	*8%*	*11%*	*14%* M	*9%*	*12%*	*14%*	*9%*	*12%*	*20%*	*17%*
I have no feelings either way (0)	**315**	153	161	22	52	49	56	45	89	99	37	17	17	61	292	2	12
	15%	*17%*	*14%*	*15%*	*16%*	*13%*	*17%*	*13%*	*16%*	*17%*	*18%*	*12%*	*13%*	*13%*	*15%*	*5%*	*15%*
Unacceptable (-1)	**713**	301	413	45	114	130	109	127	188	194	79	50	58	177	651	18	24
	34%	*33%*	*36%*	*31%*	*36%*	*34%*	*32%*	*38%*	*34%*	*34%*	*37%*	*34%*	*45%*	*37%*	*34%*	*47%*	*30%*
Definitely unacceptable (-2)	**490**	178	312	31	69	99	83	87	123	135	56	36	22	105	458	3	16
	24%	*19%*	*27%* A	*21%*	*21%*	*26%*	*25%*	*26%*	*22%*	*24%*	*26%*	*24%*	*17%*	*22%*	*24%* P	*7%*	*21%*
It depends	**32**	17	15	2	1	5	5	7	12	7	6	1	1	8	32	-	-
	2%	*2%*	*1%*	*2%*	*	*1%*	*1%*	*2%*	*2%*	*1%*	*3%*	*1%*	*1%*	*2%*	*2%*	-	-
Don't know	**213**	89	124	4	33	36	26	41	74	41	12	17	11	68	191	5	12
	10%	*10%*	*11%*	*3%*	*10%* C	*9%*	*8%*	*12%* C	*13%* CF	*7%*	*6%*	*12%*	*9%*	*14%* IJ	*10%*	*13%*	*15%*
All Acceptable	**314**	184	131	42	50	63	59	32	69	93	22	25	19	56	278	10	16
	15%	*20%* B	*11%*	*28%* DEFG H	*16%* G	*16%* G	*17%* G	*10%*	*12%*	*16%*	*11%*	*17%*	*15%*	*12%*	*15%*	*27%* O	*20%*
All Unacceptable	**1203**	478	725	76	183	228	191	214	310	329	135	86	81	282	1109	21	40
	58%	*52%*	*63%* A	*52%*	*57%*	*60%*	*57%*	*63%*	*56%*	*58%*	*63%*	*59%*	*62%*	*59%*	*58%*	*55%*	*51%*
Net Acceptable	**-889**	-295	-595	-34	-133	-165	-133	-182	-241	-236	-112	-60	-61	-226	-831	-10	-24
	-43%	*-32%*	*-51%*	*-23%*	*-42%*	*-43%*	*-40%*	*-54%*	*-44%*	*-41%*	*-53%*	*-41%*	*-47%*	*-47%*	*-44%*	*-27%*	*-31%*

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

3.1 I am going to give you more detail shortly on these treatments, but first I'd like to get your immediate reaction to them, based on what I've just said about them. For each of these treatments, can you tell me how acceptable or unacceptable you think it would be to treat meat in this way to red uce the risk of food poisoning.

The meat is sprayed or misted with a weak solution of lactic acid

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)
Weighted Base	**2078**	921	1157	147*	319	381	336	339	554	570	212	146	130*	475	1902	38*	79*
Mean	**-0.72**	-0.53 B	-0.87	-0.36 DE FGH	-0.69 G	-0.72	-0.69 G	-0.90	-0.76	-0.69	-0.85	-0.69	-0.70	-0.80	-0.74	-0.31	-0.57
Standard Deviation	**1.10**	1.15	1.03	1.31	1.07	1.17	1.09	1.00	1.04	1.09	1.01	1.19	0.99	1.05	1.08	1.18	1.15

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 17

13 Nov 2012

3.1 I am going to give you more detail shortly on these treatments, but first I'd like to get your immediate reaction to them, based on what I've just said about them. For each of these treatments, can you tell me how acceptable or unacceptable you think it would be to treat meat in this way to red uce the risk of food poisoning.

The meat is sprayed or misted with a weak solution of lactic acid

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Definitely acceptable (2)	**59** **3%**	41 *3%*	17 *3%*	5 *2%*	12 *3%*	48 *3%*	11 *2%*	25 *2%*	28 *4%*	22 *4%*	52 *3%*	4 *1%*	3 *4%*	59 *19%* e	- -	50 *5%* g	2 *
Acceptable (1)	**256** **12%**	174 *12%*	82 *13%*	38 *14%*	56 *12%*	186 *13%*	70 *11%*	139 *12%*	83 *12%*	74 *13%*	203 *12%*	43 *16%* a	10 *13%*	256 *81%* e	- -	182 *17%* g	41 *7%*
I have no feelings either way (0)	**315** **15%**	225 *16%*	90 *14%*	47 *17%*	57 *12%*	217 *15%*	98 *15%*	169 *15%*	112 *16%*	87 *16%*	253 *15%*	51 *19%*	10 *14%*	- -	- -	163 *15%* g	56 *9%*
Unacceptable (-1)	**713** **34%**	474 *33%*	239 *37%*	91 *32%*	175 *38%*	497 *35%*	216 *33%*	386 *34%*	250 *35%*	188 *34%*	600 *35%*	93 *35%*	20 *27%*	- -	713 *59%* d	365 *34%*	249 *41%* f
Definitely unacceptable (-2)	**490** **24%**	344 *24%*	146 *23%*	61 *22%*	112 *24%*	342 *24%*	148 *23%*	285 *25%*	168 *24%*	113 *20%*	417 *24%*	51 *19%*	22 *29%*	- -	490 *41%* d	200 *19%*	221 *36%* f
It depends	**32** **2%**	20 *1%*	12 *2%*	7 *3%*	10 *2%*	16 *1%*	16 *3%* V	14 *1%*	10 *1%*	13 *2%*	28 *2%*	3 *1%*	1 *1%*	- -	- -	11 *1%*	5 *1%*
Don't know	**213** **10%**	152 *11%*	61 *9%*	33 *12%*	44 *9%*	127 *9%*	86 *13%* V	127 *11%*	56 *8%*	59 *11%*	184 *11%*	20 *7%*	9 *12%*	- -	- -	96 *9%*	40 *6%*
All Acceptable	**314** **15%**	215 *15%*	99 *15%*	43 *15%*	69 *15%*	233 *16%*	81 *13%*	164 *14%*	112 *16%*	96 *17%*	255 *15%*	47 *18%*	13 *17%*	314 *100%* e	- -	231 *22%* g	43 *7%*
All Unacceptable	**1203** **58%**	818 *57%*	385 *60%* T	152 *54%*	287 *62%* T	839 *59%*	364 *56%*	672 *59%*	418 *59%* Z	301 *54%*	1017 *59%*	144 *54%*	43 *56%*	- -	1203 *100%* d	565 *53%*	470 *77%* f
Net Acceptable	**-889** **-43%**	-603 *-42%*	-286 *-44%*	-109 *-39%*	-219 *-47%*	-606 *-42%*	-283 *-44%*	-508 *-44%*	-306 *-43%*	-205 *-37%*	-762 *-44%*	-97 *-37%*	-30 *-40%*	314 *100%*	-1203 *-100%*	-334 *-31%*	-427 *-70%*

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*

3.1 I am going to give you more detail shortly on these treatments, but first I'd like to get your immediate reaction to them, based on what I've just said about them. For each of these treatments, can you tell me how acceptable or unacceptable you think it would be to treat meat in this way to red uce the risk of food poisoning.

The meat is sprayed or misted with a weak solution of lactic acid

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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)
Weighted Base	**2078**	1431	647	282	466	1433	645	1145	708	557	1738	264	76*	314	1203	1066	614
Mean	**-0.72**	-0.72	-0.72	-0.68	-0.77	-0.70	-0.78	-0.76	-0.69	-0.61 X	-0.74	-0.60	-0.75	1.19 e	-1.41	-0.51 g	-1.14
Standard Deviation	**1.10**	1.11	1.08	1.08	1.08	1.12	1.05	1.08	1.12	1.13	1.10	1.06	1.20	0.39	0.49	1.16	0.89

3.1 I am going to give you more detail shortly on these treatments, but first I'd like to get your immediate reaction to them, based on what I've just said about them. For each of these treatments, can you tell me how acceptable or unacceptable you think it would be to treat meat in this way to red uce the risk of food poisoning.

The meat is sprayed or misted with a weak solution of lactic acid

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
Definitely acceptable (2)	**59** **3%**	51 *3%*	8 *8%* h	39 *3%*	8 *5%*	5 *2%*	6 *3%*	26 *4%*	15 *1%*	17 *4%*
Acceptable (1)	**256** ***12%***	241 *12%*	15 *16%*	186 *13%*	19 *11%*	18 *10%*	28 *12%*	70 *11%*	123 *12%*	62 *15%*
I have no feelings either way (0)	**315** ***15%***	291 *15%*	23 *25%* h	226 *15%* m	23 *13%* m	41 *21%* m	15 *7%*	93 *15%*	169 *16%*	53 *13%*
Unacceptable (-1)	**713** ***34%***	694 *35%* i	19 *20%*	514 *35%*	48 *27%*	74 *38%*	77 *33%*	216 *34%*	370 *36%*	128 *32%*
Definitely unacceptable (-2)	**490** ***24%***	477 *24%*	13 *14%*	344 *23%*	49 *28%*	36 *19%*	67 *29%* jl	168 *26%*	232 *22%*	89 *22%*
It depends	**32** ***2%***	30 *2%*	2 *2%*	18 *1%*	9 *5%* jl	2 *1%*	4 *2%*	11 *2%*	18 *2%*	3 *1%*
Don't know	**213** ***10%***	200 *10%*	13 *14%*	149 *10%*	19 *11%*	18 *10%*	33 *14%*	52 *8%*	112 *11%*	50 *12%*
All Acceptable	**314** ***15%***	292 *15%*	23 *24%* h	226 *15%*	27 *16%*	23 *12%*	35 *15%*	97 *15%*	138 *13%*	79 *20%*
All Unacceptable	**1203** ***58%***	1171 *59%* i	32 *34%*	858 *58%*	97 *55%*	110 *57%*	144 *62%*	384 *60%*	602 *58%*	217 *54%*
Net Acceptable	**-889** ***-43%***	-880 *-44%*	-9 *-10%*	-632 *-43%*	-70 *-40%*	-87 *-45%*	-110 *-48%*	-288 *-45%*	-464 *-45%*	-137 *-34%*

3.1 I am going to give you more detail shortly on these treatments, but first I'd like to get your immediate reaction to them, based on what I've just said about them. For each of these treatments, can you tell me how acceptable or unacceptable you think it would be to treat meat in this way to red uce the risk of food poisoning.

The meat is sprayed or misted with a weak solution of lactic acid

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)
Weighted Base	**2078**	1985	93*	1477	176	194	231	637	1039	403
Mean	**-0.72**	-0.74	-0.19 h	-0.72 m	-0.75	-0.68	-0.88	-0.75	-0.75	-0.60
Standard Deviation	**1.10**	1.09	1.21	1.09	1.20	1.01	1.14	1.14	1.04	1.18

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

3.1 I am going to give you more detail shortly on these treatments, but first I'd like to get your immediate reaction to them, based on what I've just said about them. For each of these treatments, can you tell me how acceptable or unacceptable you think it would be to treat meat in this way to reduce the risk of food poisoning.

The meat passes through a hot water bath or is exposed to steam in a chamber or tunnel

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*
Definitely acceptable (2)	**142** *7%*	73 *8%*	69 *6%*	23 *16%* FGH	32 *10%* GH	43 *11%* FGH	18 *5%*	9 *3%*	17 *3%*	38 *7%*	9 *4%*	12 *8%*	3 *3%*	26 *5%*	117 *6%*	6 *15%* O	10 *12%*
Acceptable (1)	**711** *34%*	325 *35%*	386 *33%*	65 *44%* GH	122 *38%* GH	155 *41%* GH	124 *37%* H	96 *28%*	149 *27%*	217 *38%* J	60 *28%*	52 *36%*	48 *37%*	150 *31%*	649 *34%*	14 *38%*	23 *30%*
I have no feelings either way (0)	**251** *12%*	117 *13%*	133 *12%*	16 *11%*	38 *12%*	40 *11%*	44 *13%*	40 *12%*	73 *13%*	71 *12%*	36 *17%*	18 *12%*	19 *15%*	52 *11%*	236 *12%*	1 *2%*	9 *12%*
Unacceptable (-1)	**541** *26%*	221 *24%*	319 *28%*	23 *15%*	68 *21%*	82 *21%*	80 *24%*	104 *31%* CDE	182 *33%* CDEF	147 *26%*	62 *29%*	37 *26%*	36 *28%*	128 *27%*	492 *26%*	15 *40%*	18 *23%*
Definitely unacceptable (-2)	**291** *14%*	120 *13%*	171 *15%*	14 *9%*	41 *13%*	45 *12%*	48 *14%*	62 *18%* E	82 *15%*	72 *13%*	26 *12%*	16 *11%*	15 *11%*	80 *17%*	277 *15%* P	- -	12 *16%* P
It depends	**29** *1%*	12 *1%*	17 *1%*	2 *2%*	4 *1%*	2 *1%*	6 *2%*	3 *1%*	11 *2%*	6 *1%*	6 *3%*	3 *2%*	2 *2%*	3 *1%*	28 *1%*	1 *2%*	- -
Don't know	**113** *5%*	52 *6%*	61 *5%*	5 *3%*	14 *4%*	14 *4%*	16 *5%*	25 *8%*	39 *7%*	19 *3%*	12 *6%*	7 *5%*	5 *4%*	37 *8%* I	103 *5%*	1 *2%*	6 *7%*
All Acceptable	**853** *41%*	398 *43%*	455 *39%*	88 *60%* FGH	154 *48%* GH	198 *52%* FGH	142 *42%* GH	106 *31%*	166 *30%*	255 *45%* JM	69 *33%*	64 *44%*	51 *39%*	175 *37%*	766 *40%*	20 *52%*	33 *42%*
All Unacceptable	**832** *40%*	341 *37%*	491 *42%* A	36 *25%*	110 *34%*	126 *33%*	128 *38%* C	165 *49%* CDEF	264 *48%* CDEF	219 *38%*	88 *41%*	53 *37%*	51 *40%*	208 *44%*	768 *40%*	15 *40%*	31 *39%*

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 18

13 Nov 2012

3.1 I am going to give you more detail shortly on these treatments, but first I'd like to get your immediate reaction to them, based on what I've just said about them. For each of these treatments, can you tell me how acceptable or unacceptable you think it would be to treat meat in this way to reduce the risk of food poisoning.

The meat passes through a hot water bath or is exposed to steam in a chamber or tunnel

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)
Weighted Base	**2078**	921	1157	147*	319	381	336	339	554	570	212	146	130*	475	1902	38*	79*
Net Acceptable	**22**	57	-36	52	44	72	14	-60	-99	36	-18	11	*	-32	-2	5	2
	1%	*6%* B	*-3%*	*35%* DEF	*14%* F	*19%* FG	*4%*	*-18%*	*-18%*	*6%* JLM	*-9%*	*7%* L	*	*-7%*	*	*12%* O	*3%* O
Mean	**-0.07**	0.01 B	-0.13	0.44 FGH	0.12 GH	0.19 FG H	-0.05 GH	-0.36	-0.32	* M	-0.18	0.05	-0.10	-0.20	-0.09	0.29	*
Standard Deviation	**1.24**	1.24	1.24	1.22	1.26	1.25	1.22	1.20	1.16	1.22	1.15	1.22	1.14	1.25	1.24	1.18	1.34

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

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 18

13 Nov 2012

3.1 I am going to give you more detail shortly on these treatments, but first I'd like to get your immediate reaction to them, based on what I've just said about them. For each of these treatments, can you tell me how acceptable or unacceptable you think it would be to treat meat in this way to reduce the risk of food poisoning.

The meat passes through a hot water bath or is exposed to steam in a chamber or tunnel

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Definitely acceptable (2)	**142** *7%*	78 *5%*	64 *10%* R	26 *9%* R	45 *10%* R	118 *8%* W	24 *4%*	67 *6%*	56 *8%*	54 *10%* X	123 *7%*	16 *6%*	3 *5%*	59 *19%* e	56 *5%*	113 *11%* g	13 *2%*
Acceptable (1)	**711** *34%*	470 *33%*	240 *37%*	111 *39%*	170 *37%*	544 *38%* W	167 *26%*	367 *32%*	254 *36%*	199 *36%*	602 *35%*	77 *29%*	32 *42%* b	147 *47%* e	402 *33%*	469 *44%* g	156 *25%*
I have no feelings either way (0)	**251** *12%*	188 *13%* T	63 *10%*	22 *8%*	50 *11%*	167 *12%*	83 *13%*	154 *13%*	73 *10%*	63 *11%*	203 *12%*	41 *15%*	7 *9%*	22 *7%*	112 *9%*	101 *9%*	50 *8%*
Unacceptable (-1)	**541** *26%*	391 *27%*	150 *23%*	63 *22%*	103 *22%*	327 *23%*	213 *33%* V	308 *27%*	182 *26%*	133 *24%*	446 *26%*	79 *30%*	15 *20%*	58 *18%*	362 *30%* d	244 *23%*	223 *36%* f
Definitely unacceptable (-2)	**291** *14%*	208 *15%*	83 *13%*	38 *13%*	61 *13%*	194 *14%*	97 *15%*	166 *14%*	106 *15%* Z	64 *11%*	246 *14%*	33 *13%*	12 *16%*	20 *6%*	236 *20%* d	107 *10%*	146 *24%* f
It depends	**29** *1%*	17 *1%*	12 *2%*	5 *2%*	10 *2%*	15 *1%*	15 *2%* V	18 *2%*	6 *1%*	8 *2%*	26 *1%*	3 *1%*	- -	1 *	9 *1%*	7 *1%*	3 *
Don't know	**113** *5%*	78 *5%*	36 *5%*	17 *6%*	27 *6%*	68 *5%*	46 *7%*	66 *6%*	32 *4%*	36 *6%*	93 *5%*	14 *5%*	6 *8%*	6 *2%*	27 *2%*	26 *2%*	24 *4%*
All Acceptable	**853** *41%*	549 *38%*	304 *47%* R	137 *49%* R	216 *46%* R	662 *46%* W	191 *30%*	433 *38%*	309 *44%* X	252 *45%* X	725 *42%*	93 *35%*	35 *47%*	206 *66%* e	457 *38%*	582 *55%* g	169 *27%*
All Unacceptable	**832** *40%*	599 *42%* SU	233 *36%*	101 *36%*	164 *35%*	521 *36%*	311 *48%* V	474 *41%* Z	287 *41%* Z	197 *35%*	692 *40%*	113 *43%*	27 *36%*	78 *25%*	598 *50%* d	351 *33%*	368 *60%* f

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*

3.1 I am going to give you more detail shortly on these treatments, but first I'd like to get your immediate reaction to them, based on what I've just said about them. For each of these treatments, can you tell me how acceptable or unacceptable you think it would be to treat meat in this way to reduce the risk of food poisoning.

The meat passes through a hot water bath or is exposed to steam in a chamber or tunnel

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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)
Weighted Base	**2078**	1431	647	282	466	1433	645	1145	708	557	1738	264	76*	314	1203	1066	614
Net Acceptable	**22** *1%*	-50 *-3%*	71 *11%* R	36 *13%*	51 *11%* R	141 *10%* W	-119 *-19%*	-41 *-4%*	22 *3%*	55 *10%* XY	33 *2%* b	-19 *-7%*	8 *11%* a	128 *41%*	-141 *-12%*	230 *22%* g	-200 *-33%*
Mean	**-0.07**	-0.13	0.09 R	0.09 R	0.08 R	0.05 W	-0.33	-0.13	-0.04	0.09 XY	-0.06	-0.15	-0.01	0.54 e	-0.28	0.23 g	-0.57
Standard Deviation	**1.24**	1.22	1.28	1.28	1.27	1.25	1.17	1.22	1.27	1.25	1.25	1.19	1.26	1.19	1.26	1.22	1.19

3.1 I am going to give you more detail shortly on these treatments, but first I'd like to get your immediate reaction to them, based on what I've just said about them. For each of these treatments, can you tell me how acceptable or unacceptable you think it would be to treat meat in this way to reduce the risk of food poisoning.

The meat passes through a hot water bath or is exposed to steam in a chamber or tunnel

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
Definitely acceptable (2)	**142** *7%*	138 *7%*	4 *5%*	100 *7%*	15 *9%*	11 *6%*	15 *7%*	62 *10%*	56 *5%*	24 *6%*
Acceptable (1)	**711** *34%*	679 *34%*	32 *34%*	507 *34%*	58 *33%*	62 *32%*	88 *38%*	213 *33%*	359 *35%*	138 *34%*
I have no feelings either way (0)	**251** *12%*	240 *12%*	10 *11%*	177 *12%*	19 *11%*	28 *14%*	29 *13%*	69 *11%*	139 *13%*	43 *11%*
Unacceptable (-1)	**541** *26%*	521 *26%*	20 *21%*	391 *26%* m	43 *24%*	51 *26%* m	40 *17%*	158 *25%*	270 *26%*	113 *28%*
Definitely unacceptable (-2)	**291** *14%*	275 *14%*	16 *17%*	205 *14%*	28 *16%*	24 *12%*	31 *14%*	101 *16%*	133 *13%*	57 *14%*
It depends	**29** *1%*	25 *1%*	4 *5%* h	18 *1%*	5 *3%*	3 *2%*	8 *3%* j	11 *2%*	15 *1%*	3 *1%*
Don't know	**113** *5%*	107 *5%*	7 *7%*	79 *5%*	8 *5%*	14 *7%*	19 *8%*	24 *4%*	66 *6%*	23 *6%*
All Acceptable	**853** *41%*	817 *41%*	36 *39%*	607 *41%*	73 *42%*	73 *38%*	104 *45%*	275 *43%*	415 *40%*	163 *40%*
All Unacceptable	**832** *40%*	796 *40%*	36 *39%*	596 *40%* m	71 *40%*	75 *39%*	71 *31%*	258 *41%*	404 *39%*	170 *42%*

3.1 I am going to give you more detail shortly on these treatments, but first I'd like to get your immediate reaction to them, based on what I've just said about them. For each of these treatments, can you tell me how acceptable or unacceptable you think it would be to treat meat in this way to reduce the risk of food poisoning.

The meat passes through a hot water bath or is exposed to steam in a chamber or tunnel

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)
Weighted Base	**2078**	1985	93*	1477	176	194	231	637	1039	403
Net Acceptable	**22** *1%*	21 *1%*	* *	10 *1%* l	2 *1%*	-2 *-1%*	32 *14%* jkl	17 *3%*	12 *1%*	-7 *-2%*
Mean	**-0.07**	-0.06	-0.14	-0.07	-0.06	-0.09	0.08	-0.04	-0.07	-0.11
Standard Deviation	**1.24**	1.24	1.27	1.24	1.30	1.20	1.24	1.30	1.20	1.24

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 19

13 Nov 2012

3.1 I am going to give you more detail shortly on these treatments, but first I'd like to get your immediate reaction to them, based on what I've just said about them. For each of these treatments, can you tell me how acceptable or unacceptable you think it would be to treat meat in this way to reduce the risk of food poisoning.

The meat is exposed to ozone gas

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*
Definitely acceptable (2)	**47** **2%**	32 3% B	15 1%	3 2%	5 2%	19 5% DGH	10 3%	4 1%	5 1%	14 2%	1 *	3 2%	* *	9 2%	41 2%	1 2%	4 5%
Acceptable (1)	**213** **10%**	133 14% B	80 7%	23 15% G	37 12%	45 12%	38 11%	23 7%	47 8%	69 12% K	18 8%	7 5%	12 9%	40 8%	181 10%	4 10%	18 23% O
I have no feelings either way (0)	**344** **17%**	168 18%	176 15%	27 18%	56 17%	50 13%	45 13%	57 17%	109 20% EF	110 19%	33 16%	25 17%	17 13%	68 14%	311 16%	9 25%	12 15%
Unacceptable (-1)	**692** **33%**	272 30%	420 36% A	54 37%	109 34%	129 34%	118 35%	106 31%	177 32%	189 33%	73 34%	50 34%	59 46% IM	153 32%	636 33%	12 32%	21 26%
Definitely unacceptable (-2)	**487** **23%**	185 20%	303 26% A	25 17%	69 21%	96 25%	88 26%	94 28%	117 21%	135 24%	61 29%	36 25%	28 22%	117 25%	462 24%	6 15%	14 18%
It depends	**33** **2%**	10 1%	23 2%	- -	5 2%	3 1%	6 2%	4 1%	13 2%	5 1%	7 3% IM	3 2%	1 1%	4 1%	33 2%	- -	- -
Don't know	**262** **13%**	121 13%	141 12%	15 10%	38 12%	39 10%	31 9%	50 15%	86 16% EF	48 8%	19 9%	20 14%	12 9%	83 18% IJ	239 13%	6 15%	10 13%
All Acceptable	**260** **12%**	165 18% B	94 8%	25 17% GH	42 13%	64 17% GH	48 14% G	28 8%	52 9%	83 15%	19 9%	11 7%	12 9%	50 10%	222 12%	5 13%	22 28% O
All Unacceptable	**1180** **57%**	457 50%	723 63% A	79 54%	178 56%	225 59%	205 61% H	200 59%	294 53%	324 57%	134 63%	86 59%	88 68%	270 57%	1098 58%	18 47%	35 44%
Net Acceptable	**-920** **-44%**	-291 -32%	-629 -54%	-54 -37%	-135 -42%	-161 -42%	-157 -47%	-172 -51%	-242 -44%	-241 -42%	-115 -54%	-76 -52%	-76 -58%	-220 -46%	-876 -46%	-13 -35%	-13 -17%

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**

3.1 I am going to give you more detail shortly on these treatments, but first I'd like to get your immediate reaction to them, based on what I've just said about them. For each of these treatments, can you tell me how acceptable or unacceptable you think it would be to treat meat in this way to reduce the risk of food poisoning.

The meat is exposed to ozone gas

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)
Weighted Base	**2078**	921	1157	147*	319	381	336	339	554	570	212	146	130*	475	1902	38*	79*
Mean	**-0.76**	-0.56 B	-0.92	-0.57 G	-0.72	-0.70 G	-0.79	-0.92	-0.78	-0.70 J	-0.94	-0.89	-0.89	-0.85	-0.80	-0.56	-0.35 O
Standard Deviation	**1.06**	1.14	0.96	1.05	1.04	1.17	1.10	1.00	0.98	1.08	0.97	0.99	0.89	1.04	1.05	1.02	1.23

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 19

13 Nov 2012

3.1 I am going to give you more detail shortly on these treatments, but first I'd like to get your immediate reaction to them, based on what I've just said about them. For each of these treatments, can you tell me how acceptable or unacceptable you think it would be to treat meat in this way to reduce the risk of food poisoning.

The meat is exposed to ozone gas

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Definitely acceptable (2)	**47** *2%*	31 *2%*	16 *2%*	7 *3%*	12 *3%*	40 *3%* W	6 *1%*	22 *2%*	23 *3%* Z	9 *2%*	41 *2%*	4 *1%*	2 *3%*	27 *9%* e	13 *1%*	34 *3%*	10 *2%*
Acceptable (1)	**213** *10%*	146 *10%*	67 *10%*	27 *9%*	52 *11%*	161 *11%*	52 *8%*	103 *9%*	77 *11%*	73 *13%* X	169 *10%*	37 *14%* a	8 *10%*	92 *29%* e	64 *5%*	167 *16%* g	30 *5%*
I have no feelings either way (0)	**344** *17%*	245 *17%*	99 *15%*	46 *16%*	73 *16%*	229 *16%*	115 *18%*	190 *17%*	121 *17%*	94 *17%*	276 *16%*	54 *20%*	14 *18%*	51 *16%* e	126 *10%*	182 *17%* g	57 *9%*
Unacceptable (-1)	**692** *33%*	463 *32%*	229 *35%*	92 *33%*	168 *36%*	489 *34%*	204 *32%*	374 *33%*	243 *34%*	189 *34%*	586 *34%*	81 *31%*	25 *33%*	82 *26%*	508 *42%* d	362 *34%*	238 *39%*
Definitely unacceptable (-2)	**487** *23%*	334 *23%*	153 *24%*	64 *23%*	111 *24%*	340 *24%*	147 *23%*	282 *25%* Z	168 *24%* Z	106 *19%*	431 *25%* b	43 *16%*	14 *19%*	38 *12%*	414 *34%* d	201 *19%*	217 *35%* f
It depends	**33** *2%*	21 *1%*	11 *2%*	4 *2%*	8 *2%*	17 *1%*	15 *2%*	19 *2%*	14 *2%*	7 *1%*	26 *1%*	6 *2%*	* *1%*	2 *1%*	8 *1%*	8 *1%*	6 *1%*
Don't know	**262** *13%*	190 *13%* U	73 *11%* U	41 *15%* U	43 *9%*	156 *11%*	106 *16%* V	154 *13%* Y	63 *9%*	79 *14%* Y	210 *12%*	39 *15%*	13 *17%*	22 *7%*	70 *6%*	113 *11%*	56 *9%*
All Acceptable	**260** *12%*	176 *12%*	83 *13%*	34 *12%*	64 *14%*	201 *14%* W	59 *9%*	125 *11%*	99 *14%*	82 *15%*	210 *12%*	41 *15%*	9 *12%*	119 *38%* e	77 *6%*	201 *19%* g	39 *6%*
All Unacceptable	**1180** *57%*	798 *56%*	382 *59%*	156 *55%*	279 *60%*	829 *58%*	351 *54%*	657 *57%*	410 *58%* Z	295 *53%*	1017 *58%* b	124 *47%*	39 *52%*	120 *38%*	922 *77%* d	563 *53%*	455 *74%* f
Net Acceptable	**-920** *-44%*	-622 *-43%*	-299 *-46%*	-122 *-43%*	-215 *-46%*	-628 *-44%*	-292 *-45%*	-531 *-46%*	-311 *-44%*	-213 *-38%*	-807 *-46%*	-83 *-32%*	-30 *-39%*	-1 *	-845 *-70%*	-362 *-34%*	-416 *-68%*

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

3.1 I am going to give you more detail shortly on these treatments, but first I'd like to get your immediate reaction to them, based on what I've just said about them. For each of these treatments, can you tell me how acceptable or unacceptable you think it would be to treat meat in this way to reduce the risk of food poisoning.

The meat is exposed to ozone gas

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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)
Weighted Base	**2078**	1431	647	282	466	1433	645	1145	708	557	1738	264	76*	314	1203	1066	614
Mean	**-0.76**	-0.76	-0.77	-0.75	-0.76	-0.74	-0.83	-0.81	-0.72	-0.66 X	-0.80	-0.56 a	-0.67	-0.04 e	-1.11	-0.56 g	-1.13
Standard Deviation	**1.06**	1.06	1.06	1.07	1.07	1.09	0.99	1.04	1.09	1.05	1.06	1.04	1.05	1.23	0.89	1.11	0.93

3.1 I am going to give you more detail shortly on these treatments, but first I'd like to get your immediate reaction to them, based on what I've just said about them. For each of these treatments, can you tell me how acceptable or unacceptable you think it would be to treat meat in this way to reduce the risk of food poisoning.

The meat is exposed to ozone gas

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
Definitely acceptable (2)	**47** **2%**	44 *2%*	2 *2%*	35 *2%*	2 *1%*	3 *2%*	6 *3%*	19 *3%*	18 *2%*	10 *2%*
Acceptable (1)	**213** **10%**	194 *10%*	19 *21%* h	148 *10%*	22 *12%*	20 *10%*	22 *10%*	68 *11%*	96 *9%*	49 *12%*
I have no feelings either way (0)	**344** **17%**	321 *16%*	22 *24%*	249 *17%* m	26 *15%* m	38 *19%* m	15 *7%*	91 *14%*	185 *18%*	68 *17%*
Unacceptable (-1)	**692** **33%**	670 *34%*	22 *24%*	499 *34%*	51 *29%*	63 *32%*	79 *34%*	210 *33%*	351 *34%*	131 *33%*
Definitely unacceptable (-2)	**487** **23%**	479 *24%* i	9 *9%*	339 *23%*	47 *26%*	41 *21%*	79 *34%* jl	170 *27%*	227 *22%*	91 *23%*
It depends	**33** **2%**	30 *1%*	3 *3%*	19 *1%*	7 *4%* j	4 *2%*	2 *1%*	10 *2%*	18 *2%*	5 *1%*
Don't know	**262** **13%**	247 *12%*	15 *16%*	187 *13%*	22 *12%*	26 *13%*	26 *11%*	70 *11%*	144 *14%*	49 *12%*
All Acceptable	**260** **12%**	238 *12%*	22 *23%* h	184 *12%*	23 *13%*	23 *12%*	29 *13%*	87 *14%*	114 *11%*	59 *15%*
All Unacceptable	**1180** **57%**	1149 *58%* i	31 *33%*	838 *57%*	97 *55%*	104 *53%*	158 *68%* jkl	380 *60%*	578 *56%*	222 *55%*
Net Acceptable	**-920** **-44%**	-911 *-46%*	-10 *-10%*	-654 *-44%*	-74 *-42%*	-80 *-41%*	-129 *-56%*	-293 *-46%*	-464 *-45%*	-163 *-40%*

3.1 I am going to give you more detail shortly on these treatments, but first I'd like to get your immediate reaction to them, based on what I've just said about them. For each of these treatments, can you tell me how acceptable or unacceptable you think it would be to treat meat in this way to reduce the risk of food poisoning.

The meat is exposed to ozone gas

Base: All

		Labeling treated meat		Country				Control of food poisoning risk		
	Total	Very important (h)	Others (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)	High (o)	Medium (p)	Low (q)
Weighted Base	**2078**	1985	93*	1477	176	194	231	637	1039	403
Mean	**-0.76**	-0.79	-0.21 h	-0.75 m	-0.81	-0.72 m	-1.00	-0.79	-0.77	-0.70
Standard Deviation	**1.06**	1.05	1.06	1.06	1.08	1.03	1.10	1.11	1.02	1.09

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

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 20

13 Nov 2012

3.1 I am going to give you more detail shortly on these treatments, but first I'd like to get your immediate reaction to them, based on what I've just said about them. For each of these treatments, can you tell me how acceptable or unacceptable you think it would be to treat meat in this way to reduce the risk of food poisoning.

The surface of the meat is exposed to a rapid reduction in temperature for a short period

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*
Definitely acceptable (2)	**198** *10%*	108 *12%* B	90 *8%*	17 *11%*	29 *9%*	43 *11%* H	46 *14%* GH	23 *7%*	39 *7%*	60 *11%*	15 *7%*	13 *9%*	10 *8%*	30 *6%*	174 *9%*	3 *7%*	12 *15%*
Acceptable (1)	**869** *42%*	396 *43%*	472 *41%*	53 *36%*	128 *40%*	153 *40%*	144 *43%*	158 *47%*	233 *42%*	274 *48%* M	86 *40%*	70 *48%* M	63 *49%* M	159 *34%*	792 *42%*	18 *47%*	40 *51%*
I have no feelings either way (0)	**248** *12%*	115 *12%*	134 *12%*	23 *16%*	37 *12%*	45 *12%*	36 *11%*	39 *12%*	69 *12%*	73 *13%*	30 *14%*	12 *8%*	18 *14%*	60 *13%*	228 *12%*	2 *5%*	10 *13%*
Unacceptable (-1)	**405** *19%*	145 *16%*	260 *22%* A	32 *22%*	69 *22%*	78 *20%*	58 *17%*	54 *16%*	111 *20%*	85 *15%*	50 *24%* IL	22 *15%*	12 *10%*	131 *28%* IKL	374 *20%* Q	12 *32%* Q	4 *5%*
Definitely unacceptable (-2)	**209** *10%*	92 *10%*	117 *10%*	15 *10%*	39 *12%*	42 *11%*	25 *8%*	37 *11%*	50 *9%*	45 *8%*	17 *8%*	16 *11%*	16 *13%*	54 *11%*	198 *10%*	2 *5%*	6 *8%*
It depends	**39** *2%*	16 *2%*	23 *2%*	3 *2%*	2 *1%*	1 *	11 *3%* DE	6 *2%*	15 *3%* E	11 *2%*	8 *4%* M	5 *3%* M	2 *1%*	3 *1%*	38 *2%*	- -	- -
Don't know	**111** *5%*	50 *5%*	61 *5%*	4 *3%*	14 *5%*	18 *5%*	15 *5%*	23 *7%*	37 *7%*	21 *4%*	7 *3%*	7 *5%*	8 *6%*	38 *8%* I	99 *5%*	1 *2%*	7 *8%*
All Acceptable	**1066** *51%*	505 *55%* B	562 *49%*	70 *47%*	158 *49%*	197 *52%*	190 *57%*	181 *53%*	272 *49%*	335 *59%* JM	100 *47%*	84 *58%* M	73 *57%* M	190 *40%*	966 *51%*	21 *55%*	51 *65%* O
All Unacceptable	**614** *30%*	236 *26%*	377 *33%* A	47 *32%*	109 *34%* F	120 *32%*	84 *25%*	91 *27%*	161 *29%*	131 *23%*	67 *32%* I	38 *26%*	29 *22%*	185 *39%* IKL	572 *30%* Q	14 *38%* Q	10 *13%*
Net Acceptable	**453** *22%*	268 *29%* B	184 *16%*	23 *15%*	49 *15%*	76 *20%*	106 *32%* CDEH	90 *27%* CDH	110 *20%*	204 *36%* JM	33 *16%* M	46 *31%* JM	45 *34%* JM	5 *1%*	394 *21%*	7 *17%*	41 *52%* OP

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

3.1 I am going to give you more detail shortly on these treatments, but first I'd like to get your immediate reaction to them, based on what I've just said about them. For each of these treatments, can you tell me how acceptable or unacceptable you think it would be to treat meat in this way to reduce the risk of food poisoning.

The surface of the meat is exposed to a rapid reduction in temperature for a short period

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)
Weighted Base	**2078**	921	1157	147*	319	381	336	339	554	570	212	146	130*	475	1902	38*	79*
Mean	**0.23**	0.33 B	0.15	0.18	0.13	0.21	0.41 DH	0.25	0.20	0.41 JM	0.15	0.32 M	0.32 M	-0.04	0.21	0.21	0.64 O
Standard Deviation	**1.21**	1.21	1.20	1.22	1.24	1.24	1.19	1.18	1.17	1.14	1.15	1.22	1.19	1.20	1.21	1.15	1.10

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 20

13 Nov 2012

3.1 I am going to give you more detail shortly on these treatments, but first I'd like to get your immediate reaction to them, based on what I've just said about them. For each of these treatments, can you tell me how acceptable or unacceptable you think it would be to treat meat in this way to reduce the risk of food poisoning.

The surface of the meat is exposed to a rapid reduction in temperature for a short period

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Definitely acceptable (2)	**198** *10%*	129 *9%*	68 *11%*	29 *10%*	45 *10%*	151 *11%* W	46 *7%*	102 *9%*	77 *11%*	52 *9%*	175 *10%*	19 *7%*	4 *5%*	72 *23%* e	72 *6%*	198 *19%* g	- -
Acceptable (1)	**869** *42%*	605 *42%*	263 *41%*	121 *43%*	204 *44%* S	606 *42%*	263 *41%*	477 *42%*	300 *42%*	237 *43%*	711 *41%*	119 *45%*	39 *51%*	159 *50%* e	493 *41%*	869 *81%* g	- -
I have no feelings either way (0)	**248** *12%*	184 *13%*	65 *10%*	34 *12%*	46 *10%*	169 *12%*	80 *12%*	132 *12%*	83 *12%*	71 *13%*	203 *12%*	37 *14%*	9 *11%*	32 *10%*	116 *10%*	- -	- -
Unacceptable (-1)	**405** *19%*	259 *18%*	145 *22%*	51 *18%*	101 *22%*	276 *19%*	128 *20%*	223 *19%*	130 *18%*	115 *21%*	349 *20%*	46 *17%*	10 *13%*	34 *11%*	294 *24%* d	- -	405 *66%* f
Definitely unacceptable (-2)	**209** *10%*	144 *10%*	65 *10%*	25 *9%*	44 *9%*	145 *10%*	64 *10%*	127 *11%* Z	74 *11%* Z	38 *7%*	181 *10%*	21 *8%*	7 *9%*	9 *3%*	177 *15%* d	- -	209 *34%* f
It depends	**39** *2%*	29 *2%*	9 *1%*	5 *2%*	7 *2%*	17 *1%*	22 *3%* V	20 *2%*	15 *2%*	9 *2%*	33 *2%*	5 *2%*	1 *1%*	4 *1%*	17 *1%*	- -	- -
Don't know	**111** *5%*	80 *6%*	31 *5%*	17 *6%*	21 *4%*	68 *5%*	43 *7%*	63 *6%*	29 *4%*	34 *6%*	85 *5%*	19 *7%*	7 *9%*	4 *1%*	35 *3%*	- -	- -
All Acceptable	**1066** *51%*	735 *51%*	332 *51%*	150 *53%*	248 *53%*	757 *53%*	309 *48%*	579 *51%*	377 *53%*	289 *52%*	886 *51%*	137 *52%*	43 *57%*	231 *74%* e	565 *47%*	1066 *100%* g	- -
All Unacceptable	**614** *30%*	403 *28%*	210 *32%* T	76 *27%*	145 *31%*	422 *29%*	192 *30%*	350 *31%*	205 *29%*	154 *28%*	530 *31%*	67 *25%*	17 *22%*	43 *14%*	470 *39%* d	- -	614 *100%* f
Net Acceptable	**453** *22%*	331 *23%*	121 *19%*	74 *26%* S	103 *22%* S	335 *23%* W	117 *18%*	229 *20%*	172 *24%*	136 *24%*	356 *20%*	71 *27%* a	26 *35%* a	188 *60%* e	95 *8%*	1066 *100%* g	-614 *-100%*

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**

3.1 I am going to give you more detail shortly on these treatments, but first I'd like to get your immediate reaction to them, based on what I've just said about them. For each of these treatments, can you tell me how acceptable or unacceptable you think it would be to treat meat in this way to reduce the risk of food poisoning.

The surface of the meat is exposed to a rapid reduction in temperature for a short period

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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)
Weighted Base	**2078**	1431	647	282	466	1433	645	1145	708	557	1738	264	76*	314	1203	1066	614
Mean	**0.23**	0.24	0.21	0.30	0.24	0.25	0.17	0.19	0.26	0.29	0.22	0.28	0.34	0.82 e	-0.01	1.19 g	-1.34
Standard Deviation	**1.21**	1.19	1.23	1.19	1.20	1.21	1.18	1.22	1.22	1.14	1.22	1.12	1.12	1.01	1.24	0.39	0.47

3.1 I am going to give you more detail shortly on these treatments, but first I'd like to get your immediate reaction to them, based on what I've just said about them. For each of these treatments, can you tell me how acceptable or unacceptable you think it would be to treat meat in this way to reduce the risk of food poisoning.

The surface of the meat is exposed to a rapid reduction in temperature for a short period

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
Definitely acceptable (2)	**198** *10%*	185 *9%*	13 *13%*	143 *10%*	18 *10%*	14 *7%*	15 *7%*	80 *13%*	84 *8%*	33 *8%*
Acceptable (1)	**869** *42%*	839 *42%*	29 *31%*	609 *41%*	79 *45%*	87 *45%*	104 *45%*	271 *43%*	436 *42%*	162 *40%*
I have no feelings either way (0)	**248** *12%*	234 *12%*	14 *15%*	182 *12%*	13 *7%*	26 *14%*	26 *11%*	73 *11%*	136 *13%*	40 *10%*
Unacceptable (-1)	**405** *19%*	386 *19%*	19 *20%*	295 *20%*	30 *17%*	30 *16%*	41 *18%*	112 *18%*	202 *19%*	91 *23%*
Definitely unacceptable (-2)	**209** *10%*	203 *10%*	6 *7%*	146 *10%*	21 *12%*	18 *9%*	26 *11%*	60 *9%*	97 *9%*	52 *13%*
It depends	**39** *2%*	35 *2%*	4 *4%*	22 *2%*	10 *6%* jlm	2 *1%*	2 *1%*	17 *3%*	20 *2%*	2 *1%*
Don't know	**111** *5%*	103 *5%*	8 *9%*	79 *5%*	6 *3%*	16 *8%*	16 *7%*	25 *4%*	64 *6%*	23 *6%*
All Acceptable	**1066** *51%*	1024 *52%*	42 *45%*	752 *51%*	96 *55%*	101 *52%*	119 *51%*	351 *55%*	520 *50%*	195 *49%*
All Unacceptable	**614** *30%*	589 *30%*	25 *27%*	441 *30%*	51 *29%*	48 *25%*	67 *29%*	172 *27%*	299 *29%*	142 *35%*
Net Acceptable	**453** *22%*	436 *22%*	17 *18%*	311 *21%*	46 *26%*	53 *27%*	51 *22%*	179 *28%*	221 *21%*	53 *13%*

3.1 I am going to give you more detail shortly on these treatments, but first I'd like to get your immediate reaction to them, based on what I've just said about them. For each of these treatments, can you tell me how acceptable or unacceptable you think it would be to treat meat in this way to reduce the risk of food poisoning.

The surface of the meat is exposed to a rapid reduction in temperature for a short period

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)
Weighted Base	**2078**	1985	93*	1477	176	194	231	637	1039	403
Mean	**0.23**	0.23	0.29	0.22	0.27	0.28	0.19	0.33	0.22	0.09
Standard Deviation	**1.21**	1.21	1.21	1.20	1.26	1.15	1.20	1.22	1.17	1.25

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

3.2 The treatment involves spraying the raw meat with lactic acid in the slaughterhouse. Lactic acid is a naturally occurring substance present in huma n and animal muscles. It is also present naturally in foods such as cheese, yogurt and soy sauce. Now you know this, how acceptable or unacceptable do you think it would be to treat meat in this way to reduce the risk of food poisoning?

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*
Definitely acceptable (2)	**156** *8%*	71 *8%*	85 *7%*	28 *19%* DFGH	18 *6%*	45 *12%* DGH	27 *8%*	13 *4%*	25 *5%*	40 *7%*	11 *5%*	12 *8%*	4 *3%*	40 *8%*	125 *7%*	4 *10%*	17 *22%* O
Acceptable (1)	**854** *41%*	387 *42%*	466 *40%*	67 *46%*	144 *45%*	151 *40%*	140 *42%*	131 *39%*	221 *40%*	229 *40%*	90 *43%*	66 *45%*	59 *45%*	195 *41%*	784 *41%*	13 *35%*	33 *42%*
I have no feelings either way (0)	**308** *15%*	146 *16%*	162 *14%*	23 *16%*	52 *16%*	41 *11%*	59 *17%* E	49 *14%*	84 *15%*	101 *18%* L	38 *18%* L	18 *12%*	8 *6%*	67 *14%* L	283 *15%*	10 *27%*	10 *13%*
Unacceptable (-1)	**447** *21%*	186 *20%*	261 *23%*	15 *10%*	54 *17%*	82 *22%* C	78 *23%* C	80 *24%* C	138 *25%* CD	119 *21%*	44 *21%*	26 *18%*	41 *31%* IKM	97 *20%*	418 *22%*	7 *17%*	9 *11%*
Definitely unacceptable (-2)	**212** *10%*	97 *11%*	114 *10%*	9 *6%*	38 *12%*	43 *11%*	27 *8%*	51 *15%* CFH	44 *8%*	61 *11%*	22 *11%*	12 *8%*	14 *11%*	49 *10%*	202 *11%*	1 *2%*	5 *6%*
It depends	**30** *1%*	12 *1%*	18 *2%*	2 *1%*	6 *2%*	10 *3%* F	1 *	3 *1%*	8 *1%*	8 *1%*	1 *1%*	2 *1%*	1 *1%*	11 *2%*	23 *1%*	- -	4 *5%* O
Don't know	**71** *3%*	22 *2%*	49 *4%* A	3 *2%*	7 *2%*	9 *2%*	4 *1%*	13 *4%*	34 *6%* DEF	11 *2%*	4 *2%*	10 *7%* IJ	4 *3%*	16 *3%*	67 *3%*	3 *7%*	1 *1%*
All Acceptable	**1010** *49%*	459 *50%*	551 *48%*	95 *65%* DEFG H	163 *51%*	195 *51%* G	167 *50%*	144 *42%*	246 *44%*	269 *47%*	102 *48%*	78 *54%*	62 *48%*	234 *49%*	909 *48%*	17 *45%*	50 *64%* O
All Unacceptable	**659** *32%*	283 *31%*	375 *32%*	24 *16%*	92 *29%* C	126 *33%* C	105 *31%* C	131 *38%* CD	182 *33%* C	181 *32%*	67 *31%*	38 *26%*	55 *42%* KM	146 *31%*	621 *33%* Q	8 *20%*	13 *17%*
Net Acceptable	**351** *17%*	175 *19%*	176 *15%*	71 *48%* DEFG H	71 *22%* GH	70 *18%* GH	62 *18%* GH	14 *4%*	65 *12%* G	89 *16%* L	35 *16%* L	40 *28%* IJL	8 *6%*	88 *19%* L	288 *15%*	9 *25%*	37 *47%* O

3.2 The treatment involves spraying the raw meat with lactic acid in the slaughterhouse. Lactic acid is a naturally occurring substance present in huma n and animal muscles. It is also present naturally in foods such as cheese, yogurt and soy sauce. Now you know this, how acceptable or unacceptable do you think it would be to treat meat in this way to reduce the risk of food poisoning?

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)
Weighted Base	**2078**	921	1157	147*	319	381	336	339	554	570	212	146	130*	475	1902	38*	79*
Mean	**0.15**	0.17	0.13	0.63 DEF GH	0.16 G	0.20 G	0.19 G	-0.07	0.09	0.12	0.12	0.30	-0.02	0.18	0.12	0.35	0.67 O
Standard Deviation	**1.18**	1.17	1.18	1.10	1.17	1.26	1.13	1.20	1.11	1.17	1.14	1.15	1.17	1.19	1.17	1.01	1.15

3.2 The treatment involves spraying the raw meat with lactic acid in the slaughterhouse. Lactic acid is a naturally occurring substance present in huma n and animal muscles. It is also present naturally in foods such as cheese, yogurt and soy sauce. Now you know this, how acceptable or unacceptable do you think it would be to treat meat in this way to reduce the risk of food poisoning?

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Definitely acceptable (2)	**156** *8%*	104 *7%*	52 *8%*	33 *12%* RSU	35 *8%*	126 *9%* W	30 *5%*	74 *6%*	63 *9%*	47 *8%*	138 *8%*	13 *5%*	6 *8%*	98 *31%* e	26 *2%*	106 *10%* g	24 *4%*
Acceptable (1)	**854** *41%*	560 *39%*	294 *45%* R	134 *47%* R	212 *45%* R	594 *41%*	260 *40%*	438 *38%*	310 *44%* X	259 *46%* X	716 *41%*	110 *41%*	28 *37%*	178 *57%* e	392 *33%*	512 *48%* g	189 *31%*
I have no feelings either way (0)	**308** *15%*	211 *15%*	97 *15%*	37 *13%*	71 *15%*	217 *15%*	92 *14%*	171 *15%*	105 *15%*	79 *14%*	253 *15%*	44 *17%*	11 *14%*	24 *8%*	165 *14%* d	133 *12%*	86 *14%*
Unacceptable (-1)	**447** *21%*	331 *23%* ST	116 *18%* T	34 *12%*	91 *20%* T	296 *21%*	151 *23%*	276 *24%* Y	125 *18%*	109 *20%*	369 *21%*	64 *24%*	14 *19%*	10 *3%*	394 *33%* d	206 *19%*	180 *29%* f
Definitely unacceptable (-2)	**212** *10%*	150 *10%*	62 *10%*	29 *10%*	42 *9%*	147 *10%*	65 *10%*	126 *11%* Z	74 *10%* Z	40 *7%*	181 *10%*	20 *7%*	11 *14%*	2 *1%*	191 *16%* d	77 *7%*	107 *17%* f
It depends	**30** *1%*	18 *1%*	12 *2%*	8 *3%*	6 *1%*	18 *1%*	12 *2%*	17 *2%*	12 *2%*	10 *2%*	28 *2%*	2 *1%*	- -	- -	11 *1%*	11 *1%*	8 *1%*
Don't know	**71** *3%*	57 *4%*	15 *2%*	6 *2%*	10 *2%*	35 *2%*	36 *6%* V	44 *4%*	20 *3%*	14 *2%*	53 *3%*	12 *5%*	6 *8%* a	2 *1%*	25 *2%*	22 *2%*	20 *3%*
All Acceptable	**1010** *49%*	664 *46%*	346 *53%* R	167 *59%* RS	247 *53%* R	720 *50%* W	290 *45%*	511 *45%*	373 *53%* X	306 *55%* X	853 *49%*	122 *46%*	34 *45%*	276 *88%* e	418 *35%*	618 *58%* g	213 *35%*
All Unacceptable	**659** *32%*	481 *34%* ST	178 *27%* T	64 *23%*	133 *29%*	443 *31%*	216 *33%*	401 *35%* YZ	199 *28%*	149 *27%*	550 *32%*	83 *32%*	25 *33%*	12 *4%*	585 *49%* d	283 *27%*	286 *47%* f
Net Acceptable	**351** *17%*	184 *13%*	168 *26%* R	103 *36%* RSU	114 *24%* R	277 *19%* W	74 *11%*	110 *10%*	174 *25%* X	157 *28%* X	303 *17%*	39 *15%*	9 *12%*	265 *84%* e	-168 *-14%*	335 *31%* g	-73 *-12%*

3.2 The treatment involves spraying the raw meat with lactic acid in the slaughterhouse. Lactic acid is a naturally occurring substance present in huma n and animal muscles. It is also present naturally in foods such as cheese, yogurt and soy sauce. Now you know this, how acceptable or unacceptable do you think it would be to treat meat in this way to reduce the risk of food poisoning?

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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)
Weighted Base	**2078**	1431	647	282	466	1433	645	1145	708	557	1738	264	76*	314	1203	1066	614
Mean	**0.15**	0.10	0.25 R	0.40 RS	0.24	0.19	0.07	0.05	0.24 X	0.31 X	0.16	0.13	0.07	1.16 e	-0.29	0.35 g	-0.27
Standard Deviation	**1.18**	1.18	1.15	1.19	1.14	1.18	1.15	1.18	1.18	1.12	1.18	1.10	1.26	0.74	1.16	1.13	1.20

3.2 The treatment involves spraying the raw meat with lactic acid in the slaughterhouse. Lactic acid is a naturally occurring substance present in huma n and animal muscles. It is also present naturally in foods such as cheese, yogurt and soy sauce. Now you know this, how acceptable or unacceptable do you think it would be to treat meat in this way to reduce the risk of food poisoning?

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
Definitely acceptable (2)	**156** ***8%***	141 *7%*	15 *16%* h	112 *8%*	15 *9%*	10 *5%*	14 *6%*	53 *8%*	68 *7%*	35 *9%*
Acceptable (1)	**854** ***41%***	822 *41%*	32 *34%*	591 *40%*	89 *51%* j	79 *41%*	104 *45%*	256 *40%*	425 *41%*	173 *43%*
I have no feelings either way (0)	**308** ***15%***	293 *15%*	16 *17%*	226 *15%*	19 *11%*	29 *15%*	26 *11%*	87 *14%*	176 *17%*	46 *11%*
Unacceptable (-1)	**447** ***21%***	430 *22%*	16 *18%*	323 *22%*	27 *16%*	52 *27%* km	41 *18%*	143 *22%*	223 *21%*	81 *20%*
Definitely unacceptable (-2)	**212** ***10%***	205 *10%*	7 *7%*	150 *10%*	18 *11%*	15 *8%*	33 *14%* l	70 *11%*	92 *9%*	50 *12%*
It depends	**30** ***1%***	30 *2%*	- -	22 *1%*	2 *1%*	5 *2%*	2 *1%*	14 *2%*	12 *1%*	4 *1%*
Don't know	**71** ***3%***	64 *3%*	7 *8%*	52 *4%*	5 *3%*	4 *2%*	11 *5%*	14 *2%*	43 *4%*	14 *4%*
All Acceptable	**1010** ***49%***	963 *48%*	47 *51%*	703 *48%*	104 *59%* jl	89 *46%*	118 *51%*	308 *48%*	493 *47%*	208 *52%*
All Unacceptable	**659** ***32%***	635 *32%*	23 *25%*	474 *32%*	46 *26%*	67 *35%*	74 *32%*	213 *33%*	315 *30%*	130 *32%*
Net Acceptable	**351** ***17%***	327 *16%*	24 *26%*	230 *16%*	59 *33%* jlm	22 *11%*	44 *19%* l	95 *15%*	178 *17%*	78 *19%*

3.2 The treatment involves spraying the raw meat with lactic acid in the slaughterhouse. Lactic acid is a naturally occurring substance present in huma n and animal muscles. It is also present naturally in foods such as cheese, yogurt and soy sauce. Now you know this, how acceptable or unacceptable do you think it would be to treat meat in this way to reduce the risk of food poisoning?

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)
Weighted Base	**2078**	1985	93*	1477	176	194	231	637	1039	403
Mean	**0.15**	0.14	0.38	0.14	0.33	0.09	0.11	0.13	0.16	0.17
Standard Deviation	**1.18**	1.17	1.21	1.18	1.18	1.12	1.23	1.20	1.13	1.23

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

3.3 The treatment involves spraying the raw meat surface with a fine mist of a solution of lactic acid. Only very small amounts are left on the surface of the meat after treatment, less than the amount that is present naturally in the meat before any treatment. Now you know this, how acceptable or unacceptable do you think it would be to treat meat in this way to reduce the risk of food poisoning?

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*
Definitely acceptable (2)	**177** *9%*	89 *10%*	87 *8%*	25 *17%* GH	30 *10%*	44 *12%* GH	30 *9%*	17 *5%*	31 *6%*	50 *9%*	16 *7%*	13 *9%*	6 *4%*	32 *7%*	147 *8%*	7 *17%* O	10 *13%*
Acceptable (1)	**865** *42%*	382 *41%*	484 *42%*	66 *45%*	140 *44%*	155 *41%*	153 *45%*	127 *38%*	224 *40%*	235 *41%*	74 *35%*	65 *45%*	64 *49%* J	209 *44%*	797 *42%*	9 *25%*	39 *50%* P
I have no feelings either way (0)	**299** *14%*	132 *14%*	167 *14%*	19 *13%*	49 *15%*	41 *11%*	48 *14%*	56 *16%*	86 *16%*	88 *15%*	48 *23%* ILM	19 *13%*	11 *8%*	65 *14%*	277 *15%*	10 *27%* OQ	5 *6%*
Unacceptable (-1)	**450** *22%*	188 *20%*	262 *23%*	26 *18%*	57 *18%*	73 *19%*	76 *23%*	82 *24%*	136 *24%* D	124 *22%*	43 *20%*	28 *19%*	36 *28%*	102 *22%*	412 *22%*	7 *17%*	14 *18%*
Definitely unacceptable (-2)	**202** *10%*	96 *10%*	106 *9%*	5 *4%*	34 *11%*	51 *13%* CFH	24 *7%*	44 *13%* CFH	45 *8%*	60 *11%*	25 *12%*	14 *9%*	9 *7%*	42 *9%*	195 *10%*	1 *2%*	4 *5%*
It depends	**26** *1%*	11 *1%*	15 *1%*	1 *1%*	3 *1%*	8 *2%* F	* *	5 *1%*	9 *2%*	6 *1%*	3 *1%*	1 *1%*	1 *1%*	8 *2%*	22 *1%*	- -	3 *4%*
Don't know	**59** *3%*	23 *2%*	36 *3%*	4 *3%*	7 *2%*	9 *2%*	4 *1%*	9 *3%*	24 *4%* F	8 *1%*	3 *1%*	6 *4%*	3 *2%*	18 *4%* I	51 *3%*	4 *10%* O	3 *4%*
All Acceptable	**1042** *50%*	471 *51%*	571 *49%*	91 *62%* GH	170 *53%* G	199 *52%* G	183 *54%* GH	144 *43%*	255 *46%*	285 *50%*	90 *42%*	78 *54%*	69 *53%*	240 *51%*	945 *50%*	16 *43%*	50 *64%*
All Unacceptable	**652** *31%*	284 *31%*	368 *32%*	31 *21%*	91 *28%*	124 *33%*	100 *30%*	125 *37%* CD	180 *33%*	184 *32%*	68 *32%*	41 *28%*	45 *35%*	144 *30%*	607 *32%*	8 *20%*	18 *23%*
Net Acceptable	**390** *19%*	187 *20%*	203 *18%*	59 *40%* DEFG H	80 *25%* GH	75 *20%* GH	83 *25%* GH	19 *6%*	74 *13%* G	101 *18%* J	22 *10%*	37 *25%* J	24 *18%*	96 *20%* J	338 *18%*	9 *23%*	32 *41%* O

3.3 The treatment involves spraying the raw meat surface with a fine mist of a solution of lactic acid. Only very small amounts are left on the surface of the meat after treatment, less than the amount that is present naturally in the meat before any treatment. Now you know this, how acceptable or unacceptable do you think it would be to treat meat in this way to reduce the risk of food poisoning?

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)
Weighted Base	**2078**	921	1157	147*	319	381	336	339	554	570	212	146	130*	475	1902	38*	79*
Mean	**0.18**	0.20	0.17	0.55 EGH	0.25 G	0.19	0.27 G	-0.02	0.12	0.16	0.06	0.26	0.16	0.19	0.16	0.42	0.53 O
Standard Deviation	**1.18**	1.20	1.16	1.09	1.19	1.28	1.13	1.18	1.12	1.19	1.17	1.18	1.12	1.15	1.18	1.11	1.12

3.3 The treatment involves spraying the raw meat surface with a fine mist of a solution of lactic acid. Only very small amounts are left on the surface of the meat after treatment, less than the amount that is present naturally in the meat before any treatment. Now you know this, how acceptable or unacceptable do you think it would be to treat meat in this way to reduce the risk of food poisoning?

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		None	Any	0-4	5-15	No	Yes	High	Medium	Low	Weekly	Monthly	Less	Acceptable	Unacceptable	Acceptable	Unacceptable
		(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(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
Definitely acceptable (2)	**177**	114	63	36	39	141	36	81	73	61	157	15	5	92	47	127	26
	9%	*8%*	*10%*	*13%* RU	*8%*	*10%* W	*6%*	*7%*	*10%* X	*11%* X	*9%*	*6%*	*6%*	*29%* e	*4%*	*12%* g	*4%*
Acceptable (1)	**865**	572	293	130	216	602	263	457	306	250	727	107	31	179	400	528	183
	42%	*40%*	*45%*	*46%*	*46%* R	*42%*	*41%*	*40%*	*43%*	*45%*	*42%*	*41%*	*40%*	*57%* e	*33%*	*50%* g	*30%*
I have no feelings either way (0)	**299**	213	87	30	67	204	95	169	95	81	241	44	14	25	156	130	82
	14%	*15%*	*13%*	*11%*	*14%*	*14%*	*15%*	*15%*	*13%*	*15%*	*14%*	*17%*	*19%*	*8%*	*13%*	*12%*	*13%*
Unacceptable (-1)	**450**	331	119	39	90	300	150	266	142	103	369	68	13	13	391	189	194
	22%	*23%* ST	*18%* T	*14%*	*19%*	*21%*	*23%*	*23%*	*20%*	*19%*	*21%*	*26%*	*17%*	*4%*	*33%* d	*18%*	*32%* f
Definitely unacceptable (-2)	**202**	140	62	30	43	140	62	123	66	39	174	19	9	3	178	65	107
	10%	*10%*	*10%*	*11%*	*9%*	*10%*	*10%*	*11%* Z	*9%*	*7%*	*10%*	*7%*	*12%*	*1%*	*15%* d	*6%*	*18%* f
It depends	**26**	18	8	8	2	13	13	17	8	8	22	3	1	-	9	10	6
	1%	*1%*	*1%* U	*3%* SU	*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Don't know	**59**	43	16	8	11	32	27	32	18	15	48	7	3	1	22	18	16
	3%	*3%*	*2%*	*3%*	*2%*	*2%*	*4%* V	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*	*2%*	*2%*	*3%*
All Acceptable	**1042**	685	357	166	255	743	299	538	379	311	884	123	35	271	448	655	209
	50%	*48%*	*55%* R	*59%* R	*55%* R	*52%* W	*46%*	*47%*	*54%* X	*56%* X	*51%*	*46%*	*47%*	*86%* e	*37%*	*61%* g	*34%*
All Unacceptable	**652**	471	181	70	132	440	212	389	207	142	543	87	22	16	569	254	301
	31%	*33%* T	*28%*	*25%*	*28%*	*31%*	*33%*	*34%* Z	*29%*	*26%*	*31%*	*33%*	*29%*	*5%*	*47%* d	*24%*	*49%* f
Net Acceptable	**390**	214	175	97	123	303	87	149	172	169	341	35	13	255	-122	401	-93
	19%	*15%*	*27%* R	*34%* RSU	*26%* R	*21%* W	*13%*	*13%*	*24%* X	*30%* XY	*20%* b	*13%*	*17%*	*81%* e	*-10%*	*38%* g	*-15%*

3.3 The treatment involves spraying the raw meat surface with a fine mist of a solution of lactic acid. Only very small amounts are left on the surface of the meat after treatment, less than the amount that is present naturally in the meat before any treatment. Now you know this, how acceptable or unacceptable do you think it would be to treat meat in this way to reduce the risk of food poisoning?

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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)
Weighted Base	**2078**	1431	647	282	466	1433	645	1145	708	557	1738	264	76*	314	1203	1066	614
Mean	**0.18**	0.14	0.28 R	0.39 R	0.26	0.22	0.10	0.10	0.26 X	0.36 X	0.19	0.13	0.12	1.10 e	-0.22	0.44 g	-0.29
Standard Deviation	**1.18**	1.18	1.18	1.22	1.15	1.19	1.15	1.18	1.18	1.13	1.19	1.11	1.18	0.79	1.18	1.11	1.21

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

3.3 The treatment involves spraying the raw meat surface with a fine mist of a solution of lactic acid. Only very small amounts are left on the surface of the meat after treatment, less than the amount that is present naturally in the meat before any treatment. Now you know this, how acceptable or unacceptable do you think it would be to treat meat in this way to reduce the risk of food poisoning?

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
Definitely acceptable (2)	**177** **9%**	163 *8%*	14 *15%* h	122 *8%*	23 *13%* lm	11 *6%*	15 *7%*	69 *11%*	75 *7%*	33 *8%*
Acceptable (1)	**865** **42%**	831 *42%*	34 *36%*	602 *41%*	83 *47%*	84 *43%*	112 *49%* j	260 *41%*	427 *41%*	178 *44%*
I have no feelings either way (0)	**299** **14%**	279 *14%*	20 *21%*	222 *15%*	16 *9%*	29 *15%*	26 *11%*	78 *12%*	182 *17%*	40 *10%*
Unacceptable (-1)	**450** **22%**	437 *22%*	13 *14%*	326 *22%* m	29 *16%*	51 *26%* km	38 *16%*	130 *20%*	224 *22%*	96 *24%*
Definitely unacceptable (-2)	**202** **10%**	197 *10%*	5 *6%*	142 *10%*	22 *12%*	12 *6%*	27 *12%*	75 *12%*	87 *8%*	40 *10%*
It depends	**26** **1%**	26 *1%*	- -	20 *1%*	- -	2 *1%*	3 *1%*	14 *2%*	7 *1%*	5 *1%*
Don't know	**59** **3%**	52 *3%*	7 *8%* h	43 *3%*	3 *2%*	4 *2%*	10 *4%*	11 *2%*	37 *4%*	11 *3%*
All Acceptable	**1042** **50%**	994 *50%*	48 *51%*	724 *49%*	106 *60%* j	96 *49%*	128 *55%*	328 *52%*	503 *48%*	211 *52%*
All Unacceptable	**652** **31%**	634 *32%* i	18 *20%*	468 *32%*	51 *29%*	63 *33%*	65 *28%*	205 *32%*	311 *30%*	136 *34%*
Net Acceptable	**390** **19%**	360 *18%*	30 *32%* h	256 *17%*	55 *32%* jl	32 *17%*	63 *27%* jl	123 *19%*	192 *18%*	75 *19%*

3.3 The treatment involves spraying the raw meat surface with a fine mist of a solution of lactic acid. Only very small amounts are left on the surface of the meat after treatment, less than the amount that is present naturally in the meat before any treatment. Now you know this, how acceptable or unacceptable do you think it would be to treat meat in this way to reduce the risk of food poisoning?

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)
Weighted Base	**2078**	1985	93*	1477	176	194	231	637	1039	403
Mean	**0.18**	0.17	0.45	0.17	0.33	0.17	0.23	0.19	0.18	0.17
Standard Deviation	**1.18**	1.18	1.13	1.17	1.26	1.09	1.19	1.24	1.13	1.20

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

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 23

13 Nov 2012

3.4 Meat that has been treated with lactic acid in this way does not look or taste different from untreated meat. Now you know this, how acceptable or unacceptable do you think it would be to treat meat in this way to reduce the risk of food poisoning?

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*
Definitely acceptable (2)	**234** *11%*	113 *12%*	121 *10%*	36 *24%* DEFG H	43 *14%* GH	51 *13%* GH	42 *13%* GH	21 *6%*	41 *7%*	73 *13%* L	19 *9%*	14 *9%*	7 *5%*	49 *10%*	189 *10%*	9 *22%* O	24 *30%* O
Acceptable (1)	**890** *43%*	395 *43%*	495 *43%*	61 *42%*	143 *45%*	168 *44%*	146 *43%*	137 *41%*	235 *42%*	227 *40%*	88 *42%*	73 *50%*	70 *54%* I	202 *43%*	835 *44%* P	9 *22%*	30 *39%*
I have no feelings either way (0)	**264** *13%*	115 *13%*	148 *13%*	21 *14%*	37 *12%*	29 *8%*	46 *14%* E	49 *14%* E	81 *15%* E	85 *15%* L	29 *14%* L	14 *10%*	5 *4%*	71 *15%* L	241 *13%*	9 *22%* Q	6 *7%*
Unacceptable (-1)	**404** *19%*	161 *17%*	244 *21%*	20 *14%*	51 *16%*	71 *19%*	72 *21%*	76 *23%*	113 *20%*	118 *21%*	42 *20%*	20 *14%*	36 *28%* K	87 *18%*	367 *19%*	8 *20%*	11 *14%*
Definitely unacceptable (-2)	**200** *10%*	96 *10%*	103 *9%*	6 *4%*	38 *12%* C	50 *13%* CFH	23 *7%*	41 *12%* C	42 *8%*	57 *10%*	24 *11%*	18 *12%*	9 *7%*	41 *9%*	193 *10%*	1 *2%*	4 *5%*
It depends	**26** *1%*	14 *1%*	12 *1%*	2 *1%*	2 *1%*	7 *2%*	* *	7 *2%*	8 *1%*	7 *1%*	3 *1%*	1 *1%*	1 *1%*	6 *1%*	22 *1%*	- -	3 *4%*
Don't know	**60** *3%*	27 *3%*	33 *3%*	1 *1%*	6 *2%*	5 *1%*	6 *2%*	8 *2%*	33 *6%* CDEFG	4 *1%*	6 *3%*	6 *4%* I	2 *1%*	19 *4%* I	55 *3%*	4 *10%* O	1 *1%*
All Acceptable	**1124** *54%*	509 *55%*	615 *53%*	97 *66%* GH	186 *58%* GH	218 *57%* GH	188 *56%* G	158 *47%*	276 *50%*	300 *53%*	108 *51%*	87 *59%*	77 *59%*	251 *53%*	1024 *54%*	17 *45%*	54 *69%* OP
All Unacceptable	**604** *29%*	257 *28%*	347 *30%*	26 *18%*	88 *28%*	121 *32%* C	95 *28%*	117 *35%* C	156 *28%*	174 *31%*	66 *31%*	38 *26%*	45 *35%*	128 *27%*	560 *29%*	9 *22%*	15 *19%*
Net Acceptable	**520** *25%*	252 *27%*	268 *23%*	70 *48%* DEFG H	98 *31%* GH	97 *25%* G	93 *28%* G	41 *12%*	121 *22%* G	126 *22%*	42 *20%*	49 *33%* IJ	31 *24%*	123 *26%*	464 *24%*	9 *22%*	39 *49%* OP

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**

3.4 Meat that has been treated with lactic acid in this way does not look or taste different from untreated meat. Now you know this, how acceptable or unacceptable do you think it would be to treat meat in this way to reduce the risk of food poisoning?

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)
Weighted Base	**2078**	921	1157	147*	319	381	336	339	554	570	212	146	130*	475	1902	38*	79*
Mean	**0.28**	0.30	0.26	0.70 DEF GH	0.33 G	0.27	0.34 G	0.06	0.23	0.25	0.18	0.32	0.23	0.29	0.25	0.47	0.78 O
Standard Deviation	**1.20**	1.22	1.19	1.11	1.25	1.29	1.16	1.19	1.13	1.22	1.21	1.22	1.14	1.17	1.20	1.18	1.20

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 23

13 Nov 2012

3.4 Meat that has been treated with lactic acid in this way does not look or taste different from untreated meat. Now you know this, how acceptable or unacceptable do you think it would be to treat meat in this way to reduce the risk of food poisoning?

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Definitely acceptable (2)	**234** *11%*	149 *10%*	85 *13%*	43 *15%*	55 *12%*	185 *13%* W	49 *8%*	103 *9%*	97 *14%* X	78 *14%* X	208 *12%* b	19 *7%*	7 *9%*	102 *32%* e	82 *7%*	159 *15%* g	35 *6%*
Acceptable (1)	**890** *43%*	589 *41%*	301 *46%*	134 *48%*	220 *47%*	617 *43%*	273 *42%*	478 *42%*	313 *44%*	253 *45%*	736 *42%*	120 *46%*	33 *44%*	170 *54%* e	411 *34%*	526 *49%* g	207 *34%*
I have no feelings either way (0)	**264** *13%*	193 *13%*	71 *11%*	30 *11%*	53 *11%*	172 *12%*	92 *14%*	148 *13%*	88 *12%*	65 *12%*	222 *13%*	33 *13%*	8 *11%*	25 *8%*	146 *12%*	108 *10%*	72 *12%*
Unacceptable (-1)	**404** *19%*	294 *21%* T	110 *17%* T	35 *12%*	83 *18%* T	278 *19%*	127 *20%*	244 *21%*	121 *17%*	94 *17%*	335 *19%*	59 *22%*	10 *14%*	10 *3%*	358 *30%* d	187 *18%*	163 *26%* f
Definitely unacceptable (-2)	**200** *10%*	137 *10%*	63 *10%*	31 *11%*	45 *10%*	142 *10%*	58 *9%*	124 *11%* Z	62 *9%*	38 *7%*	171 *10%*	19 *7%*	10 *13%*	3 *1%*	178 *15%* d	60 *6%*	113 *18%* f
It depends	**26** *1%*	19 *1%*	7 *1%* U	5 *2%*	2 *	14 *1%*	12 *2%*	15 *1%*	7 *1%*	10 *2%*	20 *1%*	4 *2%*	2 *2%*	1 *	9 *1%*	10 *1%*	7 *1%*
Don't know	**60** *3%*	51 *4%* S	9 *1%*	4 *2%*	8 *2%*	25 *2%*	35 *5%* V	33 *3%*	20 *3%*	18 *3%*	46 *3%*	10 *4%*	5 *7%*	3 *1%*	19 *2%*	16 *2%*	17 *3%*
All Acceptable	**1124** *54%*	738 *52%*	386 *60%* R	177 *63%* R	275 *59%* R	802 *56%* W	322 *50%*	582 *51%*	410 *58%* X	331 *59%* X	944 *54%*	140 *53%*	40 *53%*	272 *87%* e	493 *41%*	685 *64%* g	242 *39%*
All Unacceptable	**604** *29%*	431 *30%*	174 *27%*	66 *24%*	128 *27%*	420 *29%*	185 *29%*	368 *32%* YZ	183 *26%*	132 *24%*	506 *29%*	78 *29%*	21 *27%*	13 *4%*	537 *45%* d	247 *23%*	275 *45%* f
Net Acceptable	**520** *25%*	307 *21%*	213 *33%* R	111 *39%* RSU	147 *32%* R	382 *27%* W	137 *21%*	213 *19%*	227 *32%* X	199 *36%* X	438 *25%*	62 *24%*	19 *26%*	259 *83%* e	-44 *-4%*	438 *41%* g	-34 *-5%*

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**

3.4 Meat that has been treated with lactic acid in this way does not look or taste different from untreated meat. Now you know this, how acceptable or unacceptable do you think it would be to treat meat in this way to reduce the risk of food poisoning?

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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)
Weighted Base	**2078**	1431	647	282	466	1433	645	1145	708	557	1738	264	76*	314	1203	1066	614
Mean	**0.28**	0.23	0.37 R	0.45 R	0.34	0.31	0.21	0.18	0.38 X	0.45 X	0.28	0.25	0.23	1.15 e	-0.12	0.52 g	-0.19
Standard Deviation	**1.20**	1.20	1.21	1.23	1.20	1.22	1.16	1.21	1.19	1.16	1.21	1.13	1.26	0.78	1.24	1.12	1.26

3.4 Meat that has been treated with lactic acid in this way does not look or taste different from untreated meat. Now you know this, how acceptable or unacceptable do you think it would be to treat meat in this way to reduce the risk of food poisoning?

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
Definitely acceptable (2)	**234** *11%*	216 *11%*	18 *20%* h	165 *11%*	26 *15%* l	14 *7%*	22 *9%*	92 *14%*	94 *9%*	49 *12%*
Acceptable (1)	**890** *43%*	855 *43%*	35 *38%*	624 *42%*	81 *46%*	87 *45%*	109 *47%*	257 *40%*	458 *44%*	175 *43%*
I have no feelings either way (0)	**264** *13%*	249 *13%*	15 *16%*	190 *13%*	20 *11%*	27 *14%*	20 *9%*	76 *12%*	147 *14%*	40 *10%*
Unacceptable (-1)	**404** *19%*	391 *20%*	13 *14%*	295 *20%* k	21 *12%*	47 *24%* k	39 *17%*	122 *19%*	201 *19%*	81 *20%*
Definitely unacceptable (-2)	**200** *10%*	196 *10%*	4 *4%*	138 *9%*	22 *13%*	14 *7%*	30 *13%*	73 *11%*	88 *8%*	39 *10%*
It depends	**26** *1%*	26 *1%*	- -	19 *1%*	1 *	3 *2%*	2 *1%*	10 *2%*	10 *1%*	6 *1%*
Don't know	**60** *3%*	53 *3%*	7 *8%* h	45 *3%*	4 *2%*	2 *1%*	9 *4%*	6 *1%*	40 *4%*	13 *3%*
All Acceptable	**1124** *54%*	1070 *54%*	54 *58%*	789 *53%*	108 *61%*	101 *52%*	131 *57%*	349 *55%*	551 *53%*	224 *56%*
All Unacceptable	**604** *29%*	587 *30%*	17 *18%*	433 *29%*	43 *25%*	61 *31%*	69 *30%*	195 *31%*	289 *28%*	120 *30%*
Net Acceptable	**520** *25%*	483 *24%*	36 *39%* h	356 *24%*	64 *37%* jl	40 *21%*	62 *27%*	154 *24%*	262 *25%*	104 *26%*

3.4 Meat that has been treated with lactic acid in this way does not look or taste different from untreated meat. Now you know this, how acceptable or unacceptable do you think it would be to treat meat in this way to reduce the risk of food poisoning?

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)
Weighted Base	**2078**	1985	93*	1477	176	194	231	637	1039	403
Mean	**0.28**	0.26	0.59 h	0.27	0.40	0.21	0.24	0.28	0.27	0.30
Standard Deviation	**1.20**	1.20	1.12	1.20	1.26	1.12	1.25	1.26	1.15	1.22

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

3.5 Did the respondent seem to you to be considering the extra information at 3.2 - 3.4 or do you think he/she already made his/her mind up and wasn't going to think about changing his/her opinion?

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*
Considered information	**1660**	718	942	120	268	310	269	273	419	457	158	114	113	366	1511	34	67
	80%	*78%*	*81%*	*82%*	*84%* H	*81%*	*80%*	*80%*	*76%*	*80%*	*75%*	*78%*	*87%* JM	*77%*	*79%*	*90%*	*86%*
Already made up mind	**418**	203	215	26	52	71	67	66	135	112	54	32	16	109	391	4	11
	20%	*22%*	*19%*	*18%*	*16%*	*19%*	*20%*	*20%*	*24%* D	*20%*	*25%* L	*22%*	*13%*	*23%* L	*21%*	*10%*	*14%*

3.5 Did the respondent seem to you to be considering the extra information at 3.2 - 3.4 or do you think he/she already made his/her mind up and wasn't going to think about changing his/her opinion?

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Considered information	**1660**	1116	544	238	389	1167	493	888	585	461	1387	213	59	249	929	904	440
	80%	*78%*	*84%* R	*84%* R	*83%* R	*81%* W	*76%*	*78%*	*83%* X	*83%* X	*80%*	*81%*	*78%*	*79%*	*77%*	*85%* g	*72%*
Already made up mind	**418**	315	103	44	78	266	153	256	123	96	351	51	17	65	274	162	173
	20%	*22%* STU	*16%*	*16%*	*17%*	*19%*	*24%* V	*22%* YZ	*17%*	*17%*	*20%*	*19%*	*22%*	*21%*	*23%*	*15%*	*28%* f

3.5 Did the respondent seem to you to be considering the extra information at 3.2 - 3.4 or do you think he/she already made his/her mind up and wasn't going to think about changing his/her opinion?

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
Considered information	**1660**	1597	63	1173	140	166	193	512	829	319
	80%	*80%* i	*67%*	*79%*	*79%*	*86%*	*84%*	*80%*	*80%*	*79%*
Already made up mind	**418**	388	31	303	36	28	38	125	209	84
	20%	*20%*	*33%* h	*21%*	*21%*	*14%*	*16%*	*20%*	*20%*	*21%*

3.6 Is there any other information about lactic acid treatment that would be useful to you in deciding whether it is acceptable or not? IF YES What information is that?

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*
No	**1342** **65%**	614 *67%*	728 *63%*	111 *76%* FG	208 *65%*	244 *64%*	199 *59%*	213 *63%*	365 *66%*	320 *56%*	135 *64%*	98 *67%* I	94 *72%* I	341 *72%* I	1235 *65%*	20 *52%*	47 *59%*
Yes, but don't know what	**277** **13%**	112 *12%*	166 *14%*	7 *5%*	51 *16%* CE	38 *10%*	35 *10%*	51 *15%* C	96 *17%* CEF	73 *13%*	29 *14%*	16 *11%*	20 *16%*	66 *14%*	252 *13%*	9 *22%*	9 *11%*
Yes, and does know what	**459** **22%**	196 *21%*	263 *23%*	29 *20%*	61 *19%*	99 *26%* H	102 *30%* DGH	75 *22%*	93 *17%*	177 *31%* LM	48 *23%* M	32 *22%*	16 *12%*	69 *14%*	415 *22%*	9 *25%*	23 *29%*

3.6 Is there any other information about lactic acid treatment that would be useful to you in deciding whether it is acceptable or not? IF YES What information is that?

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
No	**1342**	937	405	178	296	922	420	747	451	360	1123	170	49	211	803	673	432
	65%	*66%*	*63%*	*63%*	*63%*	*64%*	*65%*	*65%*	*64%*	*65%*	*65%*	*64%*	*64%*	*67%*	*67%*	*63%*	*70%* f
Yes, but don't know what	**277**	190	88	47	54	165	112	165	82	69	234	34	9	43	135	150	68
	13%	*13%*	*14%* U	*17%* U	*12%*	*12%*	*17%* V	*14%*	*12%*	*12%*	*13%*	*13%*	*12%*	*14%*	*11%*	*14%*	*11%*
Yes, and does know what	**459**	304	155	57	117	345	114	233	175	128	380	61	18	60	265	243	114
	22%	*21%*	*24%*	*20%*	*25%*	*24%* W	*18%*	*20%*	*25%*	*23%*	*22%*	*23%*	*23%*	*19%*	*22%*	*23%*	*19%*

Table 25

3.6 Is there any other information about lactic acid treatment that would be useful to you in deciding whether it is acceptable or not? IF YES What information is that?

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
No	**1342** *65%*	1272 *64%*	70 *75%*	954 *65%* m	124 *71%* m	117 *60%*	124 *54%*	401 *63%*	647 *62%*	294 *73%*
Yes, but don't know what	**277** *13%*	269 *14%*	8 *8%*	193 *13%*	15 *9%*	35 *18%* k	64 *28%* jkl	68 *11%*	149 *14%*	60 *15%*
Yes, and does know what	**459** *22%*	443 *22%*	15 *16%*	331 *22%*	36 *21%*	42 *21%*	43 *18%*	168 *26%*	243 *23%*	49 *12%*

3.7 How strongly would you support or oppose the use of lactic acid treatment on raw chicken?

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*
Strongly support (2)	**197** **9%**	94 *10%*	103 *9%*	31 *21%* EFGH	43 *13%* GH	44 *11%* H	28 *8%*	24 *7%*	28 *5%*	31 *6%*	19 *9%*	24 *16%* IL	8 *6%*	56 *12%* I	156 *8%*	8 *20%* O	20 *26%* O
Support (1)	**713** **34%**	326 *35%*	387 *33%*	49 *33%*	111 *35%*	135 *35%*	116 *35%*	106 *31%*	197 *36%*	198 *35%*	68 *32%*	55 *38%*	52 *40%*	158 *33%*	661 *35%*	10 *27%*	27 *34%*
Neither support nor oppose (0)	**404** **19%**	185 *20%*	219 *19%*	30 *21%*	60 *19%*	68 *18%*	75 *22%*	74 *22%*	96 *17%*	130 *23%*	46 *21%*	23 *16%*	20 *16%*	84 *18%*	376 *20%* Q	10 *27%* Q	6 *8%*
Oppose (-1)	**369** **18%**	156 *17%*	213 *18%*	20 *14%*	46 *14%*	64 *17%*	69 *21%*	60 *18%*	107 *19%*	107 *19%*	33 *16%*	18 *12%*	32 *25%* K	87 *18%*	350 *18%*	4 *10%*	11 *14%*
Strongly oppose (-2)	**296** **14%**	125 *14%*	171 *15%*	12 *8%*	46 *14%*	50 *13%*	43 *13%*	62 *18%* C	83 *15%*	85 *15%*	34 *16%*	22 *15%*	13 *10%*	62 *13%*	272 *14%*	3 *7%*	8 *10%*
It depends	**36** **2%**	12 *1%*	23 *2%*	3 *2%*	2 *1%*	6 *1%*	1 *	3 *1%*	21 *4%* DFG	11 *2%*	7 *3%*	2 *1%*	3 *2%*	4 *1%*	36 *2%*	- -	- -
Don't know	**63** **3%**	23 *3%*	40 *3%*	3 *2%*	12 *4%*	14 *4%*	4 *1%*	8 *2%*	22 *4%* F	8 *1%*	6 *3%*	3 *2%*	1 *1%*	24 *5%* I	51 *3%*	3 *7%*	7 *8%* O
All support	**910** **44%**	420 *46%*	490 *42%*	79 *54%* GH	154 *48%* G	178 *47%*	144 *43%*	130 *38%*	224 *40%*	229 *40%*	87 *41%*	79 *54%* IJ	60 *46%*	214 *45%*	818 *43%*	18 *47%*	47 *60%* O
All oppose	**665** **32%**	281 *30%*	385 *33%*	32 *22%*	91 *29%*	115 *30%*	113 *34%*	123 *36%* C	190 *34%* C	192 *34%*	67 *32%*	40 *27%*	45 *35%*	150 *31%*	622 *33%*	7 *17%*	19 *24%*
Net support	**245** **12%**	139 *15%* B	105 *9%*	48 *32%* DEFG H	63 *20%* FGH	63 *17%* FGH	31 *9%* G	8 *2%*	34 *6%* G	38 *7%*	20 *10%*	39 *26%* IJLM	15 *12%*	65 *14%* I	196 *10%*	11 *30%* O	28 *36%* O

3.7 How strongly would you support or oppose the use of lactic acid treatment on raw chicken?

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)
Weighted Base	**2078**	921	1157	147*	319	381	336	339	554	570	212	146	130*	475	1902	38*	79*
Mean	**0.07**	0.12	0.03	0.47 FGH	0.19 GH	0.16 GH	0.05	-0.09	-0.04	-0.03	0.03	0.29 I	0.08	0.13	0.04	0.46	0.57 O
Standard Deviation	**1.24**	1.23	1.25	1.21	1.28	1.25	1.19	1.25	1.21	1.18	1.25	1.32	1.16	1.26	1.22	1.19	1.34

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

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 26

13 Nov 2012

3.7 How strongly would you support or oppose the use of lactic acid treatment on raw chicken?

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Strongly support (2)	**197** *9%*	116 *8%*	80 *12%* R	40 *14%* R	57 *12%* R	161 *11%* W	35 *5%*	89 *8%*	84 *12%* X	61 *11%*	177 *10%* b	15 *6%*	5 *6%*	85 *27%* e	64 *5%*	131 *12%* g	45 *7%*
Support (1)	**713** *34%*	495 *35%*	218 *34%*	99 *35%*	156 *33%*	484 *34%*	229 *35%*	373 *33%*	258 *36%*	216 *39%* X	601 *35%*	92 *35%*	21 *28%*	152 *48%* e	320 *27%*	427 *40%* g	149 *24%*
Neither support nor oppose (0)	**404** *19%*	273 *19%*	131 *20%*	54 *19%*	102 *22%*	299 *21%* W	105 *16%*	225 *20%*	123 *17%*	107 *19%*	332 *19%*	57 *21%*	16 *21%*	46 *14%*	211 *18%*	207 *19%*	92 *15%*
Oppose (-1)	**369** *18%*	260 *18%*	109 *17%*	37 *13%*	80 *17%*	242 *17%*	127 *20%*	216 *19%*	121 *17%*	88 *16%*	307 *18%*	47 *18%*	16 *21%*	18 *6%*	309 *26%* d	158 *15%*	150 *24%* f
Strongly oppose (-2)	**296** *14%*	224 *16%* STU	72 *11%*	26 *9%*	53 *11%*	197 *14%*	99 *15%*	189 *17%* YZ	84 *12%*	54 *10%*	248 *14%*	40 *15%*	8 *11%*	4 *1%*	267 *22%* d	107 *10%*	152 *25%* f
It depends	**36** *2%*	28 *2%*	8 *1%*	5 *2%*	5 *1%*	14 *1%*	22 *3%* V	19 *2%*	13 *2%*	11 *2%*	28 *2%*	6 *2%*	3 *3%*	5 *1%*	11 *1%*	15 *1%*	12 *2%*
Don't know	**63** *3%*	34 *2%*	29 *5%* RU	20 *7%* RSU	14 *3%*	35 *2%*	28 *4%*	33 *3%*	25 *3%*	21 *4%*	46 *3%*	9 *3%*	8 *10%* ab	6 *2%*	20 *2%*	21 *2%*	14 *2%*
All support	**910** *44%*	612 *43%*	298 *46%*	140 *49%*	213 *46%*	646 *45%*	264 *41%*	462 *40%*	342 *48%* X	277 *50%* X	778 *45%*	106 *40%*	26 *34%*	236 *75%* e	385 *32%*	558 *52%* g	195 *32%*
All oppose	**665** *32%*	484 *34%* ST	181 *28%* T	63 *22%*	133 *28%*	439 *31%*	226 *35%*	405 *35%* YZ	205 *29%*	142 *26%*	555 *32%*	87 *33%*	24 *31%*	22 *7%*	576 *48%* d	266 *25%*	301 *49%* f
Net support	**245** *12%*	127 *9%*	117 *18%* R	76 *27%* RSU	81 *17%* R	207 *14%* W	38 *6%*	57 *5%*	137 *19%* X	134 *24%* XY	223 *13%* bc	20 *7%*	2 *3%*	215 *68%* e	-192 *-16%*	293 *27%* g	-107 *-17%*

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**

3.7 How strongly would you support or oppose the use of lactic acid treatment on raw chicken?

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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)
Weighted Base	**2078**	1431	647	282	466	1433	645	1145	708	557	1738	264	76*	314	1203	1066	614
Mean	**0.07**	0.01	0.21 R	0.35 RS	0.19 R	0.12 W	-0.04	-0.04	0.21 X	0.27 X	0.09	-0.02	-0.02	0.97 e	-0.34	0.31 g	-0.36
Standard Deviation	**1.24**	1.24	1.22	1.21	1.22	1.24	1.23	1.25	1.24	1.18	1.25	1.20	1.17	0.88	1.25	1.18	1.31

3.7 How strongly would you support or oppose the use of lactic acid treatment on raw chicken?

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
Strongly support (2)	**197** *9%*	189 *10%*	8 *8%*	143 *10%* m	19 *11%* m	14 *7%* m	6 *3%*	61 *10%*	84 *8%*	51 *13%*
Support (1)	**713** *34%*	685 *35%*	28 *30%*	497 *34%*	70 *40%*	65 *33%*	94 *41%* j	221 *35%*	361 *35%*	131 *33%*
Neither support nor oppose (0)	**404** *19%*	375 *19%*	29 *31%* h	295 *20%*	25 *14%*	39 *20%*	43 *19%*	127 *20%*	211 *20%*	66 *16%*
Oppose (-1)	**369** *18%*	355 *18%*	14 *15%*	268 *18%*	24 *14%*	37 *19%*	38 *16%*	116 *18%*	177 *17%*	76 *19%*
Strongly oppose (-2)	**296** *14%*	289 *15%*	7 *7%*	210 *14%*	25 *14%*	28 *14%*	33 *14%*	94 *15%*	146 *14%*	56 *14%*
It depends	**36** *2%*	34 *2%*	2 *2%*	24 *2%*	3 *2%*	5 *2%*	6 *3%*	10 *2%*	20 *2%*	6 *2%*
Don't know	**63** *3%*	58 *3%*	5 *5%*	40 *3%*	10 *5%*	6 *3%*	10 *5%*	8 *1%*	39 *4%*	16 *4%*
All support	**910** *44%*	874 *44%*	36 *39%*	640 *43%*	89 *51%*	79 *40%*	100 *43%*	282 *44%*	446 *43%*	183 *45%*
All oppose	**665** *32%*	644 *32%*	21 *22%*	478 *32%*	49 *28%*	65 *33%*	71 *31%*	210 *33%*	324 *31%*	131 *33%*
Net support	**245** *12%*	230 *12%*	15 *16%*	161 *11%*	40 *23%* jlm	14 *7%*	30 *13%*	71 *11%*	122 *12%*	51 *13%*

3.7 How strongly would you support or oppose the use of lactic acid treatment on raw chicken?

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)
Weighted Base	**2078**	1985	93*	1477	176	194	231	637	1039	403
Mean	**0.07**	0.07	0.19	0.07	0.21	*	0.01	0.06	0.06	0.12
Standard Deviation	**1.24**	1.25	1.07	1.24	1.27	1.22	1.16	1.24	1.22	1.29

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

3.7 How strongly would you support or oppose the use of lactic acid treatment on raw beef?

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*
Strongly support (2)	**147** *7%*	68 *7%*	78 *7%*	21 *14%* GH	36 *11%* GH	37 *10%* GH	23 *7%* H	11 *3%*	17 *3%*	28 *5%*	13 *6%*	13 *9%*	5 *4%*	41 *9%* I	105 *5%*	8 *20%* O	22 *28%* O
Support (1)	**694** *33%*	322 *35%*	372 *32%*	57 *39%*	95 *30%*	127 *33%*	112 *33%*	110 *32%*	194 *35%*	186 *33%*	65 *31%*	61 *42%*	50 *39%*	159 *33%*	650 *34%*	9 *22%*	22 *28%*
Neither support nor oppose (0)	**462** *22%*	206 *22%*	256 *22%*	36 *25%*	72 *23%*	83 *22%*	80 *24%*	79 *23%*	113 *20%*	139 *24%*	49 *23%*	26 *18%*	26 *20%*	97 *20%*	423 *22%*	14 *38%* OQ	11 *14%*
Oppose (-1)	**381** *18%*	161 *17%*	220 *19%*	18 *12%*	54 *17%*	67 *18%*	71 *21%*	63 *18%*	106 *19%*	113 *20%*	41 *19%*	22 *15%*	32 *25%*	86 *18%*	361 *19%*	4 *10%*	11 *14%*
Strongly oppose (-2)	**297** *14%*	128 *14%*	169 *15%*	12 *8%*	46 *14%*	52 *14%*	43 *13%*	63 *19%* C	82 *15%*	85 *15%*	34 *16%*	20 *14%*	14 *11%*	62 *13%*	276 *15%*	2 *5%*	7 *8%*
It depends	**30** *1%*	13 *1%*	17 *1%*	1 *1%*	2 *1%*	4 *1%*	2 *1%*	3 *1%*	18 *3%* DF	9 *2%*	7 *3%* M	2 *1%*	1 *1%*	2 *1%*	30 *2%*	- -	- -
Don't know	**67** *3%*	24 *3%*	43 *4%*	3 *2%*	14 *4%*	11 *3%*	5 *2%*	10 *3%*	24 *4%* F	10 *2%*	3 *1%*	2 *1%*	1 *1%*	28 *6%* IJ	57 *3%*	2 *5%*	6 *8%*
All support	**840** *40%*	390 *42%*	451 *39%*	77 *53%* GH	131 *41%*	164 *43%*	135 *40%*	121 *36%*	212 *38%*	213 *37%*	79 *37%*	74 *51%* IJ	55 *43%*	200 *42%*	755 *40%*	16 *43%*	44 *56%* O
All oppose	**678** *33%*	288 *31%*	389 *34%*	29 *20%*	100 *31%*	119 *31%*	114 *34%* C	126 *37%* C	188 *34%* C	198 *35%*	75 *36%*	42 *29%*	46 *35%*	148 *31%*	637 *33%* P	6 *15%*	18 *23%*
Net support	**163** *8%*	101 *11%* B	62 *5%*	48 *33%* DEFG H	30 *10%* GH	45 *12%* FGH	21 *6%* G	-4 *-1%*	24 *4%* G	16 *3%*	3 *1%*	33 *22%* IJLM	9 *7%* IJ	52 *11%* IJ	118 *6%*	10 *28%* O	26 *33%* O

3.7 How strongly would you support or oppose the use of lactic acid treatment on raw beef?

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)
Weighted Base	**2078**	921	1157	147*	319	381	336	339	554	570	212	146	130*	475	1902	38*	79*
Mean	**0.01**	0.05	-0.03	0.40 DEF GH	0.07 G	0.08 G	0.01	-0.17	-0.08	-0.08	-0.09	0.18	*	0.07	-0.03	0.45	0.57 O
Standard Deviation	**1.20**	1.20	1.20	1.13	1.25	1.23	1.17	1.19	1.17	1.16	1.21	1.23	1.12	1.22	1.18	1.11	1.32

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

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 27

13 Nov 2012

3.7 How strongly would you support or oppose the use of lactic acid treatment on raw beef?

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Strongly support (2)	**147** *7%*	78 *5%*	69 *11%* R	40 *14%* RS	50 *11%* R	124 *9%* W	22 *3%*	68 *6%*	64 *9%* X	42 *8%*	133 *8%* b	9 *3%*	5 *7%*	61 *19%* e	50 *4%*	101 *9%* g	26 *4%*
Support (1)	**694** *33%*	482 *34%*	212 *33%*	93 *33%*	148 *32%*	469 *33%*	225 *35%*	356 *31%*	258 *36%*	222 *40%* X	582 *33%*	89 *34%*	23 *31%*	172 *55%* e	294 *24%*	419 *39%* g	155 *25%*
Neither support nor oppose (0)	**462** *22%*	316 *22%*	146 *23%*	61 *22%*	112 *24%*	338 *24%* W	124 *19%*	260 *23%*	141 *20%*	114 *21%*	380 *22%*	65 *24%*	18 *23%*	54 *17%*	239 *20%*	246 *23%* g	101 *16%*
Oppose (-1)	**381** *18%*	269 *19%* T	112 *17%* T	36 *13%*	81 *17%*	252 *18%*	128 *20%*	223 *19%*	122 *17%*	91 *16%*	319 *18%*	48 *18%*	14 *19%*	18 *6%*	319 *27%* d	165 *15%*	147 *24%* f
Strongly oppose (-2)	**297** *14%*	222 *16%* S	75 *12%*	31 *11%*	55 *12%*	199 *14%*	97 *15%*	190 *17%* YZ	85 *12%*	53 *10%*	247 *14%*	41 *15%*	9 *12%*	4 *1%*	268 *22%* d	106 *10%*	157 *26%* f
It depends	**30** *1%*	25 *2%*	6 *1%*	3 *1%*	5 *1%*	12 *1%*	18 *3%* V	15 *1%*	11 *2%*	11 *2%*	25 *1%*	3 *1%*	3 *3%*	1 *	12 *1%*	10 *1%*	10 *2%*
Don't know	**67** *3%*	39 *3%*	28 *4%* U	19 *7%* RU	15 *3%*	37 *3%*	31 *5%* V	34 *3%*	28 *4%*	23 *4%*	53 *3%*	11 *4%*	4 *5%*	5 *2%*	20 *2%*	21 *2%*	17 *3%*
All support	**840** *40%*	560 *39%*	281 *43%*	133 *47%* R	198 *42%*	594 *41%*	247 *38%*	424 *37%*	321 *45%* X	264 *47%* X	715 *41%*	97 *37%*	28 *37%*	233 *74%* e	345 *29%*	520 *49%* g	181 *30%*
All oppose	**678** *33%*	491 *34%* ST	187 *29%* T	66 *24%*	136 *29%*	452 *32%*	226 *35%*	412 *36%* YZ	206 *29%*	145 *26%*	566 *33%*	89 *34%*	23 *31%*	21 *7%*	587 *49%* d	270 *25%*	304 *50%* f
Net support	**163** *8%*	69 *5%*	94 *15%* R	67 *24%* RSU	61 *13%* R	142 *10%* W	21 *3%*	11 *1%*	115 *16%* X	119 *21%* XY	149 *9%* b	9 *3%*	5 *6%*	212 *67%*	-243 *-20%*	249 *23%* g	-123 *-20%*

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**

3.7 How strongly would you support or oppose the use of lactic acid treatment on raw beef?

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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)
Weighted Base	**2078**	1431	647	282	466	1433	645	1145	708	557	1738	264	76*	314	1203	1066	614
Mean	**0.01**	-0.06	0.14 R	0.29 RS	0.13 R	0.05 W	-0.09	-0.10	0.14 X	0.21 X	0.02	-0.09	0.01	0.87 e	-0.39	0.24 g	-0.43
Standard Deviation	**1.20**	1.19	1.20	1.22	1.20	1.21	1.18	1.21	1.20	1.14	1.21	1.15	1.18	0.83	1.21	1.14	1.26

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

3.7 How strongly would you support or oppose the use of lactic acid treatment on raw beef?

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
Strongly support (2)	**147** *7%*	139 *7%*	7 *8%*	111 *8%* m	8 *5%*	12 *6%*	6 *2%*	41 *6%*	66 *6%*	40 *10%*
Support (1)	**694** *33%*	669 *34%*	25 *27%*	478 *32%*	75 *43%* jl	61 *31%*	89 *39%*	205 *32%*	353 *34%*	136 *34%*
Neither support nor oppose (0)	**462** *22%*	431 *22%*	31 *33%* h	340 *23%*	29 *16%*	39 *20%*	49 *21%*	152 *24%*	235 *23%*	75 *19%*
Oppose (-1)	**381** *18%*	363 *18%*	18 *19%*	273 *18%*	27 *16%*	43 *22%*	36 *16%*	122 *19%*	191 *18%*	68 *17%*
Strongly oppose (-2)	**297** *14%*	292 *15%* i	5 *5%*	209 *14%*	27 *16%*	27 *14%*	33 *14%*	100 *16%*	140 *13%*	58 *14%*
It depends	**30** *1%*	28 *1%*	2 *2%*	20 *1%*	2 *1%*	6 *3%*	7 *3%* j	9 *1%*	17 *2%*	5 *1%*
Don't know	**67** *3%*	62 *3%*	5 *5%*	46 *3%*	7 *4%*	6 *3%*	11 *5%*	8 *1%*	38 *4%*	22 *5%*
All support	**840** *40%*	808 *41%*	32 *35%*	589 *40%*	83 *47%*	73 *38%*	95 *41%*	247 *39%*	418 *40%*	175 *44%*
All oppose	**678** *33%*	655 *33%*	23 *24%*	482 *33%*	55 *31%*	70 *36%*	69 *30%*	221 *35%*	331 *32%*	126 *31%*
Net support	**163** *8%*	153 *8%*	10 *10%*	107 *7%* l	29 *16%* jl	3 *2%*	26 *11%* jl	25 *4%*	87 *8%*	50 *12%*

3.7 How strongly would you support or oppose the use of lactic acid treatment on raw beef?

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)
Weighted Base	**2078**	1985	93*	1477	176	194	231	637	1039	403
Mean	**0.01**	*	0.14	0.01	0.06	-0.07	-0.01	-0.05	0.01	0.08
Standard Deviation	**1.20**	1.21	1.03	1.20	1.21	1.20	1.15	1.20	1.18	1.25

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

3.8 Suppose you were buying chicken in a shop and were offered a choice between raw chicken that had been treated with lactic acid, and had a lower risk of food poisoning, and raw chicken that had just been washed in water. Which do you think you would buy?

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*
Buy treated	**785**	354	431	73	110	131	117	128	225	177	76	58	51	203	702	16	41
	38%	*38%*	*37%*	*50%* DEF	*34%*	*34%*	*35%*	*38%*	*41%*	*31%*	*36%*	*40%*	*39%*	*43%* I	*37%*	*43%*	*52%* O
Buy untreated	**937**	388	549	57	151	178	159	158	232	276	93	69	63	207	864	18	27
	45%	*42%*	*47%* A	*39%*	*47%*	*47%*	*47%*	*47%*	*42%*	*48%*	*44%*	*48%*	*48%*	*44%*	*45%*	*47%*	*34%*
Not sure	**356**	179	177	16	59	73	59	53	97	117	42	18	16	65	336	4	10
	17%	*19%* B	*15%*	*11%*	*18%*	*19%*	*18%*	*16%*	*17%*	*21%* M	*20%*	*12%*	*13%*	*14%*	*18%*	*10%*	*13%*

3.8 Suppose you were buying chicken in a shop and were offered a choice between raw chicken that had been treated with lactic acid, and had a lower risk of food poisoning, and raw chicken that had just been washed in water. Which do you think you would buy?

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Buy treated	**785**	548	237	111	159	525	259	402	292	234	658	103	23	196	328	457	192
	38%	*38%*	*37%*	*39%*	*34%*	*37%*	*40%*	*35%*	*41%* X	*42%* X	*38%*	*39%*	*31%*	*62%* e	*27%*	*43%* g	*31%*
Buy untreated	**937**	644	293	113	224	661	276	544	307	221	788	113	36	53	731	429	352
	45%	*45%*	*45%*	*40%*	*48%* ST	*46%*	*43%*	*48%* Z	*43%*	*40%*	*45%*	*43%*	*48%*	*17%*	*61%* d	*40%*	*57%* f
Not sure	**356**	238	118	58	83	246	110	199	109	102	293	48	16	65	144	180	70
	17%	*17%*	*18%*	*21%*	*18%*	*17%*	*17%*	*17%*	*15%*	*18%*	*17%*	*18%*	*21%*	*21%* e	*12%*	*17%* g	*11%*

3.8 Suppose you were buying chicken in a shop and were offered a choice between raw chicken that had been treated with lactic acid, and had a lower risk of food poisoning, and raw chicken that had just been washed in water. Which do you think you would buy?

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
Buy treated	**785**	758	26	544	82	75	87	212	400	172
	38%	*38%*	*28%*	*37%*	*47%* j	*38%*	*38%*	*33%*	*38%*	*43%*
Buy untreated	**937**	900	37	682	63	83	100	315	455	166
	45%	*45%*	*40%*	*46%* k	*36%*	*43%*	*43%*	*50%*	*44%*	*41%*
Not sure	**356**	327	30	250	30	37	44	109	183	64
	17%	*16%*	*32%* h	*17%*	*17%*	*19%*	*19%*	*17%*	*18%*	*16%*

4.1 As well as labels saying what the product is, and the price, and any special offer labels, packs of meat in shops often have labels with other information.
When buying raw meat in the supermarket how often do you look at these other labels?

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*
Always	**679** **33%**	281 *30%*	398 *34%*	44 *30%*	102 *32%*	148 *39%* F	94 *28%*	107 *31%*	182 *33%*	186 *33%*	61 *29%*	45 *31%*	45 *35%*	149 *31%*	597 *31%*	13 *35%*	43 *55%* O
Usually	**360** **17%**	154 *17%*	206 *18%*	21 *14%*	64 *20%*	63 *17%*	62 *18%*	61 *18%*	90 *16%*	107 *19%*	39 *18%*	22 *15%*	16 *12%*	70 *15%*	344 *18%*	6 *15%*	11 *13%*
Sometimes	**454** **22%**	208 *23%*	246 *21%*	32 *22%*	59 *18%*	93 *25%*	85 *25%*	74 *22%*	111 *20%*	129 *23%*	59 *28%* K	25 *17%*	27 *21%*	100 *21%*	428 *23%* Q	9 *22%* Q	5 *7%*
Or never	**462** **22%**	219 *24%*	242 *21%*	47 *32%* EH	83 *26%* E	62 *16%*	83 *25%* E	76 *22%*	112 *20%*	107 *19%*	44 *21%*	48 *33%* IJ	32 *25%*	128 *27%* I	425 *22%*	9 *25%*	9 *11%*
Not applicable/no labels	**123** **6%**	59 *6%*	64 *6%*	3 *2%*	12 *4%*	14 *4%*	12 *4%*	23 *7%*	59 *11%* CDEF	41 *7%*	10 *5%*	6 *4%*	9 *7%*	27 *6%*	109 *6%*	1 *2%*	11 *14%* O

4.1 As well as labels saying what the product is, and the price, and any special offer labels, packs of meat in shops often have labels with other information. When buying raw meat in the supermarket how often do you look at these other labels?

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Always	**679** *33%*	446 *31%*	233 *36%*	97 *34%*	175 *38%* R	460 *32%*	219 *34%*	405 *35%* Z	228 *32%* Z	149 *27%*	570 *33%*	74 *28%*	34 *45%* ab	118 *38%*	389 *32%*	350 *33%*	208 *34%*
Usually	**360** *17%*	247 *17%*	113 *17%* T	38 *13%*	83 *18%*	250 *17%*	110 *17%*	214 *19%*	116 *16%*	89 *16%*	295 *17%*	53 *20%*	11 *15%*	49 *15%*	202 *17%*	190 *18%*	107 *17%*
Sometimes	**454** *22%*	320 *22%*	134 *21%*	62 *22%*	91 *20%*	327 *23%*	127 *20%*	253 *22%*	164 *23%*	118 *21%*	385 *22%*	57 *22%*	13 *17%*	63 *20%*	284 *24%*	237 *22%*	126 *21%*
Or never	**462** *22%*	319 *22%*	143 *22%*	71 *25%*	102 *22%*	333 *23%*	129 *20%*	213 *19%*	174 *25%* X	156 *28%* X	394 *23%*	56 *21%*	12 *15%*	65 *21%*	254 *21%*	234 *22%*	138 *22%*
Not applicable/no labels	**123** *6%*	99 *7%* SU	24 *4%*	15 *5%*	15 *3%*	63 *4%*	60 *9%* V	60 *5%*	26 *4%*	45 *8%* Y	94 *5%*	24 *9%* a	6 *8%*	19 *6%*	75 *6%*	56 *5%*	35 *6%*

4.1 As well as labels saying what the product is, and the price, and any special offer labels, packs of meat in shops often have labels with other information.
When buying raw meat in the supermarket how often do you look at these other labels?

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
Always	**679**	661	18	482	65	55	68	208	291	180
	33%	*33%* i	*20%*	*33%*	*37%*	*28%*	*30%*	*33%*	*28%*	*45%*
Usually	**360**	343	17	256	25	43	41	121	195	45
	17%	*17%*	*19%*	*17%*	*14%*	*22%*	*18%*	*19%*	*19%*	*11%*
Sometimes	**454**	440	14	320	39	44	55	146	235	73
	22%	*22%*	*15%*	*22%*	*22%*	*23%*	*24%*	*23%*	*23%*	*18%*
Or never	**462**	423	39	327	39	44	59	127	262	72
	22%	*21%*	*42%* h	*22%*	*22%*	*23%*	*25%*	*20%*	*25%*	*18%*
Not applicable/no labels	**123**	119	4	92	8	8	9	35	55	33
	6%	*6%*	*5%*	*6%*	*5%*	*4%*	*4%*	*6%*	*5%*	*8%*

4.2 What sorts of things are you usually looking for on the labels? Any others?

Base: All who ever look at labels

	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	**1503**	602	901	88	224	306	238	240	406	379	168	104	78	324	1402	24	49
Weighted Base	**1493**	643	850	97*	225	305	241	241	383	422	158	92*	88*	320	1369	28**	59*
For best before dates	**976** *65%*	444 *69%* B	532 *63%*	68 *70%*	147 *66%*	198 *65%*	147 *61%*	170 *70%*	244 *64%*	244 *58%*	97 *61%*	63 *68%*	64 *73%* I	216 *68%* I	881 *64%*	23 *83%*	45 *76%*
For ingredients	**425** *28%*	172 *27%*	253 *30%*	27 *28%*	76 *34%*	78 *26%*	62 *26%*	78 *33%*	103 *27%*	102 *24%*	46 *29%*	26 *28%*	27 *31%*	85 *27%*	389 *28%*	7 *24%*	16 *27%*
For nutritional value	**312** *21%*	126 *20%*	186 *22%*	21 *21%*	57 *25%* H	75 *25%* H	50 *21%*	55 *23%* H	54 *14%*	100 *24%* M	52 *33%* LM	18 *20%*	16 *18%*	41 *13%*	277 *20%*	6 *21%*	15 *25%*
To see where it's come from	**658** *44%*	267 *42%*	391 *46%*	31 *32%*	84 *37%*	130 *43%*	125 *52%* CD	106 *44%*	182 *48%* CD	214 *51%* LM	68 *43%*	41 *45%*	28 *32%*	118 *37%*	611 *45%*	11 *41%*	21 *35%*
To see if it's organic	**264** *18%*	112 *17%*	152 *18%*	19 *20%* H	53 *23%* H	65 *21%* H	52 *22%* H	38 *16%* H	37 *10%*	91 *22%* M	22 *14%*	14 *15%*	12 *14%*	35 *11%*	234 *17%*	4 *14%*	13 *22%*
To see if it's free range/ barn	**364** *24%*	137 *21%*	227 *27%* A	19 *20%*	64 *28%* GH	103 *34%* GH	63 *26%*	44 *18%*	71 *19%*	127 *30%* KM	36 *23%*	16 *17%*	23 *27%*	50 *16%*	343 *25%*	5 *17%*	9 *14%*
To see if it is whole meat/ recovered meat	**181** *12%*	93 *14%* B	89 *10%*	9 *9%*	28 *12%*	52 *17%* H	29 *12%*	28 *12%*	36 *9%*	55 *13%*	17 *11%*	10 *11%*	5 *6%*	31 *10%*	174 *13%*	2 *7%*	4 *6%*
Any other reason	**370** *25%*	154 *24%*	216 *25%*	25 *26%*	59 *26%*	75 *25%*	71 *29%*	52 *22%*	86 *23%*	117 *28%*	38 *24%*	18 *19%*	19 *21%*	84 *26%*	327 *24%*	9 *31%*	22 *37%*

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 30

13 Nov 2012

4.2 What sorts of things are you usually looking for on the labels? Any others?

Base: All who ever look at labels

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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	**1503**	1028	475	195	347	1024	479	939	463	332	1248	196	59	223	884	769	455
Weighted Base	**1493**	1012	480	197	350	1037	456	872	508	356	1250	184	58*	230	875	776	441
For best before dates	**976** *65%*	657 *65%*	319 *66%*	127 *65%*	232 *66%*	680 *66%*	295 *65%*	563 *65%*	340 *67%*	246 *69%*	811 *65%*	126 *68%*	39 *66%*	169 *74%* e	557 *64%*	500 *64%*	282 *64%*
For ingredients	**425** *28%*	280 *28%*	145 *30%*	56 *29%*	99 *28%*	296 *29%*	129 *28%*	245 *28%*	150 *29%*	106 *30%*	375 *30%* b	36 *20%*	14 *24%*	66 *29%*	248 *28%*	208 *27%*	133 *30%*
For nutritional value	**312** *21%*	207 *20%*	105 *22%*	43 *22%*	79 *23%*	242 *23%* W	70 *15%*	175 *20%*	104 *20%*	80 *23%*	262 *21%*	37 *20%*	13 *22%*	46 *20%*	177 *20%*	160 *21%*	93 *21%*
To see where it's come from	**658** *44%*	438 *43%*	220 *46%*	82 *42%*	166 *47%*	435 *42%*	223 *49%* V	398 *46%*	219 *43%*	153 *43%*	546 *44%*	91 *50%*	21 *37%*	102 *44%*	389 *45%*	364 *47%*	188 *43%*
To see if it's organic	**264** *18%*	164 *16%*	100 *21%*	34 *17%*	80 *23%* R	221 *21%* W	43 *10%*	157 *18%*	91 *18%*	79 *22%*	218 *17%*	34 *19%*	12 *21%*	42 *18%*	167 *19%*	157 *20%*	68 *15%*
To see if it's free range/ barn	**364** *24%*	222 *22%*	141 *29%* R	52 *26%*	106 *30%* R	279 *27%* W	85 *19%*	217 *25%*	128 *25%*	93 *26%*	301 *24%*	48 *26%*	15 *26%*	56 *24%*	215 *25%*	208 *27%* g	89 *20%*
To see if it is whole meat/ recovered meat	**181** *12%*	106 *10%*	76 *16%* R	26 *13%*	55 *16%* R	136 *13%*	45 *10%*	101 *12%*	68 *13%*	52 *15%*	157 *13%*	19 *11%*	6 *9%*	36 *15%*	103 *12%*	99 *13%*	53 *12%*
Any other reason	**370** *25%*	241 *24%*	129 *27%*	46 *24%*	98 *28%*	261 *25%*	109 *24%*	213 *24%*	127 *25%*	88 *25%*	328 *26%* b	30 *16%*	11 *19%*	58 *25%*	216 *25%*	181 *23%*	114 *26%*

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; ** very small base (under 30) ineligible for sig testing**

4.2 What sorts of things are you usually looking for on the labels? Any others?

Base: All who ever look at labels

	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	**1503**	1458	45	1032	130	148	193	463	747	293
Weighted Base	**1493**	1443	50*	1058	129*	142	164	474	721	297
For best before dates	**976** ***65%***	945 *66%*	31 *61%*	673 *64%*	102 *79%* jl	94 *66%*	125 *76%* jl	282 *60%*	475 *66%*	218 *73%*
For ingredients	**425** ***28%***	408 *28%*	17 *35%*	311 *29%*	28 *22%*	39 *27%*	40 *25%*	140 *29%*	198 *28%*	87 *29%*
For nutritional value	**312** ***21%***	299 *21%*	13 *27%*	230 *22%* m	20 *16%*	30 *21%*	22 *13%*	125 *26%*	133 *18%*	54 *18%*
To see where it's come from	**658** ***44%***	647 *45%* i	11 *23%*	474 *45%* m	52 *40%*	64 *45%* m	55 *33%*	239 *50%*	334 *46%*	86 *29%*
To see if it's organic	**264** ***18%***	261 *18%*	3 *6%*	200 *19%* k	12 *9%*	19 *14%*	23 *14%*	94 *20%*	133 *18%*	37 *12%*
To see if it's free range/ barn	**364** ***24%***	359 *25%*	5 *10%*	268 *25%* lm	34 *26%* lm	18 *13%*	17 *10%*	149 *31%*	169 *23%*	46 *15%*
To see if it is whole meat/ recovered meat	**181** ***12%***	181 *13%*	1 *2%*	124 *12%*	19 *15%*	14 *10%*	35 *22%* jl	76 *16%*	77 *11%*	28 *9%*
Any other reason	**370** ***25%***	351 *24%*	18 *36%*	267 *25%* m	27 *21%*	39 *27%* m	26 *16%*	129 *27%*	158 *22%*	82 *28%*

4.3 If the lactic acid treatment we have just been talking about is used by some meat suppliers to reduce the risk of food poisoning from their meat, how important or unimportant do you think it is that this should be labelled on the packaging?

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*
Very important (3)	**1625** **78%**	688 *75%*	937 *81%* A	98 *67%*	232 *73%*	295 *77%*	286 *85%* CDEH	280 *82%* CD	433 *78%* C	428 *75%*	165 *78%*	112 *77%*	91 *70%*	386 *81%* L	1488 *78%*	27 *70%*	66 *85%*
Fairly important (2)	**359** **17%**	180 *19%* B	180 *16%*	35 *24%* F	72 *22%* FG	67 *18%*	41 *12%*	50 *15%*	95 *17%*	112 *20%*	36 *17%*	24 *17%*	38 *29%* JKM	71 *15%*	330 *17%*	8 *20%*	12 *15%*
Not very important (1)	**75** **4%**	42 *5%*	33 *3%*	13 *9%* FG	12 *4%*	15 *4%*	8 *2%*	6 *2%*	22 *4%*	25 *4%*	7 *4%*	9 *6%* LM	1 *1%*	11 *2%*	67 *4%*	3 *7%* Q	- -
Not at all important (0)	**18** **1%**	11 *1%*	6 *1%*	1 *1%*	4 *1%*	4 *1%*	1 *	4 *1%*	5 *1%*	4 *1%*	3 *1%*	- -	- -	7 *1%*	17 *1%*	1 *2%*	- -
All important	**1985** **96%**	868 *94%*	1117 *97%* A	133 *91%*	304 *95%*	362 *95%*	327 *97%* C	330 *97%* C	528 *95%*	540 *95%*	201 *95%*	136 *94%*	129 *99%* K	457 *96%*	1818 *96%*	34 *90%*	79 *100%* P
All unimportant	**93** **4%**	53 *6%* B	40 *3%*	14 *9%* FG	15 *5%*	19 *5%*	9 *3%*	10 *3%*	26 *5%*	30 *5%*	11 *5%*	9 *6%* L	1 *1%*	18 *4%*	84 *4%*	4 *10%* Q	- -
Net important	**1892** **91%**	815 *88%*	1077 *93%* A	119 *81%*	289 *90%* C	343 *90%* C	318 *95%* CE	320 *94%* C	501 *91%* C	510 *90%*	191 *90%*	127 *87%*	128 *99%* IJKM	439 *92%*	1735 *91%* P	30 *80%*	79 *100%* OP
Mean	**2.73**	2.68	2.77 A	2.57	2.67	2.71	2.82 CDE H	2.79 CD	2.73 C	2.69	2.72	2.70	2.70	2.76	2.73	2.58	2.85 P
Standard Deviation	**0.57**	0.62	0.52	0.68	0.61	0.59	0.46	0.52	0.57	0.59	0.60	0.58	0.48	0.56	0.57	0.75	0.36

4.3 If the lactic acid treatment we have just been talking about is used by some meat suppliers to reduce the risk of food poisoning from their meat, how important or unimportant do you think it is that this should be labelled on the packaging?

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Very important (3)	**1625** **78%**	1138 *80%* T	488 *75%*	200 *71%*	359 *77%* T	1115 *78%*	510 *79%*	920 *80%* Z	545 *77%*	413 *74%*	1355 *78%*	211 *80%*	59 *78%*	217 *69%*	1010 *84%* d	825 *77%*	495 *81%*
Fairly important (2)	**359** **17%**	236 *16%*	124 *19%*	63 *22%* R	82 *18%*	252 *18%*	107 *17%*	183 *16%*	132 *19%*	113 *20%*	307 *18%*	44 *17%*	9 *12%*	74 *24%* e	161 *13%*	199 *19%*	93 *15%*
Not very important (1)	**75** **4%**	48 *3%*	28 *4%*	12 *4%*	20 *4%*	53 *4%*	23 *4%*	34 *3%*	26 *4%*	25 *5%*	62 *4%*	9 *3%*	5 *6%*	21 *7%* e	25 *2%*	32 *3%*	23 *4%*
Not at all important (0)	**18** **1%**	10 *1%*	8 *1%*	8 *3%* RS	5 *1%*	12 *1%*	6 *1%*	8 *1%*	5 *1%*	6 *1%*	14 *1%*	1 *	3 *4%* ab	1 *	7 *1%*	10 *1%*	2 *
All important	**1985** **96%**	1373 *96%*	612 *94%*	263 *93%*	441 *95%*	1368 *95%*	617 *96%*	1103 *96%*	677 *96%*	526 *94%*	1662 *96%* c	255 *96%* c	68 *90%*	292 *93%*	1171 *97%* d	1024 *96%*	589 *96%*
All unimportant	**93** **4%**	57 *4%*	36 *6%*	19 *7%*	25 *5%*	65 *5%*	28 *4%*	42 *4%*	31 *4%*	31 *6%*	76 *4%*	9 *4%*	8 *10%* ab	23 *7%* e	32 *3%*	42 *4%*	25 *4%*
Net important	**1892** **91%**	1316 *92%* T	576 *89%*	244 *86%*	416 *89%*	1303 *91%*	589 *91%*	1062 *93%* Z	646 *91%*	495 *89%*	1586 *91%* c	245 *93%* c	61 *80%*	269 *86%*	1139 *95%* d	983 *92%*	564 *92%*
Mean	**2.73**	2.75 ST	2.69 T	2.61	2.70 T	2.72	2.74	2.76 Z	2.72	2.67	2.73	2.76	2.64	2.62	2.81 d	2.73	2.76
Standard Deviation	**0.57**	0.54	0.62	0.70	0.60	0.57	0.56	0.53	0.56	0.61	0.56	0.52	0.77	0.63	0.48	0.56	0.52

4.3 If the lactic acid treatment we have just been talking about is used by some meat suppliers to reduce the risk of food poisoning from their meat, how important or unimportant do you think it is that this should be labelled on the packaging?

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
Very important (3)	**1625** *78%*	1625 *82%* i	- -	1153 *78%*	141 *80%*	152 *79%*	177 *77%*	496 *78%*	801 *77%*	329 *82%*
Fairly important (2)	**359** *17%*	359 *18%* i	- -	259 *18%*	23 *13%*	36 *19%*	44 *19%*	107 *17%*	194 *19%*	58 *14%*
Not very important (1)	**75** *4%*	- -	75 *81%* h	55 *4%*	6 *4%*	4 *2%*	10 *4%*	25 *4%*	36 *3%*	14 *3%*
Not at all important (0)	**18** *1%*	- -	18 *19%* h	10 *1%*	5 *3%* jm	2 *1%*	- -	9 *1%*	7 *1%*	2 *
All important	**1985** *96%*	1985 *100%* i	- -	1412 *96%*	165 *94%*	189 *97%*	222 *96%*	603 *95%*	995 *96%*	387 *96%*
All unimportant	**93** *4%*	- -	93 *100%* h	65 *4%*	11 *6%*	6 *3%*	10 *4%*	34 *5%*	43 *4%*	16 *4%*
Net important	**1892** *91%*	1985 *100%* i	-93 *-100%*	1347 *91%*	153 *87%*	183 *94%* k	212 *92%*	569 *89%*	952 *92%*	371 *92%*
Mean	**2.73**	2.82 i	0.81	2.73	2.71	2.75	2.73	2.71	2.72	2.77
Standard Deviation	**0.57**	0.39	0.40	0.56	0.67	0.53	0.53	0.60	0.56	0.52

4.4 There are a number of reasons why some people think it isn't necessary to label raw meat to show it has been treated with lactic acid. After hearing each one can you say from this card how convincing or unconvincing you think it is

a) there is no need for labelling because the treatment is of no safety concern

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*
Very convincing (3)	**78** *4%*	44 *5%*	34 *3%*	3 *2%*	12 *4%*	15 *4%*	12 *4%*	11 *3%*	24 *4%*	12 *2%*	8 *4%*	6 *4%*	6 *4%*	17 *4%*	67 *4%*	2 *5%*	6 *8%*
Fairly convincing (2)	**273** *13%*	121 *13%*	152 *13%*	42 *29%* EFGH	65 *20%* EFGH	39 *10%*	27 *8%*	36 *11%*	62 *11%*	78 *14%*	26 *12%*	24 *17%*	31 *24%* IJM	59 *12%*	251 *13%*	7 *18%*	7 *9%*
Not very convincing (1)	**728** *35%*	331 *36%*	397 *34%*	38 *26%*	117 *37%*	117 *31%*	143 *42%* CEG	109 *32%*	202 *36%*	183 *32%*	68 *32%*	57 *39%*	35 *27%*	185 *39%* L	671 *35%*	14 *38%*	30 *38%*
Not convincing at all (0)	**908** *44%*	384 *42%*	525 *45%*	58 *39%*	113 *35%*	201 *53%* CDFH	147 *44%*	167 *49%* DH	221 *40%*	281 *49%* KM	100 *47%* K	50 *34%*	55 *43%*	187 *39%*	834 *44%*	15 *40%*	30 *38%*
Not sure	**91** *4%*	41 *4%*	49 *4%*	5 *3%*	11 *3%*	8 *2%*	7 *2%*	15 *5%*	44 *8%* DEF	15 *3%*	10 *5%*	9 *6%*	3 *2%*	28 *6%* I	79 *4%*	- -	5 *6%*
Mean	**0.76**	0.80	0.72	0.94 EFG	0.92 EFG H	0.65	0.71	0.67	0.78 E	0.68	0.72	0.90 I	0.90 I	0.79	0.75	0.88	0.86
Standard Deviation	**0.83**	0.86	0.81	0.90	0.86	0.83	0.77	0.81	0.84	0.80	0.84	0.84	0.92	0.81	0.83	0.88	0.91

4.4 There are a number of reasons why some people think it isn't necessary to label raw meat to show it has been treated with lactic acid. After hearing each one can you say from this card how convincing or unconvincing you think it is

a) there is no need for labelling because the treatment is of no safety concern

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Very convincing (3)	**78** *4%*	61 *4%*	17 *3%*	9 *3%*	13 *3%*	47 *3%*	31 *5%*	38 *3%*	31 *4%*	24 *4%*	69 *4%*	7 *3%*	2 *3%*	24 *8%* e	33 *3%*	43 *4%*	17 *3%*
Fairly convincing (2)	**273** *13%*	180 *13%*	92 *14%*	56 *20%* RSU	59 *13%*	201 *14%*	72 *11%*	132 *12%*	105 *15%*	97 *17%* X	239 *14%*	26 *10%*	8 *11%*	63 *20%* e	122 *10%*	156 *15%*	74 *12%*
Not very convincing (1)	**728** *35%*	502 *35%*	226 *35%*	97 *34%*	157 *34%*	502 *35%*	226 *35%*	416 *36%*	241 *34%*	183 *33%*	601 *35%*	104 *39%*	24 *31%*	113 *36%*	415 *35%*	412 *39%* g	180 *29%*
Not convincing at all (0)	**908** *44%*	616 *43%*	292 *45%* T	111 *39%*	227 *49%* ST	643 *45%*	265 *41%*	507 *44%*	310 *44%*	225 *40%*	768 *44%*	105 *40%*	35 *46%*	102 *33%*	606 *50%* d	424 *40%*	318 *52%* f
Not sure	**91** *4%*	70 *5%* U	20 *3%*	10 *4%*	11 *2%*	40 *3%*	51 *8%* V	53 *5%*	20 *3%*	27 *5%* Y	62 *4%*	21 *8%* a	7 *10%* a	13 *4%*	28 *2%*	31 *3%*	25 *4%*
Mean	**0.76**	0.77	0.74 U	0.87 SU	0.69	0.75	0.78	0.73	0.79	0.85 X	0.77	0.73	0.66	1.03 e	0.64	0.82 g	0.64
Standard Deviation	**0.83**	0.84	0.81	0.86	0.80	0.82	0.85	0.81	0.86	0.88	0.84	0.77	0.80	0.93	0.78	0.83	0.81

4.4 There are a number of reasons why some people think it isn't necessary to label raw meat to show it has been treated with lactic acid. After hearing each one can you say from this card how convincing or unconvincing you think it is

a) there is no need for labelling because the treatment is of no safety concern

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
Very convincing (3)	**78** *4%*	68 *3%*	10 *11%* h	54 *4%*	10 *6%*	5 *2%*	8 *3%*	17 *3%*	24 *2%*	38 *9%*
Fairly convincing (2)	**273** *13%*	236 *12%*	37 *39%* h	193 *13%*	27 *16%*	21 *11%*	29 *13%*	77 *12%*	143 *14%*	53 *13%*
Not very convincing (1)	**728** *35%*	706 *36%*	23 *24%*	526 *36%*	47 *27%*	81 *42%* km	71 *31%*	205 *32%*	394 *38%*	130 *32%*
Not convincing at all (0)	**908** *44%*	900 *45%* i	8 *9%*	641 *43%*	83 *47%*	79 *41%*	109 *47%*	324 *51%*	423 *41%*	161 *40%*
Not sure	**91** *4%*	76 *4%*	15 *16%* h	63 *4%*	8 *5%*	8 *4%*	14 *6%*	15 *2%*	55 *5%*	21 *5%*
Mean	**0.76**	0.72	1.63 h	0.76	0.79	0.74	0.70	0.66	0.76	0.91
Standard Deviation	**0.83**	0.81	0.85	0.83	0.93	0.76	0.84	0.80	0.79	0.98

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 33

13 Nov 2012

4.4 There are a number of reasons why some people think it isn't necessary to label raw meat to show it has been treated with lactic acid. After hearing each one can you say from this card how convincing or unconvincing you think it is

b) there is no need for labelling because there is already lactic acid in meat and you can't differentiate between lactic acid added in the treatment and the lactic acid that is already naturally present in the meat

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*
Very convincing (3)	**101** *5%*	62 *7%* B	39 *3%*	20 *14%* EFGH	23 *7%* H	20 *5%* H	11 *3%*	14 *4%*	12 *2%*	18 *3%*	9 *4%*	9 *6%*	7 *5%*	28 *6%*	85 *4%*	5 *13%* O	7 *10%*
Fairly convincing (2)	**337** *16%*	148 *16%*	189 *16%*	35 *24%* EG	76 *24%* EFGH	53 *14%*	50 *15%*	38 *11%*	86 *15%*	87 *15%*	28 *13%*	35 *24%* IJ	24 *18%*	82 *17%*	300 *16%*	7 *18%*	18 *23%*
Not very convincing (1)	**744** *36%*	336 *36%*	408 *35%*	39 *27%*	113 *35%*	120 *32%*	129 *39%*	124 *37%*	216 *39%* CE	208 *36%*	67 *32%*	49 *33%*	46 *35%*	177 *37%*	699 *37%*	9 *22%*	20 *26%*
Not convincing at all (0)	**760** *37%*	324 *35%*	435 *38%*	45 *31%*	95 *30%*	173 *46%* CDH	132 *39%* DH	142 *42%* DH	171 *31%*	231 *41%* KM	91 *43%* KM	43 *29%*	45 *35%*	156 *33%*	695 *37%*	16 *43%*	26 *34%*
Not sure	**136** *7%*	52 *6%*	85 *7%*	7 *5%*	12 *4%*	15 *4%*	14 *4%*	20 *6%*	69 *12%* CDEFG	26 *5%*	17 *8%*	10 *7%*	8 *6%*	32 *7%*	124 *7%*	2 *5%*	6 *8%*
Mean	**0.89**	0.94 B	0.84	1.21 EFG H	1.09 EFG H	0.78	0.81	0.76	0.87	0.80	0.78	1.08 IJ	0.94	0.96 IJ	0.87	1.00	1.09
Standard Deviation	**0.87**	0.91	0.84	1.05	0.92	0.89	0.82	0.83	0.79	0.82	0.87	0.91	0.89	0.89	0.86	1.09	1.02

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**

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 33

13 Nov 2012

4.4 There are a number of reasons why some people think it isn't necessary to label raw meat to show it has been treated with lactic acid. After hearing each one can you say from this card how convincing or unconvincing you think it is

b) there is no need for labelling because there is already lactic acid in meat and you can't differentiate between lactic acid added in the treatment and the lactic acid that is already naturally present in the meat

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Very convincing (3)	**101** *5%*	64 *4%*	37 *6%* U	20 *7%*	18 *4%*	84 *6%* W	17 *3%*	48 *4%*	45 *6%*	34 *6%*	88 *5%*	9 *3%*	4 *5%*	42 *13%* e	35 *3%*	60 *6%*	29 *5%*
Fairly convincing (2)	**337** *16%*	222 *16%*	115 *18%*	58 *21%*	82 *18%*	240 *17%*	98 *15%*	170 *15%*	120 *17%*	105 *19%*	278 *16%*	48 *18%*	11 *15%*	80 *25%* e	155 *13%*	206 *19%* g	79 *13%*
Not very convincing (1)	**744** *36%*	534 *37%*	210 *32%*	87 *31%*	151 *32%*	506 *35%*	238 *37%*	429 *37%*	241 *34%*	188 *34%*	633 *36%*	91 *34%*	20 *26%*	103 *33%*	430 *36%*	416 *39%* g	202 *33%*
Not convincing at all (0)	**760** *37%*	503 *35%*	257 *40%*	103 *36%*	195 *42%* R	544 *38%*	216 *33%*	419 *37%*	268 *38%*	192 *34%*	634 *36%*	92 *35%*	34 *45%*	71 *22%*	519 *43%* d	335 *31%*	266 *43%* f
Not sure	**136** *7%*	108 *8%* SU	28 *4%*	14 *5%*	20 *4%*	59 *4%*	77 *12%* V	78 *7%*	35 *5%*	38 *7%*	105 *6%*	25 *9%*	6 *8%*	18 *6%*	64 *5%*	49 *5%*	38 *6%*
Mean	**0.89**	0.88	0.89 U	0.98 U	0.83	0.90	0.85	0.86	0.91	0.96	0.89	0.89	0.78	1.32 e	0.74	0.99 g	0.78
Standard Deviation	**0.87**	0.85	0.91	0.95	0.87	0.90	0.80	0.84	0.91	0.91	0.87	0.85	0.92	0.99	0.81	0.88	0.87

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

4.4 There are a number of reasons why some people think it isn't necessary to label raw meat to show it has been treated with lactic acid. After hearing each one can you say from this card how convincing or unconvincing you think it is

b) there is no need for labelling because there is already lactic acid in meat and you can't differentiate between lactic acid added in the treatment and the lactic acid that is already naturally present in the meat

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
Very convincing (3)	**101** *5%*	80 *4%*	21 *22%* h	67 *5%*	14 *8%*	8 *4%*	10 *5%*	27 *4%*	43 *4%*	30 *7%*
Fairly convincing (2)	**337** *16%*	317 *16%*	20 *22%*	237 *16%*	33 *19%*	28 *14%*	42 *18%*	90 *14%*	175 *17%*	72 *18%*
Not very convincing (1)	**744** *36%*	720 *36%*	24 *25%*	543 *37%* k	49 *28%*	67 *34%*	75 *32%*	212 *33%*	399 *38%*	134 *33%*
Not convincing at all (0)	**760** *37%*	745 *38%* i	14 *15%*	530 *36%*	74 *42%*	75 *39%*	86 *37%*	282 *44%*	348 *34%*	129 *32%*
Not sure	**136** *7%*	122 *6%*	14 *15%* h	100 *7%*	6 *3%*	16 *8%*	18 *8%*	26 *4%*	74 *7%*	37 *9%*
Mean	**0.89**	0.86	1.60 h	0.89	0.93	0.82	0.89	0.78	0.91	1.01
Standard Deviation	**0.87**	0.85	1.07	0.86	0.98	0.86	0.89	0.86	0.85	0.94

4.4 There are a number of reasons why some people think it isn't necessary to label raw meat to show it has been treated with lactic acid. After hearing each one can you say from this card how convincing or unconvincing you think it is

c) there is no need for labelling because there is no legal requirement to have labels for lactic acid treatment, for example because it doesn't cause allergic reactions in people

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*
Very convincing (3)	**73** *4%*	33 *4%*	40 *3%*	14 *9%* EFGH	17 *5%* H	11 *3%*	11 *3%*	10 *3%*	10 *2%*	8 *1%*	7 *3%*	8 *5%* I	3 *2%*	22 *5%* I	60 *3%*	4 *10%* O	6 *7%*
Fairly convincing (2)	**235** *11%*	103 *11%*	132 *11%*	23 *16%* G	54 *17%* EFG	32 *8%*	29 *9%*	26 *8%*	71 *13%* G	56 *10%*	25 *12%*	22 *15%*	18 *14%*	52 *11%*	206 *11%*	5 *13%*	14 *18%*
Not very convincing (1)	**779** *37%*	354 *38%*	425 *37%*	55 *37%*	130 *41%*	141 *37%*	123 *37%*	112 *33%*	218 *39%*	221 *39%*	66 *31%*	62 *43%*	43 *33%*	193 *41%* J	724 *38%*	13 *35%*	26 *34%*
Not convincing at all (0)	**877** *42%*	382 *41%*	495 *43%*	48 *33%*	112 *35%*	182 *48%* CDH	160 *48%* CDH	175 *52%* CDH	197 *36%*	263 *46%* KM	98 *46%* K	46 *31%*	61 *47%* K	177 *37%*	809 *43%*	14 *38%*	27 *35%*
Not sure	**115** *6%*	50 *5%*	65 *6%*	6 *4%*	7 *2%*	14 *4%*	14 *4%*	16 *5%*	57 *10%* DEFG	23 *4%*	15 *7%*	8 *6%*	5 *4%*	31 *6%*	103 *5%*	2 *5%*	5 *6%*
Mean	**0.75**	0.76	0.74	1.02 EFG H	0.92 EFG H	0.65	0.66	0.60	0.78 EFG	0.65	0.70	0.94 IJ	0.70	0.82 I	0.73	0.95	0.97 O
Standard Deviation	**0.81**	0.81	0.81	0.95	0.86	0.77	0.78	0.77	0.76	0.72	0.83	0.85	0.80	0.83	0.79	0.99	0.94

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 34

13 Nov 2012

4.4 There are a number of reasons why some people think it isn't necessary to label raw meat to show it has been treated with lactic acid. After hearing each one can you say from this card how convincing or unconvincing you think it is

c) there is no need for labelling because there is no legal requirement to have labels for lactic acid treatment, for example because it doesn't cause allergic reactions in people

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Very convincing (3)	**73** *4%*	54 *4%*	19 *3%*	10 *4%*	13 *3%*	61 *4%* W	12 *2%*	33 *3%*	34 *5%*	26 *5%*	65 *4%*	5 *2%*	3 *4%*	26 *8%* e	33 *3%*	43 *4%*	21 *3%*
Fairly convincing (2)	**235** *11%*	157 *11%*	78 *12%* U	49 *17%* RSU	48 *10%*	157 *11%*	77 *12%*	125 *11%*	85 *12%*	72 *13%*	193 *11%*	30 *12%*	11 *15%*	44 *14%* e	110 *9%*	128 *12%*	63 *10%*
Not very convincing (1)	**779** *37%*	541 *38%*	238 *37%*	106 *37%*	174 *37%*	532 *37%*	247 *38%*	436 *38%*	260 *37%*	202 *36%*	661 *38%*	97 *37%*	21 *28%*	141 *45%* e	432 *36%*	426 *40%*	218 *35%*
Not convincing at all (0)	**877** *42%*	589 *41%*	287 *44%* T	108 *38%*	213 *46%* T	635 *44%* W	241 *37%*	481 *42%*	301 *42%*	230 *41%*	734 *42%*	108 *41%*	35 *46%*	92 *29%*	580 *48%* d	425 *40%*	283 *46%* f
Not sure	**115** *6%*	89 *6%*	26 *4%*	10 *4%*	19 *4%*	47 *3%*	68 *11%* V	71 *6%*	29 *4%*	28 *5%*	86 *5%*	24 *9%* a	5 *7%*	10 *3%*	48 *4%*	44 *4%*	29 *5%*
Mean	**0.75**	0.76	0.72	0.86 SU	0.69	0.74	0.76	0.73	0.78	0.80	0.75	0.72	0.74	1.01 e	0.65	0.79 g	0.70
Standard Deviation	**0.81**	0.81	0.80	0.84	0.77	0.83	0.76	0.78	0.85	0.85	0.81	0.76	0.88	0.89	0.77	0.82	0.80

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*

4.4 There are a number of reasons why some people think it isn't necessary to label raw meat to show it has been treated with lactic acid. After hearing each one can you say from this card how convincing or unconvincing you think it is

c) there is no need for labelling because there is no legal requirement to have labels for lactic acid treatment, for example because it doesn't cause allergic reactions in people

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
Very convincing (3)	**73** **4%**	62 *3%*	10 *11%* h	50 *3%*	8 *5%*	9 *5%*	6 *2%*	14 *2%*	32 *3%*	27 *7%*
Fairly convincing (2)	**235** **11%**	213 *11%*	21 *23%* h	165 *11%*	22 *12%*	20 *10%*	33 *14%*	53 *8%*	123 *12%*	58 *14%*
Not very convincing (1)	**779** **37%**	751 *38%*	28 *30%*	559 *38%*	61 *35%*	74 *38%*	77 *33%*	215 *34%*	426 *41%*	139 *34%*
Not convincing at all (0)	**877** **42%**	861 *43%* i	15 *16%*	619 *42%*	81 *46%*	80 *41%*	94 *41%*	332 *52%*	404 *39%*	141 *35%*
Not sure	**115** **6%**	97 *5%*	18 *19%* h	84 *6%*	4 *2%*	11 *6%*	22 *9%* jk	23 *4%*	54 *5%*	38 *9%*
Mean	**0.75**	0.72	1.36 h	0.75	0.75	0.77	0.76	0.59	0.78	0.92
Standard Deviation	**0.81**	0.79	0.96	0.80	0.85	0.83	0.81	0.74	0.79	0.92

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 35

13 Nov 2012

4.5 On this card are four possible ways that packs of raw meat could be labelled to show that it had been treated with lactic acid. Can you say which of them you think is best, in terms of containing about the right amount of information.

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*
a) The label read "this meat has been treated to reduce the risk of food poisoning"	**250** *12%*	123 *13%*	127 *11%*	18 *12%*	44 *14%* E	25 *7%*	45 *13%* E	38 *11%*	79 *14%* E	64 *11%*	15 *7%*	26 *18%* J	13 *10%*	72 *15%* J	221 *12%*	9 *22%*	10 *13%*
b) The label read "this meat has been sprayed with lactic acid to reduce the risk of food poisoning"	**312** *15%*	152 *16%*	160 *14%*	27 *18%* H	56 *18%* H	78 *20%* GH	51 *15%*	45 *13%*	56 *10%*	93 *16%*	27 *13%*	17 *12%*	20 *15%*	57 *12%*	282 *15%*	4 *10%*	11 *14%*
c) The label read "this meat has been treated with lactic acid to reduce the risk of food poisoning. The taste and texture of the meat are not affected"	**529** *25%*	240 *26%*	289 *25%*	54 *37%* DEH	67 *21%*	91 *24%*	87 *26%*	93 *27%*	136 *25%*	152 *27%*	62 *29%*	33 *23%*	36 *28%*	118 *25%*	503 *26%* P	4 *10%*	13 *16%*
d) The label read "this meat has been treated with lactic acid to reduce the risk of food poisoning. The taste and texture of the meat are not affected, and there is no more lactic acid present than occurs naturally in meat"	**860** *41%*	356 *39%*	504 *44%*	45 *31%*	139 *44%* C	172 *45%* C	141 *42%*	136 *40%*	227 *41%*	234 *41%*	99 *47%*	64 *44%*	54 *42%*	177 *37%*	783 *41%*	16 *43%*	37 *47%*
None of them	**69** *3%*	29 *3%*	40 *3%*	2 *2%*	10 *3%*	7 *2%*	8 *2%*	15 *4%*	27 *5%* E	17 *3%*	7 *3%*	3 *2%*	1 *1%*	27 *6%*	64 *3%*	2 *5%*	4 *5%*
Don't know	**58** *3%*	21 *2%*	37 *3%*	1 *1%*	3 *1%*	8 *2%*	5 *1%*	13 *4%*	28 *5%* DEF	10 *2%*	2 *1%*	3 *2%*	6 *4%*	25 *5%* IJ	49 *3%*	4 *10%* O	4 *5%*

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**

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 35

13 Nov 2012

4.5 On this card are four possible ways that packs of raw meat could be labelled to show that it had been treated with lactic acid. Can you say which of them you think is best, in terms of containing about the right amount of information.

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
a) The label read "this meat has been treated to reduce the risk of food poisoning"	**250** *12%*	191 *13%* SU	59 *9%* U	38 *13%* SU	34 *7%*	163 *11%*	87 *13%*	134 *12%*	79 *11%*	74 *13%*	216 *12%*	23 *9%*	11 *14%*	50 *16%* e	122 *10%*	129 *12%*	81 *13%*
b) The label read "this meat has been sprayed with lactic acid to reduce the risk of food poisoning"	**312** *15%*	189 *13%*	123 *19%* R	58 *20%* R	89 *19%* R	246 *17%* W	66 *10%*	164 *14%*	109 *15%*	84 *15%*	256 *15%*	42 *16%*	14 *18%*	47 *15%*	172 *14%*	170 *16%*	86 *14%*
c) The label read "this meat has been treated with lactic acid to reduce the risk of food poisoning. The taste and texture of the meat are not affected"	**529** *25%*	368 *26%*	161 *25%*	63 *22%*	113 *24%*	365 *25%*	164 *25%*	291 *25%*	186 *26%*	150 *27%*	451 *26%* c	66 *25%*	11 *15%*	80 *25%*	297 *25%*	307 *29%* g	129 *21%*
d) The label read "this meat has been treated with lactic acid to reduce the risk of food poisoning. The taste and texture of the meat are not affected, and there is no more lactic acid present than occurs naturally in meat"	**860** *41%*	575 *40%*	284 *44%*	112 *40%*	216 *46%*	596 *42%*	263 *41%*	478 *42%*	295 *42%*	225 *40%*	715 *41%*	109 *41%*	36 *47%*	125 *40%*	532 *44%*	424 *40%*	258 *42%*
None of them	**69** *3%*	60 *4%* SU	10 *1%*	4 *1%*	8 *2%*	36 *2%*	34 *5%* V	43 *4%*	23 *3%*	10 *2%*	53 *3%*	14 *5%*	2 *3%*	4 *1%*	56 *5%* d	19 *2%*	42 *7%* f
Don't know	**58** *3%*	48 *3%* U	10 *2%*	7 *3%*	6 *1%*	26 *2%*	32 *5%* V	34 *3%*	16 *2%*	14 *2%*	47 *3%*	8 *3%*	3 *4%*	8 *3%*	25 *2%*	18 *2%*	17 *3%*

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**

4.5 On this card are four possible ways that packs of raw meat could be labelled to show that it had been treated with lactic acid. Can you say which of them you think is best, in terms of containing about the right amount of information.

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
a) The label read "this meat has been treated to reduce the risk of food poisoning"	**250** **12%**	226 *11%*	24 *26%* h	173 *12%*	23 *13%*	26 *13%*	39 *17%* j	57 *9%*	114 *11%*	79 *20%*
b) The label read "this meat has been sprayed with lactic acid to reduce the risk of food poisoning"	**312** **15%**	295 *15%*	17 *18%*	215 *15%*	30 *17%*	42 *21%* jm	23 *10%*	109 *17%*	154 *15%*	49 *12%*
c) The label read "this meat has been treated with lactic acid to reduce the risk of food poisoning. The taste and texture of the meat are not affected"	**529** **25%**	515 *26%*	14 *15%*	382 *26%*	43 *25%*	42 *21%*	51 *22%*	144 *23%*	291 *28%*	94 *23%*
d) The label read "this meat has been treated with lactic acid to reduce the risk of food poisoning. The taste and texture of the meat are not affected, and there is no more lactic acid present than occurs naturally in meat"	**860** **41%**	839 *42%* i	21 *22%*	612 *41%*	74 *42%*	79 *40%*	92 *40%*	291 *46%*	415 *40%*	154 *38%*
None of them	**69** **3%**	61 *3%*	9 *9%* h	52 *4%*	2 *1%*	4 *2%*	13 *6%* k	25 *4%*	37 *4%*	8 *2%*
Don't know	**58** **3%**	49 *2%*	9 *9%* h	43 *3%*	2 *1%*	2 *1%*	12 *5%* l	10 *2%*	29 *3%*	19 *5%*

4.6 If labelling was introduced to show that meat had been treated with lactic acid, which of these types of product do you think should be labelled? The labels might be on the food itself, or displayed in the cafe or restaurant

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*
Packs of chicken joints																	
Yes	**1991** *96%*	871 *95%*	1120 *97%* A	137 *93%*	307 *96%*	367 *96%*	332 *99%* CH	328 *97%*	518 *93%*	550 *97%*	204 *96%*	136 *93%*	127 *98%*	449 *94%*	1829 *96%* Q	37 *97%*	69 *88%*
No	**44** *2%*	23 *2%*	22 *2%*	7 *5%*	10 *3%*	6 *1%*	4 *1%*	5 *1%*	12 *2%*	11 *2%*	2 *1%*	7 *5%*	2 *2%*	10 *2%*	35 *2%*	1 *2%*	6 *8%* O
Don't know	**43** *2%*	28 *3%* B	15 *1%*	3 *2%*	2 *1%*	8 *2%* F	- -	6 *2%* F	24 *4%* DF	8 *1%*	6 *3%*	3 *2%*	- -	16 *3%*	38 *2%*	- -	4 *5%*
Chicken nuggets																	
Yes	**1621** *78%*	705 *77%*	915 *79%*	109 *75%*	250 *78%*	305 *80%*	253 *75%*	273 *80%*	429 *78%*	437 *77%*	164 *78%*	108 *74%*	106 *82%*	363 *76%*	1479 *78%*	35 *93%*	58 *74%*
No	**315** *15%*	150 *16%*	165 *14%*	33 *23%* H	57 *18%* H	57 *15%* H	71 *21%* GH	45 *13%*	52 *9%*	104 *18%*	27 *13%*	30 *20%* L	13 *10%*	71 *15%*	291 *15%*	2 *5%*	15 *20%*
Don't know	**142** *7%*	66 *7%*	76 *7%*	4 *3%*	13 *4%*	19 *5%*	12 *4%*	22 *6%*	72 *13%* CDEFG	29 *5%*	20 *10%*	8 *6%*	11 *8%*	42 *9%*	132 *7%*	1 *2%*	5 *6%*
Rotisserie roasted whole chickens																	
Yes	**1775** *85%*	768 *83%*	1008 *87%* A	128 *87%*	263 *82%*	328 *86%*	297 *88%*	298 *88%*	459 *83%*	481 *84%*	176 *83%*	117 *81%*	117 *90%*	402 *85%*	1632 *86%*	34 *90%*	63 *80%*
No	**240** *12%*	118 *13%*	122 *11%*	17 *12%*	51 *16%* G	43 *11%*	39 *12%*	32 *9%*	59 *11%*	78 *14%*	29 *14%*	20 *14%*	10 *8%*	54 *11%*	214 *11%*	4 *10%*	10 *12%*

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 36

13 Nov 2012

4.6 If labelling was introduced to show that meat had been treated with lactic acid, which of these types of product do you think should be labelled? The labels might be on the food itself, or displayed in the cafe or restaurant

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)
Weighted Base	**2078**	921	1157	147*	319	381	336	339	554	570	212	146	130*	475	1902	38*	79*
Don't know	**63**	36	27	2	5	10	1	9	35	11	7	8	3	19	57	-	6
	3%	*4%*	*2%*	*1%*	*2%*	*3%* F	*	*3%* F	*6%* DEFG	*2%*	*3%*	*6%* I	*2%*	*4%*	*3%*	-	*8%*
Pizzas that contained chicken																	
Yes	**1494**	665	829	73	217	275	240	265	421	407	150	100	92	335	1367	31	56
	72%	*72%*	*72%*	*50%*	*68%* C	*72%* C	*71%* C	*78%* CD	*76%* CD	*71%*	*71%*	*68%*	*71%*	*71%*	*72%*	*82%*	*72%*
No	**435**	183	252	60	87	84	82	52	70	124	48	35	28	101	396	5	17
	21%	*20%*	*22%*	*41%* DEFG H	*27%* GH	*22%* H	*24%* GH	*15%*	*13%*	*22%*	*23%*	*24%*	*22%*	*21%*	*21%*	*13%*	*22%*
Don't know	**150**	74	76	13	15	22	14	23	63	38	14	11	9	39	139	2	5
	7%	*8%*	*7%*	*9%*	*5%*	*6%*	*4%*	*7%*	*11%* DEFG	*7%*	*7%*	*8%*	*7%*	*8%*	*7%*	*5%*	*6%*
Beef in a burger from a fast food outlet																	
Yes	**1620**	703	917	103	237	287	266	277	448	426	176	108	104	369	1491	32	51
	78%	*76%*	*79%*	*70%*	*74%*	*75%*	*79%*	*82%* C	*81%* CD	*75%*	*83%* I	*74%*	*80%*	*78%*	*78%* Q	*85%*	*65%*
No	**359**	165	194	41	77	81	61	47	52	123	28	27	19	76	319	6	23
	17%	*18%*	*17%*	*28%* GH	*24%* GH	*21%* GH	*18%* H	*14%*	*9%*	*22%* J	*13%*	*19%*	*15%*	*16%*	*17%*	*15%*	*29%* O
Don't know	**99**	53	45	3	5	13	9	15	54	21	9	11	6	30	92	-	5
	5%	*6%*	*4%*	*2%*	*2%*	*3%*	*3%*	*4%*	*10%* CDEFG	*4%*	*4%*	*7%*	*5%*	*6%*	*5%*	-	*6%*
Chicken salad in a salad bar																	
Yes	**1716**	747	969	104	256	306	289	293	465	471	180	116	108	381	1576	34	61
	83%	*81%*	*84%*	*71%*	*80%*	*80%*	*86%* C	*86%* C	*84%* C	*83%*	*85%*	*80%*	*83%*	*80%*	*83%*	*90%*	*78%*

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

4.6 If labelling was introduced to show that meat had been treated with lactic acid, which of these types of product do you think should be labelled? The labels might be on the food itself, or displayed in the cafe or restaurant

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)
Weighted Base	**2078**	921	1157	147*	319	381	336	339	554	570	212	146	130*	475	1902	38*	79*
No	**266**	123	143	40	58	63	36	33	37	83	21	20	17	59	237	3	13
	13%	*13%*	*12%*	*27%* EFGH	*18%* FGH	*17%* GH	*11%*	*10%*	*7%*	*15%*	*10%*	*14%*	*13%*	*12%*	*12%*	*7%*	*16%*
Don't know	**95**	51	44	2	5	12	11	13	52	16	11	9	5	35	89	1	5
	5%	*6%*	*4%*	*1%*	*2%*	*3%*	*3%*	*4%*	*9%* CDEFG	*3%*	*5%*	*6%*	*4%*	*7%* I	*5%*	*2%*	*6%*

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

4.6 If labelling was introduced to show that meat had been treated with lactic acid, which of these types of product do you think should be labelled? The labels might be on the food itself, or displayed in the cafe or restaurant

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Packs of chicken joints																	
Yes	**1991** *96%*	1369 *96%*	622 *96%* T	262 *93%*	457 *98%* ST	1386 *97%* W	605 *94%*	1101 *96%*	674 *95%*	528 *95%*	1675 *96%* c	253 *96%* c	63 *84%*	304 *97%*	1163 *97%*	1027 *96%*	595 *97%*
No	**44** *2%*	28 *2%*	16 *2%* U	13 *5%* RSU	6 *1%*	31 *2%*	13 *2%*	18 *2%*	21 *3%*	19 *3%* X	37 *2%*	4 *1%*	4 *5%*	6 *2%*	23 *2%*	23 *2%*	9 *1%*
Don't know	**43** *2%*	33 *2%*	9 *1%* U	7 *3%* U	3 *1%*	15 *1%*	27 *4%* V	26 *2%*	13 *2%*	10 *2%*	27 *2%*	7 *3%*	9 *11%* ab	4 *1%*	17 *1%*	16 *2%*	9 *1%*
Chicken nuggets																	
Yes	**1621** *78%*	1108 *77%*	513 *79%*	213 *76%*	381 *82%* ST	1126 *79%*	495 *77%*	911 *80%*	536 *76%*	426 *76%*	1367 *79%*	200 *76%*	54 *72%*	246 *78%*	962 *80%*	805 *75%*	504 *82%* f
No	**315** *15%*	208 *15%*	107 *17%*	55 *20%*	72 *15%*	247 *17%* W	68 *11%*	144 *13%*	135 *19%* X	102 *18%* X	266 *15%*	40 *15%*	9 *12%*	51 *16%*	173 *14%*	193 *18%* g	67 *11%*
Don't know	**142** *7%*	115 *8%* SU	27 *4%* U	14 *5%*	13 *3%*	59 *4%*	82 *13%* V	89 *8%*	37 *5%*	30 *5%*	106 *6%*	24 *9%*	12 *16%* a	17 *5%*	69 *6%*	69 *6%*	43 *7%*
Rotisserie roasted whole chickens																	
Yes	**1775** *85%*	1221 *85%* T	554 *86%* T	225 *80%*	410 *88%* ST	1239 *87%*	536 *83%*	993 *87%*	598 *84%*	467 *84%*	1492 *86%* c	225 *85%*	58 *77%*	259 *82%*	1066 *89%* d	903 *85%*	547 *89%* f
No	**240** *12%*	162 *11%*	78 *12%*	47 *17%* RSU	49 *10%*	169 *12%*	71 *11%*	113 *10%*	91 *13%*	78 *14%* X	204 *12%*	28 *11%*	8 *10%*	49 *15%* e	114 *9%*	138 *13%* g	54 *9%*

4.6 If labelling was introduced to show that meat had been treated with lactic acid, which of these types of product do you think should be labelled? The labels might be on the food itself, or displayed in the cafe or restaurant

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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)
Weighted Base	**2078**	1431	647	282	466	1433	645	1145	708	557	1738	264	76*	314	1203	1066	614
Don't know	**63** *3%*	48 *3%*	15 *2%* U	11 *4%* U	7 *2%*	24 *2%*	38 *6%* V	38 *3%*	19 *3%*	13 *2%*	42 *2%*	11 *4%*	10 *13%* ab	7 *2%*	24 *2%*	26 *2%*	12 *2%*
Pizzas that contained chicken																	
Yes	**1494** *72%*	1039 *73%* T	455 *70%* T	178 *63%*	344 *74%* ST	1010 *70%*	484 *75%*	841 *73%*	496 *70%*	386 *69%*	1254 *72%*	188 *71%*	52 *68%*	214 *68%*	904 *75%* d	739 *69%*	476 *78%* f
No	**435** *21%*	281 *20%*	154 *24%* U	80 *28%* RSU	100 *21%*	350 *24%* W	85 *13%*	219 *19%*	159 *22%*	138 *25%* X	370 *21%*	52 *20%*	13 *17%*	87 *28%* e	223 *19%*	264 *25%* g	102 *17%*
Don't know	**150** *7%*	111 *8%*	38 *6%*	24 *9%* SU	23 *5%*	73 *5%*	77 *12%* V	85 *7%*	53 *8%*	33 *6%*	114 *7%*	24 *9%*	11 *15%* a	13 *4%*	76 *6%*	63 *6%*	36 *6%*
Beef in a burger from a fast food outlet																	
Yes	**1620** *78%*	1126 *79%* T	495 *76%* T	202 *72%*	371 *80%* ST	1107 *77%*	513 *79%*	907 *79%*	545 *77%*	427 *77%*	1361 *78%*	204 *77%*	56 *73%*	243 *77%*	978 *81%*	807 *76%*	515 *84%* f
No	**359** *17%*	229 *16%*	130 *20%* U	68 *24%* RU	82 *18%*	285 *20%* W	74 *11%*	175 *15%*	133 *19%*	112 *20%* X	309 *18%*	40 *15%*	10 *13%*	61 *19%*	182 *15%*	222 *21%* g	72 *12%*
Don't know	**99** *5%*	76 *5%*	23 *4%*	12 *4%*	13 *3%*	40 *3%*	59 *9%* V	63 *5%*	30 *4%*	17 *3%*	68 *4%*	20 *8%* a	11 *14%* a	10 *3%*	43 *4%*	37 *3%*	26 *4%*
Chicken salad in a salad bar																	
Yes	**1716** *83%*	1203 *84%* ST	513 *79%* T	208 *74%*	378 *81%* T	1177 *82%*	539 *84%*	957 *84%*	587 *83%*	448 *80%*	1437 *83%*	222 *84%*	58 *76%*	250 *80%*	1034 *86%* d	881 *83%*	529 *86%*

4.6 If labelling was introduced to show that meat had been treated with lactic acid, which of these types of product do you think should be labelled? The labels might be on the food itself, or displayed in the cafe or restaurant

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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)
Weighted Base	**2078**	1431	647	282	466	1433	645	1145	708	557	1738	264	76*	314	1203	1066	614
No	**266**	153	113	62	78	218	48	129	92	88	231	27	8	54	127	149	63
	13%	*11%*	*18%* R	*22%* RS	*17%* R	*15%* W	*8%*	*11%*	*13%*	*16%* X	*13%*	*10%*	*10%*	*17%* e	*11%*	*14%*	*10%*
Don't know	**95**	75	21	12	11	38	58	58	29	21	70	15	10	10	43	37	21
	5%	*5%* U	*3%*	*4%*	*2%*	*3%*	*9%* V	*5%*	*4%*	*4%*	*4%*	*6%*	*14%* ab	*3%*	*4%*	*3%*	*3%*

4.6 If labelling was introduced to show that meat had been treated with lactic acid, which of these types of product do you think should be labelled? The labels might be on the food itself, or displayed in the cafe or restaurant

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
Packs of chicken joints										
Yes	**1991** *96%*	1928 *97%* i	63 *68%*	1419 *96%* k	162 *92%*	188 *97%*	224 *97%*	622 *98%*	988 *95%*	382 *95%*
No	**44** *2%*	25 *1%*	19 *21%* h	29 *2%*	6 *4%*	6 *3%*	3 *1%*	9 *1%*	22 *2%*	14 *3%*
Don't know	**43** *2%*	32 *2%*	10 *11%* h	29 *2%*	7 *4%* l	1 *	4 *2%*	6 *1%*	29 *3%*	7 *2%*
Chicken nuggets										
Yes	**1621** *78%*	1581 *80%* i	40 *43%*	1162 *79%* k	116 *66%*	162 *83%* k	191 *83%* k	506 *79%*	783 *75%*	332 *82%*
No	**315** *15%*	277 *14%*	38 *41%* h	220 *15%*	39 *22%* jlm	20 *10%*	27 *12%*	97 *15%*	171 *16%*	48 *12%*
Don't know	**142** *7%*	126 *6%*	16 *17%* h	95 *6%*	21 *12%* jm	12 *6%*	13 *6%*	34 *5%*	85 *8%*	23 *6%*
Rotisserie roasted whole chickens										
Yes	**1775** *85%*	1729 *87%* i	47 *50%*	1275 *86%* k	132 *75%*	166 *86%* k	202 *87%* k	543 *85%*	886 *85%*	347 *86%*
No	**240** *12%*	205 *10%*	35 *37%* h	161 *11%*	35 *20%* jlm	21 *11%*	22 *9%*	83 *13%*	115 *11%*	42 *10%*

4.6 If labelling was introduced to show that meat had been treated with lactic acid, which of these types of product do you think should be labelled? The labels might be on the food itself, or displayed in the cafe or restaurant

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)
Weighted Base	**2078**	1985	93*	1477	176	194	231	637	1039	403
Don't know	**63**	51	12	41	9	7	7	11	38	14
	3%	*3%*	*13%* h	*3%*	*5%*	*4%*	*3%*	*2%*	*4%*	*3%*
Pizzas that contained chicken										
Yes	**1494**	1454	39	1073	105	147	179	452	734	307
	72%	*73%* i	*42%*	*73%* k	*60%*	*76%* k	*77%* k	*71%*	*71%*	*76%*
No	**435**	394	41	304	51	31	37	149	220	66
	21%	*20%*	*44%* h	*21%*	*29%* jlm	*16%*	*16%*	*23%*	*21%*	*16%*
Don't know	**150**	137	13	100	20	16	15	35	85	30
	7%	*7%*	*14%* h	*7%*	*11%*	*8%*	*7%*	*6%*	*8%*	*7%*
Beef in a burger from a fast food outlet										
Yes	**1620**	1575	45	1150	132	163	184	484	803	333
	78%	*79%* i	*48%*	*78%*	*75%*	*84%*	*80%*	*76%*	*77%*	*83%*
No	**359**	324	35	261	30	25	30	139	173	47
	17%	*16%*	*38%* h	*18%*	*17%*	*13%*	*13%*	*22%*	*17%*	*12%*
Don't know	**99**	86	13	66	14	6	17	14	63	22
	5%	*4%*	*14%* h	*4%*	*8%*	*3%*	*7%*	*2%*	*6%*	*6%*
Chicken salad in a salad bar										
Yes	**1716**	1674	42	1226	133	167	193	525	847	344
	83%	*84%* i	*46%*	*83%* k	*76%*	*86%* k	*84%*	*82%*	*82%*	*86%*

4.6 If labelling was introduced to show that meat had been treated with lactic acid, which of these types of product do you think should be labelled? The labels might be on the food itself, or displayed in the cafe or restaurant

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)
Weighted Base	**2078**	1985	93*	1477	176	194	231	637	1039	403
No	**266** *13%*	229 *12%*	37 *40%* h	190 *13%*	26 *15%*	19 *10%*	24 *10%*	96 *15%*	130 *13%*	40 *10%*
Don't know	**95** *5%*	82 *4%*	14 *15%* h	60 *4%*	17 *10%* j	8 *4%*	14 *6%*	16 *2%*	61 *6%*	18 *5%*

4.6 If labelling was introduced to show that meat had been treated with lactic acid, which of these types of product do you think should be labelled? The labels might be on the food itself, or displayed in the cafe or restaurant

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	**2014**	845	1169	126	302	371	330	325	559	500	212	149	114	459	1873	35	62
Weighted Base	**2013**	882	1131	143*	312	370	333	331	523	555	206	138*	128*	455	1845	38*	72*
Packs of chicken joints - Yes	**1991** *99%*	871 *99%*	1120 *99%*	137 *96%*	307 *98%*	367 *99%* C	332 *100%* C	328 *99%*	518 *99%* C	550 *99%*	204 *99%*	136 *99%*	127 *100%*	449 *99%*	1829 *99%* Q	37 *97%*	69 *96%*
Chicken nuggets - Yes	**1621** *81%*	705 *80%*	915 *81%*	109 *77%*	250 *80%*	305 *82%*	253 *76%*	273 *82%*	429 *82%*	437 *79%*	164 *80%*	108 *78%*	106 *83%*	363 *80%*	1479 *80%*	35 *93%*	58 *81%*
Rotisserie roasted whole chickens - Yes	**1775** *88%*	768 *87%*	1008 *89%*	128 *89%*	263 *84%*	328 *89%*	297 *89%*	298 *90%*	459 *88%*	481 *87%*	176 *85%*	117 *85%*	117 *91%*	402 *88%*	1632 *88%*	34 *90%*	63 *87%*
Pizzas that contained chicken - Yes	**1494** *74%*	665 *75%*	829 *73%*	73 *51%*	217 *70%* C	275 *74%* C	240 *72%* C	265 *80%* CD	421 *81%* CDEF	407 *73%*	150 *73%*	100 *72%*	92 *72%*	335 *74%*	1367 *74%*	31 *82%*	56 *79%*
Beef in a burger from a fast food outlet - Yes	**1620** *80%*	703 *80%*	917 *81%*	103 *72%*	237 *76%*	287 *78%*	266 *80%*	277 *84%* CD	448 *86%* CDE	426 *77%*	176 *85%* I	108 *78%*	104 *82%*	369 *81%*	1491 *81%*	32 *85%*	51 *71%*
Chicken salad in a salad bar -Yes	**1716** *85%*	747 *85%*	969 *86%*	104 *73%*	256 *82%*	306 *83%*	289 *87%* C	293 *88%* C	465 *89%* CDE	471 *85%*	180 *87%*	116 *84%*	108 *85%*	381 *84%*	1576 *85%*	34 *90%*	61 *85%*

4.6 If labelling was introduced to show that meat had been treated with lactic acid, which of these types of product do you think should be labelled? The labels might be on the food itself, or displayed in the cafe or restaurant

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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	**2014**	1403	611	254	449	1366	648	1205	614	491	1672	273	69	298	1174	1031	604
Weighted Base	**2013**	1386	627	266	459	1403	610	1112	683	536	1693	256	64*	306	1176	1040	599
Packs of chicken joints - Yes	**1991** *99%*	1369 *99%*	622 *99%*	262 *98%*	457 *100%*	1386 *99%*	605 *99%*	1101 *99%*	674 *99%*	528 *98%*	1675 *99%*	253 *99%*	63 *99%*	304 *99%*	1163 *99%*	1027 *99%*	595 *99%*
Chicken nuggets - Yes	**1621** *81%*	1108 *80%*	513 *82%*	213 *80%*	381 *83%*	1126 *80%*	495 *81%*	911 *82%*	536 *78%*	426 *79%*	1367 *81%*	200 *78%*	54 *85%*	246 *80%*	962 *82%*	805 *77%*	504 *84%* f
Rotisserie roasted whole chickens - Yes	**1775** *88%*	1221 *88%*	554 *88%* T	225 *84%*	410 *89%* T	1239 *88%*	536 *88%*	993 *89%*	598 *87%*	467 *87%*	1492 *88%*	225 *88%*	58 *91%*	259 *84%*	1066 *91%* d	903 *87%*	547 *91%* f
Pizzas that contained chicken - Yes	**1494** *74%*	1039 *75%* T	455 *73%* T	178 *67%*	344 *75%* ST	1010 *72%*	484 *79%* V	841 *76%*	496 *73%*	386 *72%*	1254 *74%*	188 *73%*	52 *80%*	214 *70%*	904 *77%* d	739 *71%*	476 *79%* f
Beef in a burger from a fast food outlet - Yes	**1620** *80%*	1126 *81%*	495 *79%*	202 *76%*	371 *81%*	1107 *79%*	513 *84%* V	907 *81%*	545 *80%*	427 *80%*	1361 *80%*	204 *80%*	56 *87%*	243 *79%*	978 *83%*	807 *78%*	515 *86%* f
Chicken salad in a salad bar -Yes	**1716** *85%*	1203 *87%* STU	513 *82%*	208 *78%*	378 *82%*	1177 *84%*	539 *88%* V	957 *86%*	587 *86%*	448 *84%*	1437 *85%*	222 *87%*	58 *90%*	250 *82%*	1034 *88%* d	881 *85%*	529 *88%*

4.6 If labelling was introduced to show that meat had been treated with lactic acid, which of these types of product do you think should be labelled? The labels might be on the food itself, or displayed in the cafe or restaurant

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	**2014**	1950	64	1398	161	193	262	600	1016	398
Weighted Base	**2013**	1944	69*	1436	164	188	226	626	996	391
Packs of chicken joints - Yes	**1991** ***99%***	1928 *99%* i	63 *92%*	1419 *99%*	162 *99%*	188 *100%*	224 *99%*	622 *99%*	988 *99%*	382 *98%*
Chicken nuggets - Yes	**1621** ***81%***	1581 *81%* i	40 *57%*	1162 *81%* k	116 *71%*	162 *86%* k	191 *84%* k	506 *81%*	783 *79%*	332 *85%*
Rotisserie roasted whole chickens - Yes	**1775** ***88%***	1729 *89%* i	47 *67%*	1275 *89%* k	132 *81%*	166 *88%*	202 *89%* k	543 *87%*	886 *89%*	347 *89%*
Pizzas that contained chicken - Yes	**1494** ***74%***	1454 *75%* i	39 *57%*	1073 *75%* k	105 *64%*	147 *78%* k	179 *79%* k	452 *72%*	734 *74%*	307 *78%*
Beef in a burger from a fast food outlet - Yes	**1620** ***80%***	1575 *81%* i	45 *65%*	1150 *80%*	132 *80%*	163 *87%* j	184 *81%*	484 *77%*	803 *81%*	333 *85%*
Chicken salad in a salad bar -Yes	**1716** ***85%***	1674 *86%* i	42 *61%*	1226 *85%*	133 *81%*	167 *89%*	193 *85%*	525 *84%*	847 *85%*	344 *88%*

4.7 I'm now going to ask you some questions about one of the other possible treatments - rapid chilling. This treatment involves exposing the surface of the meat to a rapid reduction in temperature during the chilling process for a very short period. This treatment is most likely to be used on chicken. The surface of the skin may freeze momentarily but the flesh is not frozen. Now you know this how acceptable do you find the treatment?

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*
Definitely acceptable (2)	**225** *11%*	108 *12%*	117 *10%*	18 *12%*	37 *12%* H	71 *19%* DFGH	38 *11%* H	23 *7%*	37 *7%*	63 *11%*	18 *9%*	16 *11%*	18 *14%*	40 *8%*	202 *11%*	7 *17%*	14 *18%*
Acceptable (1)	**849** *41%*	404 *44%* B	445 *38%*	57 *39%*	140 *44%* E	130 *34%*	155 *46%* E	150 *44%* E	214 *39%*	266 *47%* M	89 *42%*	64 *44%*	55 *42%*	169 *36%*	782 *41%*	14 *38%*	30 *38%*
I have no feelings either way (0)	**294** *14%*	130 *14%*	164 *14%*	26 *18%*	46 *14%*	53 *14%*	45 *14%*	41 *12%*	82 *15%*	71 *13%*	29 *14%*	19 *13%*	21 *16%*	74 *16%*	270 *14%* Q	7 *17%* Q	3 *4%*
Unacceptable (-1)	**381** *18%*	137 *15%*	244 *21%* A	33 *22%*	47 *15%*	57 *15%*	49 *15%*	60 *18%*	136 *24%* DEFG	89 *16%*	41 *19%*	26 *18%*	20 *15%*	103 *22%* I	342 *18%*	7 *18%*	21 *27%*
Definitely unacceptable (-2)	**202** *10%*	88 *10%*	114 *10%*	9 *6%*	31 *10%*	46 *12%*	30 *9%*	37 *11%*	49 *9%*	43 *8%*	21 *10%*	13 *9%*	13 *10%*	62 *13%* I	187 *10%*	4 *10%*	5 *6%*
It depends	**46** *2%*	17 *2%*	29 *2%*	1 *1%*	9 *3%*	10 *2%*	8 *2%*	7 *2%*	10 *2%*	20 *3%* M	9 *4%* M	2 *1%*	1 *1%*	5 *1%*	45 *2%*	- -	- -
Don't know	**82** *4%*	37 *4%*	44 *4%*	4 *3%*	9 *3%*	13 *4%*	11 *3%*	19 *6%*	25 *5%*	17 *3%*	5 *2%*	7 *5%*	3 *2%*	22 *5%*	75 *4%*	- -	5 *6%*
All Acceptable	**1074** *52%*	512 *56%* B	561 *49%*	75 *51%*	177 *56%* H	202 *53%* H	193 *57%* H	174 *51%*	251 *45%*	329 *58%* M	107 *51%*	80 *55%*	73 *56%* M	210 *44%*	984 *52%*	21 *55%*	45 *57%*
All Unacceptable	**583** *28%*	225 *24%*	358 *31%* A	41 *28%*	78 *24%*	103 *27%*	79 *23%*	97 *29%*	185 *33%* DF	132 *23%*	61 *29%*	38 *26%*	32 *25%*	165 *35%* I	529 *28%*	10 *27%*	26 *33%*

4.7 I'm now going to ask you some questions about one of the other possible treatments - rapid chilling. This treatment involves exposing the surface of the meat to a rapid reduction in temperature during the chilling process for a very short period. This treatment is most likely to be used on chicken. The surface of the skin may freeze momentarily but the flesh is not frozen. Now you know this how acceptable do you find the treatment?

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)
Weighted Base	**2078**	921	1157	147*	319	381	336	339	554	570	212	146	130*	475	1902	38*	79*
Net Acceptable	**490**	287	203	34	99	99	114	76	66	197	46	41	41	45	455	10	19
	24%	*31%* B	*18%*	*23%* H	*31%* GH	*26%* H	*34%* EGH	*23%* H	*12%*	*35%* JM	*22%* M	*28%* M	*31%* M	*9%*	*24%*	*27%*	*24%*
Mean	**0.26**	0.35 B	0.19	0.31	0.35 H	0.35 H	0.38 H	0.20	0.10	0.41 M	0.22	0.33	0.37 M	0.05	0.26	0.35	0.39
Standard Deviation	**1.20**	1.18	1.21	1.14	1.19	1.31	1.16	1.19	1.15	1.14	1.18	1.18	1.20	1.23	1.20	1.25	1.27

4.7 I'm now going to ask you some questions about one of the other possible treatments - rapid chilling. This treatment involves exposing the surface of the meat to a rapid reduction in temperature during the chilling process for a very short period. This treatment is most likely to be used on chicken. The surface of the skin may freeze momentarily but the flesh is not frozen. Now you know this how acceptable do you find the treatment?

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Definitely acceptable (2)	**225** *11%*	131 *9%*	93 *14%* R	42 *15%* R	73 *16%* R	178 *12%* W	46 *7%*	115 *10%*	94 *13%*	63 *11%*	192 *11%*	24 *9%*	9 *12%*	71 *23%* e	105 *9%*	183 *17%* g	27 *4%*
Acceptable (1)	**849** *41%*	593 *41%*	256 *40%*	114 *40%*	187 *40%*	591 *41%*	258 *40%*	448 *39%*	303 *43%*	242 *43%*	715 *41%*	104 *39%*	30 *39%*	154 *49%* e	479 *40%*	576 *54%* g	141 *23%*
I have no feelings either way (0)	**294** *14%*	214 *15%*	80 *12%*	39 *14%*	58 *12%*	199 *14%*	95 *15%*	165 *14%*	84 *12%*	92 *16%* Y	239 *14%*	49 *18%* c	6 *8%*	42 *13%*	139 *12%*	101 *9%*	83 *14%* f
Unacceptable (-1)	**381** *18%*	269 *19%*	112 *17%*	43 *15%*	78 *17%*	234 *16%*	148 *23%* V	224 *20%* Z	126 *18%* Z	71 *13%*	312 *18%*	48 *18%*	21 *28%* a	34 *11%*	274 *23%* d	118 *11%*	204 *33%* f
Definitely unacceptable (-2)	**202** *10%*	136 *10%*	65 *10%*	28 *10%*	40 *9%*	147 *10%*	55 *8%*	117 *10%*	69 *10%*	52 *9%*	175 *10%*	22 *8%*	5 *6%*	6 *2%*	147 *12%* d	41 *4%*	125 *20%* f
It depends	**46** *2%*	32 *2%*	13 *2%*	8 *3%*	11 *2%*	34 *2%*	12 *2%*	28 *2%*	12 *2%*	16 *3%*	43 *2%*	3 *1%*	- -	3 *1%*	24 *2%*	24 *2%*	13 *2%*
Don't know	**82** *4%*	55 *4%*	26 *4%*	9 *3%*	19 *4%*	49 *3%*	32 *5%*	48 *4%*	20 *3%*	21 *4%*	61 *4%*	15 *6%*	5 *7%*	4 *1%*	35 *3%*	23 *2%*	20 *3%*
All Acceptable	**1074** *52%*	724 *51%*	350 *54%*	156 *55%*	260 *56%*	769 *54%* W	304 *47%*	563 *49%*	397 *56%* X	305 *55%*	907 *52%*	128 *48%*	39 *51%*	225 *72%* e	584 *49%*	759 *71%* g	168 *27%*
All Unacceptable	**583** *28%*	405 *28%*	178 *27%*	71 *25%*	119 *25%*	381 *27%*	203 *31%* V	341 *30%* Z	195 *27%* Z	123 *22%*	487 *28%*	70 *26%*	26 *34%*	40 *13%*	421 *35%* d	159 *15%*	329 *54%* f

4.7 I'm now going to ask you some questions about one of the other possible treatments - rapid chilling. This treatment involves exposing the surface of the meat to a rapid reduction in temperature during the chilling process for a very short period. This treatment is most likely to be used on chicken. The surface of the skin may freeze momentarily but the flesh is not frozen. Now you know this how acceptable do you find the treatment?

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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)
Weighted Base	**2078**	1431	647	282	466	1433	645	1145	708	557	1738	264	76*	314	1203	1066	614
Net Acceptable	**490** *24%*	319 *22%*	172 *27%*	85 *30%* R	142 *30%* RS	389 *27%* W	102 *16%*	222 *19%*	203 *29%* X	182 *33%* X	420 *24%*	58 *22%*	13 *17%*	185 *59%* e	163 *14%*	600 *56%* g	-161 *-26%*
Mean	**0.26**	0.23	0.33	0.37	0.40 RS	0.31 W	0.16	0.21	0.34	0.37 X	0.27	0.24	0.24	0.81 e	0.11	0.73 g	-0.45
Standard Deviation	**1.20**	1.18	1.24	1.23	1.22	1.22	1.15	1.21	1.22	1.16	1.21	1.14	1.21	0.98	1.24	1.02	1.20

4.7 I'm now going to ask you some questions about one of the other possible treatments - rapid chilling. This treatment involves exposing the surface of the meat to a rapid reduction in temperature during the chilling process for a very short period. This treatment is most likely to be used on chicken. The surface of the skin may freeze momentarily but the flesh is not frozen. Now you know this how acceptable do you find the treatment?

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
Definitely acceptable (2)	**225** *11%*	212 *11%*	13 *14%*	148 *10%*	39 *22%* jlm	13 *7%*	20 *9%*	94 *15%*	80 *8%*	50 *12%*
Acceptable (1)	**849** *41%*	822 *41%* i	27 *29%*	604 *41%*	71 *41%*	72 *37%*	105 *45%*	273 *43%*	420 *40%*	155 *39%*
I have no feelings either way (0)	**294** *14%*	277 *14%*	17 *19%*	217 *15%*	18 *10%*	28 *14%*	23 *10%*	67 *10%*	179 *17%*	48 *12%*
Unacceptable (-1)	**381** *18%*	367 *18%*	15 *16%*	269 *18%*	27 *16%*	53 *27%* jkm	36 *16%*	97 *15%*	198 *19%*	86 *21%*
Definitely unacceptable (-2)	**202** *10%*	191 *10%*	11 *12%*	150 *10%*	9 *5%*	17 *9%*	27 *12%* k	74 *12%*	84 *8%*	44 *11%*
It depends	**46** *2%*	45 *2%*	1 *1%*	30 *2%*	6 *4%*	5 *2%*	6 *3%*	18 *3%*	25 *2%*	2 *1%*
Don't know	**82** *4%*	73 *4%*	9 *9%* h	59 *4%*	5 *3%*	6 *3%*	13 *6%*	13 *2%*	52 *5%*	16 *4%*
All Acceptable	**1074** *52%*	1034 *52%*	40 *43%*	752 *51%*	111 *63%* ji	85 *44%*	125 *54%* l	368 *58%*	500 *48%*	206 *51%*
All Unacceptable	**583** *28%*	557 *28%*	26 *28%*	419 *28%*	36 *21%*	70 *36%* jk	63 *27%*	171 *27%*	282 *27%*	130 *32%*

4.7 I'm now going to ask you some questions about one of the other possible treatments - rapid chilling. This treatment involves exposing the surface of the meat to a rapid reduction in temperature during the chilling process for a very short period. This treatment is most likely to be used on chicken. The surface of the skin may freeze momentarily but the flesh is not frozen. Now you know this how acceptable do you find the treatment?

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)
Weighted Base	**2078**	1985	93*	1477	176	194	231	637	1039	403
Net Acceptable	**490** *24%*	477 *24%*	14 *15%*	333 *23%* l	75 *42%* jlm	15 *8%*	62 *27%* l	196 *31%*	218 *21%*	76 *19%*
Mean	**0.26**	0.27	0.19	0.24	0.64 jlm	0.06	0.26	0.36	0.22	0.21
Standard Deviation	**1.20**	1.19	1.29	1.20	1.17	1.16	1.23	1.26	1.13	1.25

4.8 The rapid chilling process kills some of the bacteria that cause the majority of food poisoning in the UK, these bacteria would not come alive again when the temperature was raised. Meat treated in this way can safely be frozen and defrosted without the bacteria coming alive again. Now you know this how acceptable do you find the treatment?

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*
Definitely acceptable (2)	**383** *18%*	175 *19%*	208 *18%*	39 *26%* GH	67 *21%* H	98 *26%* GH	68 *20%* H	49 *15%*	62 *11%*	122 *21%* M	34 *16%*	26 *18%*	25 *19%*	66 *14%*	336 *18%*	11 *30%*	26 *33%* O
Acceptable (1)	**1057** *51%*	471 *51%*	587 *51%*	74 *50%*	186 *58%* E	165 *43%*	177 *53%* E	175 *52%*	279 *50%*	294 *52%*	115 *54%*	76 *52%*	73 *56%*	232 *49%*	967 *51%*	19 *50%*	32 *41%*
I have no feelings either way (0)	**204** *10%*	96 *10%*	108 *9%*	17 *12%*	21 *7%*	31 *8%*	25 *8%*	35 *10%*	74 *13%* DEF	43 *8%*	15 *7%*	18 *12%*	15 *11%*	53 *11%*	193 *10%*	4 *10%*	6 *7%*
Unacceptable (-1)	**227** *11%*	83 *9%*	144 *12%* A	10 *7%*	14 *4%*	47 *12%* D	35 *11%* D	33 *10%* D	87 *16%* CDG	59 *10%*	29 *14%* L	11 *7%*	6 *4%*	71 *15%* L	210 *11%*	1 *2%*	9 *11%*
Definitely unacceptable (-2)	**134** *6%*	63 *7%*	71 *6%*	6 *4%*	19 *6%*	27 *7%*	25 *7%*	28 *8%*	29 *5%*	34 *6%*	10 *5%*	11 *8%*	10 *8%*	33 *7%*	132 *7%*	1 *2%*	1 *1%*
It depends	**23** *1%*	11 *1%*	13 *1%*	- -	7 *2%*	1 *	3 *1%*	7 *2%*	5 *1%*	9 *2%*	6 *3%* M	1 *1%*	1 *1%*	2 *	21 *1%*	1 *2%*	- -
Don't know	**50** *2%*	24 *3%*	26 *2%*	1 *1%*	5 *2%*	12 *3%*	3 *1%*	12 *4%* F	17 *3%*	9 *2%*	3 *1%*	3 *2%*	- -	19 *4%*	41 *2%*	1 *2%*	5 *6%*
All Acceptable	**1440** *69%*	645 *70%*	795 *69%*	112 *77%* H	252 *79%* EGH	263 *69%* H	244 *73%* H	225 *66%*	341 *62%*	416 *73%* M	149 *70%*	102 *70%*	98 *75%* M	298 *63%*	1303 *69%*	30 *80%*	58 *74%*
All Unacceptable	**361** *17%*	146 *16%*	215 *19%*	16 *11%*	33 *10%*	74 *19%* D	60 *18%* D	61 *18%* D	116 *21%* CD	93 *16%*	40 *19%*	22 *15%*	16 *12%*	103 *22%*	343 *18%*	2 *5%*	10 *12%*
Net Acceptable	**1079** *52%*	499 *54%*	580 *50%*	97 *66%* EGH	219 *69%* EFGH	189 *50%* H	184 *55%* H	164 *48%* H	225 *41%*	323 *57%* M	109 *51%* M	80 *55%* M	82 *63%* M	195 *41%*	961 *50%*	28 *75%* O	49 *62%*

4.8 The rapid chilling process kills some of the bacteria that cause the majority of food poisoning in the UK, these bacteria would not come alive again when the temperature was raised. Meat treated in this way can safely be frozen and defrosted without the bacteria coming alive again. Now you know this how acceptable do you find the treatment?

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)
Weighted Base	**2078**	921	1157	147*	319	381	336	339	554	570	212	146	130*	475	1902	38*	79*
Mean	**0.66**	0.69	0.64	0.89 GH	0.87 GH	0.71 H	0.69 H	0.58	0.49	0.74 M	0.65	0.67	0.75	0.50	0.63	1.08	1.00 O
Standard Deviation	**1.11**	1.11	1.11	1.01	1.01	1.20	1.14	1.13	1.07	1.10	1.08	1.10	1.08	1.13	1.12	0.88	1.02

4.8 The rapid chilling process kills some of the bacteria that cause the majority of food poisoning in the UK, these bacteria would not come alive again when the temperature was raised. Meat treated in this way can safely be frozen and defrosted without the bacteria coming alive again. Now you know this how acceptable do you find the treatment?

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		None	Any	0-4	5-15	No	Yes	High	Medium	Low	Weekly	Monthly	Less	Acceptable	Unacceptable	Acceptable	Unacceptable
		(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(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
Definitely acceptable (2)	**383** *18%*	229 *16%*	154 *24%* R	72 *25%* R	108 *23%* R	306 *21%* W	77 *12%*	205 *18%*	140 *20%*	115 *21%*	333 *19%*	38 *14%*	12 *16%*	90 *29%* e	186 *15%*	291 *27%* g	52 *8%*
Acceptable (1)	**1057** *51%*	736 *51%*	322 *50%*	135 *48%*	233 *50%*	732 *51%*	325 *50%*	557 *49%*	372 *53%*	294 *53%*	881 *51%*	140 *53%*	36 *48%*	183 *58%* e	599 *50%*	609 *57%* g	257 *42%*
I have no feelings either way (0)	**204** *10%*	156 *11%* SU	48 *7%*	24 *9%*	33 *7%*	124 *9%*	80 *12%* V	121 *11%*	60 *8%*	54 *10%*	162 *9%*	34 *13%*	7 *10%*	21 *7%*	105 *9%*	60 *6%*	65 *11%* f
Unacceptable (-1)	**227** *11%*	160 *11%*	67 *10%*	28 *10%*	55 *12%*	127 *9%*	100 *15%* V	134 *12%*	71 *10%*	48 *9%*	187 *11%*	28 *11%*	11 *15%*	13 *4%*	166 *14%* d	61 *6%*	131 *21%* f
Definitely unacceptable (-2)	**134** *6%*	99 *7%*	35 *5%*	13 *4%*	23 *5%*	101 *7%*	33 *5%*	82 *7%*	45 *6%*	27 *5%*	112 *6%*	17 *7%*	5 *7%*	5 *2%*	114 *9%* d	22 *2%*	88 *14%* f
It depends	**23** *1%*	17 *1%*	6 *1%*	3 *1%*	4 *1%*	15 *1%*	8 *1%*	15 *1%*	8 *1%*	7 *1%*	21 *1%*	1 *	1 *1%*	1 *	11 *1%*	11 *1%*	7 *1%*
Don't know	**50** *2%*	34 *2%*	16 *3%*	7 *2%*	11 *2%*	28 *2%*	22 *3%*	30 *3%*	12 *2%*	13 *2%*	41 *2%*	6 *2%*	3 *4%*	2 *1%*	23 *2%*	13 *1%*	14 *2%*
All Acceptable	**1440** *69%*	965 *67%*	475 *73%* R	207 *73%*	340 *73%*	1037 *72%* W	403 *62%*	761 *66%*	513 *72%* X	408 *73%* X	1215 *70%*	177 *67%*	48 *64%*	272 *87%* e	785 *65%*	900 *84%* g	309 *50%*
All Unacceptable	**361** *17%*	259 *18%*	101 *16%*	41 *14%*	78 *17%*	228 *16%*	133 *21%* V	216 *19%* Z	115 *16%*	75 *13%*	299 *17%*	46 *17%*	16 *21%*	18 *6%*	279 *23%* d	83 *8%*	218 *36%* f
Net Acceptable	**1079** *52%*	705 *49%*	374 *58%* R	166 *59%* R	262 *56%* R	809 *57%* W	270 *42%*	545 *48%*	397 *56%* X	333 *60%* X	916 *53%*	131 *50%*	32 *42%*	254 *81%* e	505 *42%*	818 *77%* g	91 *15%*

4.8 The rapid chilling process kills some of the bacteria that cause the majority of food poisoning in the UK, these bacteria would not come alive again when the temperature was raised. Meat treated in this way can safely be frozen and defrosted without the bacteria coming alive again. Now you know this how acceptable do you find the treatment?

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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)
Weighted Base	**2078**	1431	647	282	466	1433	645	1145	708	557	1738	264	76*	314	1203	1066	614
Mean	**0.66**	0.61	0.79 R	0.83 R	0.77 R	0.73 W	0.51	0.61	0.72	0.78 X	0.68	0.59	0.54	1.09 e	0.49	1.04 g	0.09
Standard Deviation	**1.11**	1.11	1.10	1.08	1.10	1.12	1.07	1.14	1.10	1.04	1.11	1.08	1.16	0.81	1.20	0.87	1.26

4.8 The rapid chilling process kills some of the bacteria that cause the majority of food poisoning in the UK, these bacteria would not come alive again when the temperature was raised. Meat treated in this way can safely be frozen and defrosted without the bacteria coming alive again. Now you know this how acceptable do you find the treatment?

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
Definitely acceptable (2)	**383** ***18%***	367 *18%*	16 *17%*	262 *18%*	51 *29%* jlm	28 *14%*	33 *14%*	153 *24%*	168 *16%*	62 *15%*
Acceptable (1)	**1057** ***51%***	1017 *51%*	40 *43%*	752 *51%*	87 *50%*	101 *52%*	117 *51%*	312 *49%*	521 *50%*	224 *56%*
I have no feelings either way (0)	**204** ***10%***	191 *10%*	13 *14%*	147 *10%*	12 *7%*	26 *13%*	20 *9%*	51 *8%*	125 *12%*	29 *7%*
Unacceptable (-1)	**227** ***11%***	213 *11%*	13 *14%*	162 *11%*	16 *9%*	26 *13%*	22 *10%*	60 *9%*	119 *11%*	47 *12%*
Definitely unacceptable (-2)	**134** ***6%***	131 *7%*	3 *3%*	97 *7%*	8 *5%*	11 *6%*	22 *10%*	43 *7%*	65 *6%*	27 *7%*
It depends	**23** ***1%***	23 *1%*	- -	18 *1%*	- -	1 *	4 *2%*	12 *2%*	9 *1%*	3 *1%*
Don't know	**50** ***2%***	42 *2%*	8 *8%* h	38 *3%*	2 *1%*	2 *1%*	12 *5%* jkl	6 *1%*	32 *3%*	11 *3%*
All Acceptable	**1440** ***69%***	1384 *70%*	56 *60%*	1015 *69%*	138 *79%* jlm	129 *67%*	150 *65%*	465 *73%*	689 *66%*	286 *71%*
All Unacceptable	**361** ***17%***	344 *17%*	16 *18%*	259 *18%*	24 *14%*	37 *19%*	45 *19%*	103 *16%*	184 *18%*	74 *18%*
Net Acceptable	**1079** ***52%***	1040 *52%*	39 *42%*	755 *51%*	114 *65%* jlm	92 *48%*	105 *45%*	362 *57%*	506 *49%*	212 *53%*

4.8 The rapid chilling process kills some of the bacteria that cause the majority of food poisoning in the UK, these bacteria would not come alive again when the temperature was raised. Meat treated in this way can safely be frozen and defrosted without the bacteria coming alive again. Now you know this how acceptable do you find the treatment?

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)
Weighted Base	**2078**	1985	93*	1477	176	194	231	637	1039	403
Mean	**0.66**	0.66	0.61	0.65	0.90 jlm	0.57	0.54	0.76	0.61	0.64
Standard Deviation	**1.11**	1.11	1.07	1.11	1.07	1.08	1.18	1.13	1.10	1.10

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

4.9 I mentioned earlier some other possible treatments to reduce the risk of food poisoning from meat. As I read each one out again, can you say if you think meat treated in this way should be labelled or not.

The meat passes through a hot water bath or is exposed to steam in a chamber or tunnel

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*
Should definitely be labelled	**1175** *57%*	488 *53%*	687 *59%* A	63 *43%*	132 *41%*	199 *52%* D	178 *53%* D	231 *68%* CDEF	371 *67%* CDEF	287 *50%*	133 *63%* I	80 *55%*	80 *62%*	288 *61%* I	1081 *57%*	25 *65%*	43 *55%*
Should probably be labelled	**444** *21%*	204 *22%*	240 *21%*	23 *16%*	77 *24%*	81 *21%*	85 *25%* G	60 *18%*	115 *21%*	139 *24%*	39 *18%*	32 *22%*	28 *21%*	89 *19%*	414 *22%*	5 *13%*	16 *20%*
Should probably not be labelled	**258** *12%*	127 *14%*	131 *11%*	38 *26%* EFGH	74 *23%* EFGH	51 *13%* GH	47 *14%* GH	23 *7%*	25 *5%*	93 *16%* M	24 *11%*	24 *17%*	14 *11%*	45 *9%*	231 *12%*	3 *7%*	10 *12%*
Should definitely not be labelled	**115** *6%*	61 *7%*	54 *5%*	16 *11%* GH	23 *7%* H	31 *8%* H	16 *5%*	14 *4%*	14 *3%*	37 *6%*	10 *5%*	6 *4%*	6 *5%*	23 *5%*	99 *5%*	5 *13%*	3 *4%*
Not sure	**86** *4%*	41 *4%*	46 *4%*	6 *4%*	13 *4%*	19 *5%*	10 *3%*	10 *3%*	29 *5%*	14 *2%*	7 *3%*	3 *2%*	2 *1%*	30 *6%* I	77 *4%*	1 *2%*	7 *8%*

4.9 I mentioned earlier some other possible treatments to reduce the risk of food poisoning from meat. As I read each one out again, can you say if you think meat treated in this way should be labelled or not.

The meat passes through a hot water bath or is exposed to steam in a chamber or tunnel

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Should definitely be labelled	**1175 *57%***	844 *59%* STU	331 *51%*	140 *50%*	232 *50%*	752 *52%*	423 *66%* V	682 *60%* YZ	379 *54%*	286 *51%*	972 *56%*	160 *61%*	42 *56%*	142 *45%*	755 *63%* d	560 *53%*	390 *64%* f
Should probably be labelled	**444 *21%***	312 *22%*	132 *20%*	61 *22%*	102 *22%*	306 *21%*	138 *21%*	251 *22%*	140 *20%*	125 *22%*	371 *21%*	54 *21%*	19 *25%*	91 *29%* e	213 *18%*	257 *24%* g	109 *18%*
Should probably not be labelled	**258 *12%***	157 *11%*	101 *16%* R	46 *16%* R	74 *16%* R	222 *15%* W	36 *6%*	118 *10%*	106 *15%* X	81 *14%* X	226 *13%*	25 *10%*	6 *8%*	50 *16%*	149 *12%*	164 *15%* g	55 *9%*
Should definitely not be labelled	**115 *6%***	63 *4%*	52 *8%* R	20 *7%*	36 *8%* R	100 *7%* W	15 *2%*	48 *4%*	53 *7%* X	40 *7%* X	104 *6%*	9 *3%*	1 *2%*	28 *9%* e	62 *5%*	58 *5%*	41 *7%*
Not sure	**86 *4%***	55 *4%*	32 *5%*	15 *5%*	23 *5%*	53 *4%*	33 *5%*	46 *4%*	30 *4%*	26 *5%*	65 *4%*	15 *6%*	6 *9%*	4 *1%*	25 *2%*	28 *3%*	19 *3%*

4.9 I mentioned earlier some other possible treatments to reduce the risk of food poisoning from meat. As I read each one out again, can you say if you think meat treated in this way should be labelled or not.

The meat passes through a hot water bath or is exposed to steam in a chamber or tunnel

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
Should definitely be labelled	**1175** ***57%***	1144 *58%* i	31 *33%*	837 *57%* m	109 *62%* lm	96 *49%*	112 *49%*	330 *52%*	582 *56%*	263 *65%*
Should probably be labelled	**444** ***21%***	429 *22%*	15 *16%*	321 *22%*	28 *16%*	45 *23%*	54 *23%*	143 *22%*	227 *22%*	74 *18%*
Should probably not be labelled	**258** ***12%***	241 *12%*	17 *18%*	183 *12%*	13 *7%*	35 *18%* jk	43 *19%* jk	98 *15%*	123 *12%*	37 *9%*
Should definitely not be labelled	**115** ***6%***	101 *5%*	14 *15%* h	72 *5%*	20 *11%* jm	14 *7%*	10 *4%*	48 *7%*	52 *5%*	15 *4%*
Not sure	**86** ***4%***	69 *3%*	17 *19%* h	63 *4%*	6 *3%*	6 *3%*	12 *5%*	18 *3%*	55 *5%*	14 *3%*

4.9 I mentioned earlier some other possible treatments to reduce the risk of food poisoning from meat. As I read each one out again, can you say if you think meat treated in this way should be labelled or not.

The meat is exposed to ozone gas

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*
Should definitely be labelled	**1511** *73%*	624 *68%*	887 *77%* A	111 *76%*	208 *65%*	292 *77%* D	246 *73%*	259 *76%* D	396 *71%*	420 *74%*	167 *79%* M	109 *75%*	91 *70%*	332 *70%*	1376 *72%*	32 *85%*	55 *70%*
Should probably be labelled	**345** *17%*	180 *20%* B	165 *14%*	16 *11%*	75 *23%* CEG	49 *13%*	63 *19%*	46 *13%*	96 *17%*	97 *17%*	30 *14%*	24 *16%*	24 *18%*	91 *19%*	324 *17%*	4 *10%*	11 *14%*
Should probably not be labelled	**49** *2%*	29 *3%*	20 *2%*	6 *4%*	9 *3%*	13 *3%*	8 *2%*	4 *1%*	10 *2%*	16 *3%*	4 *2%*	4 *3%*	1 *1%*	10 *2%*	46 *2%*	- -	2 *2%*
Should definitely not be labelled	**48** *2%*	28 *3%*	20 *2%*	5 *4%*	4 *1%*	9 *2%*	6 *2%*	10 *3%*	14 *2%*	12 *2%*	2 *1%*	2 *1%*	3 *2%*	10 *2%*	47 *2%*	- -	1 *1%*
Not sure	**124** *6%*	60 *7%*	64 *6%*	9 *6%*	24 *8%*	19 *5%*	14 *4%*	20 *6%*	39 *7%*	25 *4%*	9 *4%*	7 *5%*	11 *8%*	32 *7%*	110 *6%*	2 *5%*	9 *12%*

4.9 I mentioned earlier some other possible treatments to reduce the risk of food poisoning from meat. As I read each one out again, can you say if you think meat treated in this way should be labelled or not.

The meat is exposed to ozone gas

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Should definitely be labelled	**1511** *73%*	1034 *72%*	477 *74%*	198 *70%*	350 *75%*	1048 *73%*	463 *72%*	850 *74%*	513 *72%*	388 *70%*	1274 *73%*	189 *72%*	47 *62%*	206 *66%*	949 *79%* d	764 *72%*	468 *76%*
Should probably be labelled	**345** *17%*	238 *17%*	107 *17%*	52 *18%*	76 *16%*	234 *16%*	112 *17%*	196 *17%*	111 *16%*	90 *16%*	287 *16%*	41 *15%*	18 *24%*	74 *24%* e	161 *13%*	205 *19%* g	82 *13%*
Should probably not be labelled	**49** *2%*	31 *2%*	19 *3%*	6 *2%*	14 *3%*	36 *3%*	13 *2%*	21 *2%*	28 *4%* X	19 *3%*	41 *2%*	7 *3%*	1 *2%*	12 *4%*	22 *2%*	24 *2%*	15 *2%*
Should definitely not be labelled	**48** *2%*	37 *3%*	11 *2%*	3 *1%*	10 *2%*	34 *2%*	14 *2%*	28 *2%*	14 *2%*	12 *2%*	38 *2%*	10 *4%*	- -	6 *2%*	26 *2%*	17 *2%*	24 *4%* f
Not sure	**124** *6%*	92 *6%*	33 *5%* U	23 *8%* SU	17 *4%*	81 *6%*	43 *7%*	51 *4%*	41 *6%*	47 *8%* XY	98 *6%*	18 *7%*	9 *12%* a	16 *5%*	45 *4%*	55 *5%*	24 *4%*

4.9 I mentioned earlier some other possible treatments to reduce the risk of food poisoning from meat. As I read each one out again, can you say if you think meat treated in this way should be labelled or not.

The meat is exposed to ozone gas

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
Should definitely be labelled	**1511** ***73%***	1469 *74%* i	42 *45%*	1077 *73%*	128 *73%*	131 *67%*	171 *74%*	490 *77%*	742 *71%*	279 *69%*
Should probably be labelled	**345** ***17%***	325 *16%*	21 *22%*	250 *17%*	23 *13%*	36 *19%*	35 *15%*	88 *14%*	182 *18%*	75 *19%*
Should probably not be labelled	**49** ***2%***	42 *2%*	8 *8%* h	32 *2%*	4 *2%*	11 *6%* j	6 *3%*	16 *3%*	24 *2%*	9 *2%*
Should definitely not be labelled	**48** ***2%***	39 *2%*	9 *10%* h	32 *2%*	6 *3%*	5 *2%*	8 *3%*	16 *3%*	23 *2%*	9 *2%*
Not sure	**124** ***6%***	111 *6%*	14 *15%* h	86 *6%*	14 *8%*	11 *6%*	11 *5%*	26 *4%*	68 *7%*	30 *7%*

4.9 I mentioned earlier some other possible treatments to reduce the risk of food poisoning from meat. As I read each one out again, can you say if you think meat treated in this way should be labelled or not.

The surface of the meat is exposed to a rapid reduction in temperature for a short period

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*
Should definitely be labelled	**1237** *60%*	522 *57%*	715 *62%* A	73 *50%*	158 *49%*	207 *54%*	205 *61%* D	229 *67%* CDE	366 *66%* CDE	315 *55%*	135 *64%*	87 *59%*	74 *57%*	315 *66%* I	1135 *60%*	23 *60%*	44 *56%*
Should probably be labelled	**462** *22%*	215 *23%*	247 *21%*	19 *13%*	88 *28%* C	87 *23%*	73 *22%*	70 *20%*	123 *22%*	132 *23%*	36 *17%*	27 *19%*	40 *31%* JM	93 *20%*	421 *22%*	8 *20%*	23 *29%*
Should probably not be labelled	**219** *11%*	110 *12%*	109 *9%*	31 *21%* GH	44 *14%* GH	46 *12%* GH	42 *12%* H	24 *7%*	33 *6%*	85 *15%* M	27 *13%* M	20 *14%* M	9 *7%*	32 *7%*	207 *11%*	1 *2%*	4 *5%*
Should definitely not be labelled	**98** *5%*	45 *5%*	52 *5%*	14 *10%* FGH	22 *7%* H	27 *7%* FH	10 *3%*	11 *3%*	13 *2%*	29 *5%*	7 *3%*	10 *7%*	5 *4%*	16 *3%*	89 *5%*	1 *2%*	5 *6%*
Not sure	**62** *3%*	29 *3%*	33 *3%*	10 *7%* FG	7 *2%*	14 *4%*	7 *2%*	6 *2%*	18 *3%*	9 *2%*	7 *3%*	2 *1%*	1 *1%*	19 *4%* I	50 *3%*	6 *15%* O	4 *5%*

4.9 I mentioned earlier some other possible treatments to reduce the risk of food poisoning from meat. As I read each one out again, can you say if you think meat treated in this way should be labelled or not.

The surface of the meat is exposed to a rapid reduction in temperature for a short period

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Should definitely be labelled	**1237** *60%*	871 *61%*	366 *57%*	155 *55%*	263 *56%*	819 *57%*	418 *65%* V	695 *61%*	419 *59%*	315 *56%*	1033 *59%*	158 *60%*	47 *62%*	156 *50%*	776 *64%* d	583 *55%*	429 *70%* f
Should probably be labelled	**462** *22%*	324 *23%*	138 *21%*	61 *21%*	104 *22%*	314 *22%*	147 *23%*	277 *24%*	146 *21%*	117 *21%*	386 *22%*	59 *22%*	17 *23%*	85 *27%* e	239 *20%*	261 *24%* g	102 *17%*
Should probably not be labelled	**219** *11%*	148 *10%*	72 *11%*	32 *11%*	55 *12%*	178 *12%* W	42 *6%*	95 *8%*	96 *13%* X	68 *12%* X	188 *11%*	28 *11%*	3 *5%*	50 *16%* e	113 *9%*	158 *15%* g	35 *6%*
Should definitely not be labelled	**98** *5%*	51 *4%*	47 *7%* R	22 *8%* R	31 *7%* R	81 *6%* W	17 *3%*	50 *4%*	28 *4%*	34 *6%*	85 *5%*	11 *4%*	1 *2%*	18 *6%*	55 *5%*	51 *5%*	31 *5%*
Not sure	**62** *3%*	37 *3%*	24 *4%*	13 *5%*	13 *3%*	41 *3%*	21 *3%*	29 *2%*	19 *3%*	24 *4%*	46 *3%*	9 *3%*	7 *9%* a	5 *2%*	21 *2%*	13 *1%*	17 *3%*

Table 42

4.9 I mentioned earlier some other possible treatments to reduce the risk of food poisoning from meat. As I read each one out again, can you say if you think meat treated in this way should be labelled or not.

The surface of the meat is exposed to a rapid reduction in temperature for a short period

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
Should definitely be labelled	**1237** ***60%***	1206 *61%* i	31 *34%*	873 *59%*	121 *69%* jlm	104 *54%*	125 *54%*	355 *56%*	607 *58%*	275 *68%*
Should probably be labelled	**462** ***22%***	446 *22%*	15 *17%*	339 *23%* k	26 *15%*	43 *22%*	54 *23%* k	142 *22%*	246 *24%*	73 *18%*
Should probably not be labelled	**219** ***11%***	201 *10%*	19 *20%* h	156 *11%*	12 *7%*	28 *14%* k	35 *15%* jk	94 *15%*	101 *10%*	24 *6%*
Should definitely not be labelled	**98** ***5%***	82 *4%*	16 *17%* h	64 *4%*	14 *8%* m	11 *6%*	7 *3%*	32 *5%*	50 *5%*	15 *4%*
Not sure	**62** ***3%***	50 *3%*	12 *13%* h	45 *3%*	2 *1%*	7 *4%*	10 *4%*	12 *2%*	35 *3%*	15 *4%*

4.10 My final questions about meat are about where you shop.
Do you buy most of your raw meat from a supermarket, a butchers, a market, or some other kind of shop?

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*
Supermarket	**1622** **78%**	712 *77%*	910 *79%*	133 *91%* DFGH	249 *78%*	311 *82%* H	265 *79%*	259 *76%*	404 *73%*	443 *78%*	181 *85%* ILM	117 *80%*	92 *71%*	355 *75%*	1512 *79%* Q	28 *72%*	41 *53%*
Butchers	**658** **32%**	297 *32%*	361 *31%*	33 *23%*	106 *33%*	115 *30%*	112 *33%*	102 *30%*	189 *34%*	218 *38%* JM	51 *24%*	54 *37%* J	37 *28%*	144 *30%*	566 *30%*	17 *45%*	41 *52%* O
Market	**81** **4%**	39 *4%*	42 *4%*	10 *7%*	11 *4%*	10 *3%*	13 *4%*	11 *3%*	25 *5%*	20 *4%*	5 *2%*	6 *4%*	5 *4%*	18 *4%*	66 *3%*	6 *15%* OQ	1 *1%*
Other	**90** **4%**	37 *4%*	52 *5%*	10 *7%* D	6 *2%*	14 *4%*	17 *5%*	16 *5%*	26 *5%*	23 *4%*	3 *1%*	7 *5%*	6 *4%*	24 *5%*	80 *4%*	1 *2%*	5 *6%*

4.10 My final questions about meat are about where you shop.
Do you buy most of your raw meat from a supermarket, a butchers, a market, or some other kind of shop?

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Supermarket	**1622** *78%*	1111 *78%*	511 *79%*	213 *75%*	372 *80%*	1151 *80%* W	471 *73%*	872 *76%*	582 *82%* X	458 *82%* X	1367 *79%* c	209 *79%* c	46 *61%*	254 *81%*	919 *76%*	836 *78%*	473 *77%*
Butchers	**658** **32%**	445 *31%*	213 *33%*	99 *35%*	156 *33%*	434 *30%*	224 *35%*	367 *32%*	215 *30%*	152 *27%*	560 *32%*	79 *30%*	20 *26%*	98 *31%*	412 *34%*	324 *30%*	206 *34%*
Market	**81** **4%**	67 *5%* SU	15 *2%*	5 *2%*	9 *2%*	49 *3%*	33 *5%*	54 *5%*	18 *3%*	16 *3%*	58 *3%*	17 *6%* a	7 *9%* a	13 *4%*	52 *4%*	43 *4%*	26 *4%*
Other	**90** **4%**	71 *5%*	19 *3%*	9 *3%*	16 *3%*	61 *4%*	29 *4%*	45 *4%*	28 *4%*	29 *5%*	72 *4%*	6 *2%*	12 *16%* ab	11 *4%*	58 *5%*	52 *5%*	27 *4%*

4.10 My final questions about meat are about where you shop.
Do you buy most of your raw meat from a supermarket, a butchers, a market, or some other kind of shop?

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
Supermarket	**1622** *78%*	1543 *78%*	79 *85%*	1157 *78%*	139 *79%*	146 *75%*	169 *73%*	500 *79%*	825 *79%*	297 *74%*
Butchers	**658** *32%*	638 *32%*	20 *22%*	445 *30%*	68 *39%* j	69 *36%*	116 *50%* jkl	203 *32%*	308 *30%*	147 *37%*
Market	**81** *4%*	81 *4%*	- -	59 *4%* m	8 *5%* m	6 *3%*	2 *1%*	22 *4%*	44 *4%*	15 *4%*
Other	**90** *4%*	83 *4%*	7 *7%*	67 *5%* m	6 *3%* m	8 *4%* m	1 *	33 *5%*	40 *4%*	16 *4%*

4.11 Which supermarket do you buy most of your meat from?

Base: All who shop at supermarket

	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	**1615**	681	934	111	248	307	265	259	424	392	183	122	85	358	1522	25	39
Weighted Base	**1622**	712	910	133*	249	311	265	259	404	443	181	117*	92*	355	1512	28**	41*
Tesco	**535** *33%*	252 *35%*	283 *31%*	45 *34%*	94 *38%* H	115 *37%* H	94 *36%* H	76 *29%*	109 *27%*	135 *31%*	57 *31%*	49 *42%*	32 *35%*	118 *33%*	496 *33%*	11 *41%*	12 *29%*
Sainsburys	**286** *18%*	126 *18%*	160 *18%*	20 *15%*	45 *18%*	57 *18%*	53 *20%*	42 *16%*	69 *17%*	86 *19%* M	42 *23%* M	17 *14%*	18 *20%*	40 *11%*	268 *18%*	4 *14%*	8 *19%*
Asda	**272** *17%*	119 *17%*	153 *17%*	35 *26%* FGH	66 *27%* EFGH	50 *16%* H	40 *15%*	39 *15%*	41 *10%*	64 *15%*	24 *13%*	22 *19%*	16 *17%*	82 *23%* IJ	242 *16%*	9 *31%*	10 *25%*
Morrisons	**246** *15%*	98 *14%*	148 *16%*	19 *14%*	24 *10%*	33 *11%*	33 *13%*	56 *22%* DEF	80 *20%* DEF	54 *12%*	27 *15%*	17 *15%*	13 *14%*	73 *21%* I	236 *16%*	1 *3%*	4 *9%*
Waitrose	**89** *5%*	31 *4%*	58 *6%*	3 *2%*	4 *2%*	20 *7%* D	14 *5%*	21 *8%* D	26 *6%* D	43 *10%* KM	7 *4%* M	1 *1%*	3 *3%*	3 *1%*	84 *6%*	- -	2 *5%*
Lidl	**14** *1%*	6 *1%*	8 *1%*	1 *1%*	1 *	2 *1%*	1 *1%*	1 *	7 *2%*	2 *	- -	1 *1%*	2 *2%*	5 *1%*	14 *1%*	- -	- -
Aldi	**34** *2%*	10 *1%*	23 *3%*	* *	5 *2%*	13 *4%* F	3 *1%*	6 *2%*	6 *2%*	9 *2%*	4 *2%*	2 *2%*	- -	10 *3%*	31 *2%*	1 *3%*	2 *5%*
Other	**100** *6%*	42 *6%*	58 *6%*	6 *4%*	6 *3%*	10 *3%*	19 *7%*	10 *4%*	49 *12%* DEG	30 *7%*	8 *4%*	5 *4%*	6 *6%*	22 *6%*	96 *6%*	1 *3%*	4 *9%*
Varies too much to say	**47** *3%*	27 *4%*	20 *2%*	4 *3%*	4 *2%*	10 *3%*	8 *3%*	7 *3%*	15 *4%*	20 *4%* M	11 *6%* M	3 *3%*	2 *2%*	3 *1%*	45 *3%*	1 *3%*	- -

4.11 Which supermarket do you buy most of your meat from?

Base: All who shop at supermarket

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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	**1615**	1118	497	202	366	1126	489	954	511	409	1348	219	48	243	911	828	474
Weighted Base	**1622**	1111	511	213	372	1151	471	872	582	458	1367	209	46*	254	919	836	473
Tesco	**535** ***33%***	347 *31%*	188 *37%* U	88 *41%* RU	121 *33%*	403 *35%* W	132 *28%*	276 *32%*	187 *32%*	174 *38%* Y	465 *34%*	59 *28%*	11 *24%*	85 *34%*	303 *33%*	281 *34%*	165 *35%*
Sainsburys	**286** ***18%***	193 *17%*	92 *18%*	34 *16%*	72 *19%*	208 *18%*	78 *16%*	157 *18%*	113 *19%*	79 *17%*	232 *17%*	46 *22%*	8 *16%*	42 *17%*	155 *17%*	151 *18%*	75 *16%*
Asda	**272** ***17%***	176 *16%*	96 *19%*	40 *19%*	74 *20%*	223 *19%* W	49 *10%*	140 *16%*	113 *19%* Z	54 *12%*	241 *18%* b	20 *10%*	10 *22%* b	56 *22%*	154 *17%*	138 *16%*	93 *20%*
Morrisons	**246** ***15%***	190 *17%* SU	56 *11%*	23 *11%*	40 *11%*	153 *13%*	93 *20%* V	135 *15%*	78 *13%*	78 *17%* Y	199 *15%*	38 *18%*	9 *18%*	24 *10%*	154 *17%* d	120 *14%*	73 *15%*
Waitrose	**89** ***5%***	69 *6%*	19 *4%*	6 *3%*	16 *4%*	55 *5%*	34 *7%*	55 *6%*	28 *5%*	18 *4%*	69 *5%*	17 *8%*	3 *6%*	17 *7%*	44 *5%*	51 *6%* g	14 *3%*
Lidl	**14** ***1%***	12 *1%*	2 *	- -	2 *1%*	6 *1%*	7 *2%*	7 *1%*	5 *1%*	5 *1%*	13 *1%*	* *	- -	2 *1%*	7 *1%*	5 *1%*	6 *1%*
Aldi	**34** ***2%***	17 *2%*	17 *3%*	4 *2%*	13 *4%* R	26 *2%*	7 *2%*	22 *3%*	9 *2%*	7 *1%*	29 *2%*	5 *2%*	- -	3 *1%*	24 *3%*	15 *2%*	16 *3%*
Other	**100** ***6%***	74 *7%*	26 *5%*	10 *5%*	22 *6%*	47 *4%*	53 *11%* V	57 *7%*	32 *5%*	27 *6%*	81 *6%*	16 *8%*	3 *6%*	16 *6%*	54 *6%*	49 *6%*	25 *5%*
Varies too much to say	**47** ***3%***	33 *3%*	14 *3%*	8 *4%*	11 *3%*	29 *3%*	18 *4%*	21 *2%*	19 *3%*	17 *4%*	37 *3%*	7 *3%*	3 *7%*	8 *3%*	24 *3%*	27 *3%*	6 *1%*

4.11 Which supermarket do you buy most of your meat from?

Base: All who shop at supermarket

	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	**1615**	1544	71	1133	137	150	195	468	845	302
Weighted Base	**1622**	1543	79*	1157	139	146	169	500	825	297
Tesco	**535** *33%*	506 *33%*	29 *37%*	376 *33%*	48 *35%*	40 *27%*	87 *51%* jkl	196 *39%*	248 *30%*	91 *31%*
Sainsburys	**286** *18%*	276 *18%*	9 *12%*	213 *18%* l	16 *12%*	14 *10%*	39 *23%* kl	82 *16%*	160 *19%*	44 *15%*
Asda	**272** *17%*	258 *17%*	14 *18%*	193 *17%*	24 *17%*	30 *20%*	21 *12%*	73 *15%*	133 *16%*	66 *22%*
Morrisons	**246** *15%*	232 *15%*	14 *18%*	174 *15%* m	22 *16%* m	35 *24%* jm	- -	49 *10%*	142 *17%*	55 *18%*
Waitrose	**89** *5%*	87 *6%*	2 *2%*	68 *6%* lm	8 *6%* lm	- -	1 *	43 *9%*	38 *5%*	8 *3%*
Lidl	**14** *1%*	13 *1%*	1 *1%*	8 *1%*	2 *1%*	4 *3%* j	2 *1%*	3 *1%*	8 *1%*	3 *1%*
Aldi	**34** *2%*	34 *2%*	- -	24 *2%*	2 *2%*	6 *4%* m	- -	15 *3%*	14 *2%*	5 *2%*
Other	**100** *6%*	96 *6%*	4 *5%*	68 *6%*	10 *7%*	13 *9%*	14 *9%*	25 *5%*	55 *7%*	20 *7%*
Varies too much to say	**47** *3%*	42 *3%*	6 *7%*	31 *3%*	7 *5%*	4 *3%*	4 *2%*	15 *3%*	28 *3%*	5 *2%*

5.1 Gender

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*
Male	**921**	921	-	56	144	172	158	162	230	279	71	75	61	212	826	23	47
	44%	*100%* B	-	*38%*	*45%*	*45%*	*47%*	*48%*	*42%*	*49%* J	*34%*	*52%* J	*47%* J	*45%* J	*43%*	*60%*	*60%* O
Female	**1157**	-	1157	91	176	209	178	178	324	290	141	70	68	264	1076	15	31
	56%	-	*100%* A	*62%*	*55%*	*55%*	*53%*	*52%*	*58%*	*51%*	*66%* IKLM	*48%*	*53%*	*55%*	*57%* Q	*40%*	*40%*

5.1 Gender

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
Male	**921**	663	258	114	177	658	264	324	429	393	770	113	38	184	478	505	236
	44%	*46%* SU	*40%*	*40%*	*38%*	*46%*	*41%*	*28%*	*61%* X	*71%* XY	*44%*	*43%*	*51%*	*58%* e	*40%*	*47%* g	*39%*
Female	**1157**	767	389	169	289	775	382	821	279	164	968	151	37	131	725	562	377
	56%	*54%*	*60%* R	*60%*	*62%* R	*54%*	*59%*	*72%* YZ	*39%* Z	*29%*	*56%*	*57%*	*49%*	*42%*	*60%* d	*53%*	*61%* f

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

5.1 Gender

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
Male	**921** ***44%***	868 *44%*	53 *57%* h	656 *44%*	80 *46%*	84 *43%*	93 *40%*	271 *43%*	454 *44%*	197 *49%*
Female	**1157** ***56%***	1117 *56%* i	40 *43%*	821 *56%*	96 *54%*	110 *57%*	138 *60%*	366 *57%*	585 *56%*	206 *51%*

5.2/5.3 Age

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*
18-24	**147** *7%*	56 *6%*	91 *8%*	147 *100%* DEFGH	- -	- -	- -	- -	- -	30 *5%*	7 *3%*	13 *9%*	10 *8%*	35 *7%*	116 *6%*	7 *18%* O	6 *8%*
25-34	**319** *15%*	144 *16%*	176 *15%*	- -	319 *100%* CEFGH	- -	- -	- -	- -	76 *13%*	40 *19%*	24 *16%*	20 *15%*	79 *17%*	256 *13%*	13 *35%* O	28 *36%* O
35-44	**381** *18%*	172 *19%*	209 *18%*	- -	- -	381 *100%* CDFGH	- -	- -	- -	124 *22%* M	39 *18%*	26 *18%*	23 *18%*	61 *13%*	329 *17%*	12 *32%* O	26 *33%* O
45-54	**336** *16%*	158 *17%*	178 *15%*	- -	- -	- -	336 *100%* CDEGH	- -	- -	105 *18%*	31 *15%*	19 *13%*	20 *15%*	71 *15%*	323 *17%*	2 *5%*	9 *12%*
55-64	**339** *16%*	162 *18%*	178 *15%*	- -	- -	- -	- -	339 *100%* CDEFH	- -	94 *16%*	34 *16%*	24 *16%*	21 *16%*	95 *20%*	332 *17%* PQ	1 *2%*	3 *4%*
65-74	**281** *14%*	121 *13%*	159 *14%*	- -	- -	- -	- -	- -	281 *51%* CDEF G	91 *16%* M	33 *16%*	20 *14%*	17 *13%*	50 *11%*	275 *14%* Q	1 *2%*	3 *4%*
75+	**273** *13%*	109 *12%*	164 *14%*	- -	- -	- -	- -	- -	273 *49%* CDEFG	50 *9%*	27 *13%*	20 *14%*	19 *15%*	82 *17%* I	268 *14%* Q	2 *5%*	3 *4%*
Refused	**2** *	- -	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *	2 *	- -	- -

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 46

13 Nov 2012

5.2/5.3 Age

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
18-24	**147**	100	46	29	15	139	8	36	72	75	134	13	*	42	76	70	47
	7%	*7%*	*7%*	*10%*	*3%*	*10%*	*1%*	*3%*	*10%*	*13%*	*8%*	*5%*	*	*13%*	*6%*	*7%*	*8%*
		U	U	SU		W			X	XY	c			e			
25-34	**319**	132	188	133	113	311	8	163	128	82	294	16	10	50	183	158	109
	15%	*9%*	*29%*	*47%*	*24%*	*22%*	*1%*	*14%*	*18%*	*15%*	*17%*	*6%*	*13%*	*16%*	*15%*	*15%*	*18%*
			RU	RSU	R	W					b						
35-44	**381**	97	284	105	238	362	19	221	129	102	339	31	11	63	228	197	120
	18%	*7%*	*44%*	*37%*	*51%*	*25%*	*3%*	*19%*	*18%*	*18%*	*20%*	*12%*	*15%*	*20%*	*19%*	*18%*	*20%*
			RT	R	RST	W					b						
45-54	**336**	227	109	12	85	329	7	189	121	90	287	42	7	59	191	190	84
	16%	*16%*	*17%*	*4%*	*18%*	*23%*	*1%*	*17%*	*17%*	*16%*	*17%*	*16%*	*10%*	*19%*	*16%*	*18%*	*14%*
		T	T		T	W											
55-64	**339**	323	16	1	11	292	47	187	112	92	283	49	8	32	214	181	91
	16%	*23%*	*3%*	*	*2%*	*20%*	*7%*	*16%*	*16%*	*17%*	*16%*	*18%*	*11%*	*10%*	*18%*	*17%*	*15%*
		STU	T			W									d		
65-74	**281**	277	4	2	3	-	281	167	85	63	221	49	10	24	173	159	59
	14%	*19%*	*1%*	*1%*	*1%*	-	*43%*	*15%*	*12%*	*11%*	*13%*	*19%*	*14%*	*8%*	*14%*	*15%*	*10%*
		STU					V					a			d	g	
75+	**273**	272	1	-	1	-	273	180	60	54	179	66	29	45	138	112	102
	13%	*19%*	*	-	*	-	*42%*	*16%*	*8%*	*10%*	*10%*	*25%*	*38%*	*14%*	*11%*	*11%*	*17%*
		STU					V	YZ				a	ab				f
Refused	**2**	2	-	-	-	-	2	2	-	-	2	-	-	-	-	-	2
	*	*	-	-	-	-	*	*	-	-	*	-	-	-	-	-	*

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**

5.2/5.3 Age

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
18-24	**147** *7%*	133 *7%*	14 *15%* h	106 *7%* l	14 *8%* l	5 *2%*	22 *9%* l	36 *6%*	73 *7%*	38 *9%*
25-34	**319** *15%*	304 *15%*	15 *16%*	235 *16%*	18 *11%*	28 *14%*	35 *15%*	106 *17%*	165 *16%*	49 *12%*
35-44	**381** *18%*	362 *18%*	19 *21%*	269 *18%*	41 *23%* l	26 *13%*	38 *16%*	161 *25%*	169 *16%*	51 *13%*
45-54	**336** *16%*	327 *16%*	9 *10%*	234 *16%*	30 *17%*	37 *19%*	42 *18%*	138 *22%*	158 *15%*	40 *10%*
55-64	**339** *16%*	330 *17%*	10 *10%*	242 *16%*	26 *15%*	35 *18%*	38 *16%*	104 *16%*	172 *17%*	63 *16%*
65-74	**281** *14%*	268 *13%*	13 *14%*	194 *13%*	24 *14%*	36 *19%*	34 *15%*	64 *10%*	159 *15%*	58 *14%*
75+	**273** *13%*	260 *13%*	13 *14%*	194 *13%*	23 *13%*	28 *14%*	24 *10%*	27 *4%*	144 *14%*	102 *25%*
Refused	**2** *	2 *	- -	2 *	- -	- -	- -	- -	- -	2 *

5.4/5.5 People aged 65+ in household

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*
0	**1433** **69%**	658 71%	775 67%	139 95% GH	311 97% GH	362 95% GH	329 98% GH	292 86% H	- -	396 70%	145 68%	100 69%	88 68%	323 68%	1278 67%	31 82%	68 87% O
1	**378** **18%**	142 15%	236 20% A	5 3%	4 1%	10 3%	3 1%	45 13% CDEF	310 56% CDEF G	93 16%	47 22%	29 20%	18 14%	101 21%	362 19% Q	6 15%	6 7%
2	**249** **12%**	116 13%	134 12%	2 1%	4 1%	7 2%	3 1%	1 *	230 42% CDEF G	74 13%	20 10%	16 11%	23 18%	48 10%	246 13% P	- -	4 5%
3+	**18** **1%**	6 1%	12 1%	1 1%	- -	2 *	1 *	1 *	13 2% DEFG	7 1%	- -	* *	1 1%	3 1%	16 1%	1 2%	1 1%

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

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 47

13 Nov 2012

5.4/5.5 People aged 65+ in household

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
0	**1433**	808	625	272	450	1433	-	747	527	421	1259	138	36	233	839	757	422
	69%	*56%*	*97%* R	*96%* R	*96%* R	*100%* W	-	*65%*	*74%* X	*76%* X	*72%* bc	*52%*	*47%*	*74%*	*70%*	*71%*	*69%*
1	**378**	363	16	4	14	-	378	261	86	55	257	91	30	50	220	179	129
	18%	*25%* STU	*2%*	*1%*	*3%*	-	*59%* V	*23%* YZ	*12%*	*10%*	*15%*	*35%* a	*39%* a	*16%*	*18%*	*17%*	*21%*
2	**249**	244	5	4	1	-	249	124	95	77	211	30	9	28	134	120	57
	12%	*17%* STU	*1%* U	*1%*	*	-	*39%* V	*11%*	*13%*	*14%*	*12%*	*11%*	*12%*	*9%*	*11%*	*11%*	*9%*
3+	**18**	16	2	2	2	-	18	13	*	4	12	5	1	3	10	10	6
	1%	*1%*	*	*1%*	*	-	*3%* V	*1%* Y	*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*

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

5.4/5.5 People aged 65+ in household

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
0	**1433** ***69%***	1368 *69%*	65 *70%*	1029 *70%* l	114 *65%*	120 *62%*	165 *71%* l	520 *82%*	690 *66%*	223 *55%*
1	**378** ***18%***	359 *18%*	19 *20%*	261 *18%*	39 *22%*	36 *19%*	49 *21%*	66 *10%*	198 *19%*	113 *28%*
2	**249** ***12%***	241 *12%*	8 *9%*	175 *12%*	21 *12%*	34 *17%* jm	18 *8%*	48 *8%*	140 *13%*	62 *15%*
3+	**18** ***1%***	17 *1%*	1 *1%*	12 *1%*	2 *1%*	4 *2%* m	- -	2 *	11 *1%*	5 *1%*

5.6 How many children or young people aged under 17 live in this household?
This could include other people's children who usually live in this household, as well as your own children.

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*
0	**1431**	663	767	100	132	97	227	323	549	374	160	102	94	325	1352	16	30
	69%	*72%* B	*66%*	*69%* DE	*41%* E	*25%*	*68%* DE	*95%* CDEF	*99%* CDEF G	*66%*	*75%* I	*70%*	*72%*	*68%*	*71%* PQ	*43%*	*39%*
1	**260**	108	151	31	83	75	61	8	3	76	17	14	16	67	218	8	23
	13%	*12%*	*13%*	*21%* GH	*26%* FGH	*20%* GH	*18%* GH	*2%* H	*1%*	*13%*	*8%*	*10%*	*12%*	*14%*	*11%*	*20%*	*29%* O
2	**266**	105	161	11	60	146	39	8	2	94	25	16	12	47	230	9	15
	13%	*11%*	*14%*	*8%* GH	*19%* CFGH	*38%* CDFG H	*12%* GH	*2%* H	*	*17%* M	*12%*	*11%*	*9%*	*10%*	*12%*	*25%* O	*19%*
3+	**122**	45	77	4	45	64	9	-	-	25	10	13	8	36	102	5	10
	6%	*5%*	*7%*	*3%* GH	*14%* CFGH	*17%* CFGH	*3%* GH	-	-	*4%*	*5%*	*9%*	*6%*	*8%*	*5%*	*13%*	*13%* O

5.6 How many children or young people aged under 17 live in this household?
This could include other people's children who usually live in this household, as well as your own children.

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
0	**1431**	1431	-	-	-	808	623	806	469	371	1138	227	65	215	818	735	403
	69%	*100%* STU	-	-	-	*56%*	*97%* V	*70%*	*66%*	*67%*	*65%*	*86%* a	*85%* a	*68%*	*68%*	*69%*	*66%*
1	**260**	-	260	104	129	249	10	135	96	81	237	19	4	34	160	119	97
	13%	-	*40%* RU	*37%* RU	*28%* R	*17%* W	*2%*	*12%*	*14%*	*15%*	*14%* bc	*7%*	*5%*	*11%*	*13%*	*11%*	*16%* f
2	**266**	-	266	106	219	258	8	142	96	74	245	14	7	46	160	147	80
	13%	-	*41%* R	*38%* R	*47%* RST	*18%* W	*1%*	*12%*	*14%*	*13%*	*14%* b	*5%*	*10%*	*15%*	*13%*	*14%*	*13%*
3+	**122**	-	122	72	118	118	4	62	48	30	118	4	-	19	65	66	33
	6%	-	*19%* R	*26%* RS	*25%* RS	*8%* W	*1%*	*5%*	*7%*	*5%*	*7%* bc	*2%*	-	*6%*	*5%*	*6%*	*5%*

5.6 How many children or young people aged under 17 live in this household?
This could include other people's children who usually live in this household, as well as your own children.

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
0	**1431** **69%**	1373 *69%*	57 *62%*	1024 *69%* k	105 *60%*	150 *77%* jkm	152 *66%*	399 *63%*	730 *70%*	301 *75%*
1	**260** ***13%***	247 *12%*	13 *14%*	184 *12%*	25 *14%*	18 *9%*	35 *15%*	99 *16%*	128 *12%*	33 *8%*
2	**266** ***13%***	249 *13%*	17 *18%*	181 *12%*	35 *20%* jlm	21 *11%*	27 *12%*	102 *16%*	119 *11%*	44 *11%*
3+	**122** ***6%***	115 *6%*	6 *7%*	88 *6%*	10 *6%*	6 *3%*	17 *7%* l	36 *6%*	61 *6%*	25 *6%*

5.7 Age of children in household

Base: All with children in household

	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	**627**	222	405	46	178	269	113	17	4	164	53	42	35	142	547	20	37
Weighted Base	**647**	258	389	46**	188	284	109*	16**	5**	196	52*	43**	36**	150*	550	22**	48**
Under 1	**66**	33	33	11	38	12	5	-	-	19	3	3	2	16	51	-	9
	10%	*13%*	*9%*	*24%*	*20%* EF	*4%*	*4%*	-	-	*10%*	*5%*	*8%*	*6%*	*11%*	*9%*	-	*19%*
1	**86**	30	56	8	43	35	-	-	-	20	8	5	6	23	76	2	4
	13%	*12%*	*14%*	*18%*	*23%* EF	*12%* F	-	-	-	*10%*	*16%*	*12%*	*16%*	*15%*	*14%*	*9%*	*8%*
2	**64**	27	37	7	29	26	2	-	-	13	3	5	3	21	51	4	9
	10%	*10%*	*10%*	*16%*	*15%* F	*9%* F	*2%*	-	-	*7%*	*7%*	*11%*	*8%*	*14%*	*9%*	*17%*	*18%*
3	**69**	30	40	7	30	29	1	1	1	21	3	2	1	25	56	3	7
	11%	*11%*	*10%*	*15%*	*16%* F	*10%* F	*1%*	*6%*	*21%*	*11%*	*6%*	*5%*	*2%*	*17%*	*10%*	*13%*	*15%*
4	**70**	26	44	3	32	28	6	-	1	20	6	8	5	16	61	4	3
	11%	*10%*	*11%*	*7%*	*17%* F	*10%*	*5%*	-	*17%*	*10%*	*12%*	*19%*	*13%*	*11%*	*11%*	*17%*	*6%*
5	**76**	30	46	*	29	43	4	-	-	23	6	6	3	17	57	7	7
	12%	*12%*	*12%*	*	*15%* F	*15%* F	*3%*	-	-	*12%*	*11%*	*13%*	*8%*	*11%*	*10%*	*30%*	*15%*
6	**80**	38	42	4	28	43	3	1	-	30	5	9	4	12	60	3	12
	12%	*15%*	*11%*	*10%*	*15%* F	*15%* F	*3%*	*5%*	-	*16%*	*10%*	*20%*	*12%*	*8%*	*11%*	*13%*	*24%*
7	**85**	24	61	1	29	44	9	-	2	25	7	11	6	12	72	4	5
	13%	*9%*	*16%*	*2%*	*16%*	*15%*	*8%*	-	*41%*	*13%*	*13%*	*26%*	*17%*	*8%*	*13%*	*17%*	*11%*
8	**62**	23	40	-	18	41	2	1	1	20	11	2	2	16	57	1	2
	10%	*9%*	*10%*	-	*10%* F	*14%* F	*2%*	*4%*	*17%*	*10%*	*21%*	*4%*	*5%*	*11%*	*10%*	*4%*	*4%*
9	**52**	20	32	1	10	36	6	-	-	13	2	2	5	11	42	6	3
	8%	*8%*	*8%*	*2%*	*5%*	*13%* D	*5%*	-	-	*7%*	*4%*	*5%*	*13%*	*7%*	*8%*	*26%*	*6%*

5.7 Age of children in household

Base: All with children in household

	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)
Weighted Base	**647**	258	389	46**	188	284	109*	16**	5**	196	52*	43**	36**	150*	550	22**	48**
10	**77** ***12%***	33 *13%*	45 *11%*	5 *11%*	11 *6%*	53 *18%* DF	7 *7%*	1 *5%*	- -	27 *14%*	7 *13%*	7 *16%*	6 *17%*	16 *11%*	70 *13%*	2 *9%*	5 *10%*
11	**55** ***9%***	27 *10%*	28 *7%*	2 *4%*	12 *6%*	31 *11%*	9 *8%*	2 *10%*	- -	13 *7%*	3 *5%*	4 *10%*	2 *6%*	14 *9%*	40 *7%*	4 *17%*	9 *18%*
12	**68** ***11%***	26 *10%*	42 *11%*	- -	7 *4%*	37 *13%* D	23 *21%* D	1 *7%*	- -	19 *10%*	9 *17%*	5 *12%*	3 *9%*	14 *9%*	64 *12%*	1 *4%*	1 *2%*
13	**60** ***9%***	18 *7%*	42 *11%*	4 *9%*	9 *5%*	31 *11%*	11 *10%*	5 *29%*	- -	13 *6%*	9 *18%* I	5 *12%*	2 *5%*	13 *9%*	53 *10%*	2 *9%*	3 *6%*
14	**83** ***13%***	24 *9%*	59 *15%*	2 *5%*	10 *6%*	45 *16%* D	23 *21%* D	2 *12%*	1 *21%*	19 *9%*	10 *19%*	10 *24%*	6 *16%*	20 *13%*	75 *14%*	3 *13%*	3 *6%*
15	**55** ***8%***	17 *7%*	38 *10%*	2 *5%*	8 *4%*	17 *6%*	22 *21%* DE	5 *29%*	1 *21%*	21 *11%*	5 *9%*	2 *5%*	8 *22%*	7 *4%*	51 *9%*	1 *4%*	2 *4%*
16	**79** ***12%***	36 *14%*	43 *11%*	9 *20%*	5 *3%*	28 *10%* D	30 *28%* DE	7 *43%*	- -	21 *11%*	7 *14%*	7 *16%*	5 *14%*	19 *13%*	71 *13%*	1 *4%*	5 *10%*

5.7 Age of children in household

Base: All with children in household

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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	**627**	-	627	264	459	607	20	359	212	165	579	39	9	99	378	331	199
Weighted Base	**647**	-**	647	282	466	625	23**	339	240	186	600	37*	11**	99*	385	332	210
Under 1	**66**	-	66	66	11	65	1	25	26	26	60	7	-	15	29	35	16
	10%	-	*10%* U	*23%* SU	*2%*	*10%*	*3%*	*7%*	*11%*	*14%* X	*10%*	*18%*	-	*15%* e	*8%*	*10%*	*8%*
1	**86**	-	86	86	42	86	-	41	40	18	80	3	3	17	52	43	25
	13%	-	*13%* U	*30%* SU	*9%*	*14%*	-	*12%*	*17%* Z	*10%*	*13%*	*7%*	*28%*	*17%*	*13%*	*13%*	*12%*
2	**64**	-	64	64	29	63	1	30	29	18	60	4	-	8	40	40	19
	10%	-	*10%* U	*23%* SU	*6%*	*10%*	*4%*	*9%*	*12%*	*10%*	*10%*	*12%*	-	*8%*	*10%*	*12%*	*9%*
3	**69**	-	69	69	39	62	7	32	25	23	67	1	1	7	33	33	23
	11%	-	*11%* U	*25%* SU	*8%*	*10%*	*31%*	*9%*	*10%*	*13%*	*11%*	*2%*	*9%*	*7%*	*9%*	*10%*	*11%*
4	**70**	-	70	70	39	69	1	39	22	16	64	2	4	8	40	41	15
	11%	-	*11%* U	*25%* SU	*8%*	*11%*	*5%*	*11%*	*9%*	*8%*	*11%*	*5%*	*37%*	*8%*	*10%*	*12%*	*7%*
5	**76**	-	76	34	76	75	1	42	29	14	71	3	2	8	48	39	24
	12%	-	*12%*	*12%*	*16%* S	*12%*	*4%*	*12%*	*12%*	*7%*	*12%*	*7%*	*17%*	*8%*	*12%*	*12%*	*11%*
6	**80**	-	80	43	80	77	3	36	35	23	75	5	-	13	51	49	17
	12%	-	*12%*	*15%*	*17%* S	*12%*	*15%*	*11%*	*15%*	*12%*	*13%*	*13%*	-	*14%*	*13%*	*15%*	*8%*
7	**85**	-	85	23	85	82	3	55	24	14	78	4	4	7	56	49	23
	13%	-	*13%* T	*8%*	*18%* ST	*13%*	*14%*	*16%* Z	*10%*	*7%*	*13%*	*10%*	*34%*	*7%*	*14%*	*15%*	*11%*
8	**62**	-	62	25	62	60	3	34	23	14	60	2	*	10	37	29	23
	10%	-	*10%*	*9%*	*13%* S	*10%*	*12%*	*10%*	*10%*	*8%*	*10%*	*6%*	*4%*	*10%*	*10%*	*9%*	*11%*
9	**52**	-	52	12	52	51	1	34	16	12	47	4	1	13	29	35	11
	8%	-	*8%* T	*4%*	*11%* ST	*8%*	*4%*	*10%*	*7%*	*7%*	*8%*	*11%*	*9%*	*13%*	*7%*	*11%*	*5%*

5.7 Age of children in household

Base: All with children in household

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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)
Weighted Base	**647**	-**	647	282	466	625	23**	339	240	186	600	37*	11**	99*	385	332	210
10	**77** ***12%***	- -	77 *12%* T	12 *4%*	77 *17%* ST	72 *11%*	6 *25%*	37 *11%*	31 *13%*	28 *15%*	74 *12%*	2 *5%*	1 *9%*	16 *16%*	43 *11%*	43 *13%*	23 *11%*
11	**55** ***9%***	- -	55 *9%* T	9 *3%*	55 *12%* ST	55 *9%*	- -	27 *8%*	24 *10%*	15 *8%*	50 *8%*	4 *11%*	1 *9%*	7 *8%*	36 *9%*	33 *10%*	15 *7%*
12	**68** ***11%***	- -	68 *11%* T	9 *3%*	68 *15%* ST	66 *11%*	2 *8%*	39 *11%*	22 *9%*	22 *12%*	64 *11%*	4 *11%*	- -	11 *11%*	32 *8%*	36 *11%*	18 *8%*
13	**60** ***9%***	- -	60 *9%* T	15 *5%*	60 *13%* ST	59 *9%*	1 *4%*	32 *9%*	20 *8%*	20 *11%*	56 *9%*	3 *8%*	* *4%*	16 *16%* e	27 *7%*	32 *10%*	15 *7%*
14	**83** ***13%***	- -	83 *13%* T	11 *4%*	83 *18%* ST	80 *13%*	3 *13%*	50 *15%*	27 *11%*	20 *11%*	80 *13%*	3 *8%*	- -	14 *14%*	57 *15%*	45 *14%*	30 *14%*
15	**55** ***8%***	- -	55 *8%* T	3 *1%*	55 *12%* ST	50 *8%*	5 *23%*	31 *9%*	16 *7%*	14 *8%*	51 *9%*	3 *7%*	1 *9%*	4 *4%*	37 *9%*	27 *8%*	19 *9%*
16	**79** ***12%***	- -	79 *12%* TU	7 *2%*	46 *10%* T	76 *12%*	3 *13%*	40 *12%*	34 *14%*	27 *14%*	74 *12%*	5 *13%*	- -	15 *15%*	48 *12%*	33 *10%*	38 *18%* f

5.7 Age of children in household

Base: All with children in household

	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	**627**	596	31	437	56	47	87	225	311	91
Weighted Base	**647**	612	36**	453	71*	44*	79*	238	308	102*
Under 1	**66** *10%*	59 *10%*	8 *21%*	47 *10%*	7 *10%*	3 *7%*	10 *12%*	22 *9%*	30 *10%*	14 *14%*
1	**86** *13%*	83 *14%*	3 *9%*	60 *13%*	10 *15%*	5 *11%*	8 *10%*	25 *10%*	52 *17%*	9 *9%*
2	**64** *10%*	62 *10%*	2 *6%*	44 *10%*	9 *13%*	3 *7%*	6 *7%*	17 *7%*	29 *9%*	18 *18%*
3	**69** *11%*	63 *10%*	6 *17%*	41 *9%*	18 *25%* jl	2 *5%*	9 *11%*	26 *11%*	28 *9%*	15 *15%*
4	**70** *11%*	66 *11%*	4 *12%*	47 *10%*	10 *14%*	8 *18%* m	5 *6%*	26 *11%*	33 *11%*	11 *11%*
5	**76** *12%*	73 *12%*	2 *6%*	59 *13%*	2 *3%*	4 *9%*	7 *9%*	25 *10%*	38 *12%*	13 *13%*
6	**80** *12%*	75 *12%*	5 *13%*	49 *11%*	18 *26%* jl	3 *7%*	10 *12%*	30 *13%*	38 *12%*	12 *12%*
7	**85** *13%*	81 *13%*	4 *11%*	63 *14%*	3 *5%*	11 *25%* jkm	8 *10%*	32 *13%*	35 *11%*	18 *18%*
8	**62** *10%*	56 *9%*	6 *17%*	41 *9%*	8 *11%*	5 *11%*	14 *18%* j	22 *9%*	35 *11%*	5 *5%*
9	**52** *8%*	51 *8%*	1 *3%*	35 *8%*	6 *9%*	5 *11%*	7 *9%*	20 *8%*	15 *5%*	17 *17%*

5.7 Age of children in household

Base: All with children in household

	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)
Weighted Base	**647**	612	36**	453	71*	44*	79*	238	308	102*
10	**77** *12%*	72 *12%*	5 *15%*	52 *12%*	10 *14%*	9 *20%* m	6 *7%*	32 *13%*	36 *12%*	10 *10%*
11	**55** *9%*	51 *8%*	4 *11%*	43 *9%*	1 *1%*	4 *9%*	8 *10%*	18 *8%*	30 *10%*	7 *7%*
12	**68** *11%*	61 *10%*	7 *20%*	48 *11%*	6 *9%*	3 *7%*	14 *17%*	25 *10%*	34 *11%*	10 *9%*
13	**60** *9%*	56 *9%*	3 *9%*	41 *9%*	6 *9%*	4 *9%*	11 *14%*	19 *8%*	28 *9%*	13 *13%*
14	**83** *13%*	83 *14%*	* *1%*	65 *14%*	3 *5%*	2 *4%*	10 *12%*	31 *13%*	43 *14%*	9 *9%*
15	**55** *8%*	51 *8%*	4 *10%*	36 *8%*	9 *13%*	5 *11%*	4 *5%*	17 *7%*	31 *10%*	7 *7%*
16	**79** *12%*	78 *13%*	1 *3%*	58 *13%*	7 *10%*	2 *5%*	9 *11%*	32 *13%*	35 *11%*	12 *11%*

5.8 And are you the parent or main or joint carer for any of the children or young people you have told me about?

Base: All with children in household

	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	**627**	222	405	46	178	269	113	17	4	164	53	42	35	142	547	20	37
Weighted Base	**647**	258	389	46**	188	284	109*	16**	5**	196	52*	43**	36**	150*	550	22**	48**
Yes	**601**	230	371	27	175	276	105	14	5	191	52	38	35	126	515	20	41
	93%	*89%*	*95%* A	*58%*	*93%*	*97%*	*97%*	*85%*	*100%*	*98%* M	*100%* M	*86%*	*96%*	*84%*	*94%*	*91%*	*84%*
No	**46**	28	18	19	12	9	3	3	-	5	*	6	1	24	35	2	8
	7%	*11%* B	*5%*	*42%*	*7%*	*3%*	*3%*	*15%*	-	*2%*	*	*14%*	*4%*	*16%* IJ	*6%*	*9%*	*16%*

5.8 And are you the parent or main or joint carer for any of the children or young people you have told me about?

Base: All with children in household

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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	**627**	-	627	264	459	607	20	359	212	165	579	39	9	99	378	331	199
Weighted Base	**647**	-**	647	282	466	625	23**	339	240	186	600	37*	11**	99*	385	332	210
Yes	**601**	-	601	265	436	582	19	332	211	164	557	33	11	91	362	315	185
	93%	-	*93%*	*94%*	*94%*	*93%*	*84%*	*98%* YZ	*88%*	*88%*	*93%*	*92%*	*100%*	*92%*	*94%*	*95%* g	*88%*
No	**46**	-	46	17	30	43	4	8	29	22	43	3	-	8	23	17	26
	7%	-	*7%*	*6%*	*6%*	*7%*	*16%*	*2%*	*12%* X	*12%* X	*7%*	*8%*	-	*8%*	*6%*	*5%*	*12%* f

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; ** very small base (under 30) ineligible for sig testing

5.8 And are you the parent or main or joint carer for any of the children or young people you have told me about?

Base: All with children in household

	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	**627**	596	31	437	56	47	87	225	311	91
Weighted Base	**647**	612	36**	453	71*	44*	79*	238	308	102*
Yes	**601** *93%*	567 *93%*	35 *97%*	423 *93%*	63 *89%*	43 *96%*	71 *89%*	226 *95%*	287 *93%*	88 *87%*
No	**46** *7%*	45 *7%*	1 *3%*	30 *7%*	8 *11%*	2 *4%*	9 *11%*	11 *5%*	21 *7%*	14 *13%*

5.9 Thinking of the income of the household as a whole, which of the groups on this card represents the total income of the whole household, before deductions for income tax, National Insurance etc.

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*
A: GBP 20,000 - GBP 24,999	**252** *12%*	118 *13%*	133 *12%*	15 *10%*	51 *16%*	40 *10%*	37 *11%*	44 *13%*	66 *12%*	58 *10%*	37 *18%* I	14 *9%*	14 *11%*	66 *14%*	226 *12%*	7 *17%*	15 *19%*
B: GBP 6,500 - GBP 7,499	**95** *5%*	27 *3%*	69 *6%* A	4 *3%*	12 *4%*	15 *4%*	6 *2%*	12 *4%*	46 *8%* DEFG	13 *2%*	4 *2%*	9 *6%*	3 *2%*	41 *9%* IJL	86 *5%*	3 *7%*	3 *4%*
C: GBP 17,500 - GBP 19,999	**121** *6%*	45 *5%*	76 *7%*	6 *4%*	21 *7%* E	11 *3%*	15 *4%*	21 *6%*	46 *8%* E	22 *4%*	17 *8%* I	3 *2%*	8 *6%*	43 *9%* IK	111 *6%*	1 *2%*	3 *3%*
D: GBP 13,500 - GBP 15,499	**108** *5%*	38 *4%*	70 *6%*	7 *5%*	14 *4%*	21 *6%*	14 *4%*	13 *4%*	40 *7%*	13 *2%*	10 *5%*	6 *4%*	13 *10%* I	36 *7%* I	101 *5%*	1 *2%*	6 *7%*
E: GBP 100,000 and over	**69** *3%*	42 *5%* B	26 *2%*	2 *1%*	5 *1%*	17 *5%* DH	22 *7%* DH	16 *5%* DH	6 *1%*	36 *6%* JM	3 *1%*	4 *3%*	4 *3%*	5 *1%*	67 *4%*	1 *2%*	- -
F: GBP 9,500 - GBP 11,499	**83** *4%*	36 *4%*	47 *4%*	7 *5%*	14 *4%*	12 *3%*	7 *2%*	16 *5%*	28 *5%* F	12 *2%*	6 *3%*	6 *4%*	5 *4%*	34 *7%* I	75 *4%*	- -	1 *1%*
G: GBP 4,500 - GBP 6,499	**33** *2%*	14 *2%*	19 *2%*	1 *1%*	3 *1%*	4 *1%*	3 *1%*	9 *3%*	12 *2%*	3 *1%*	4 *2%*	3 *2%*	3 *3%*	12 *2%* I	29 *2%*	- -	3 *4%*
H: GBP 50,000 - GBP 74,999	**205** *10%*	105 *11%*	100 *9%*	14 *10%* H	34 *10%* H	56 *15%* H	54 *16%* GH	31 *9%* H	16 *3%*	97 *17%* JKM	21 *10%* M	11 *8%*	11 *9%* M	17 *4%*	184 *10%*	2 *5%*	10 *13%*
I: GBP 11,500 - GBP 13,499	**68** *3%*	37 *4%*	31 *3%*	5 *4%*	5 *2%*	10 *3%*	6 *2%*	8 *2%*	34 *6%* DEFG	12 *2%*	8 *4%*	3 *2%*	6 *4%*	25 *5%* I	63 *3%*	1 *2%*	4 *5%*
J: GBP 25,000 - GBP 34,999	**221** *11%*	105 *11%*	116 *10%*	6 *4%*	50 *16%* CH	47 *12%* CH	39 *12%*	36 *11%*	43 *8%*	67 *12%*	25 *12%*	25 *17%* M	19 *14%*	36 *8%*	202 *11%*	4 *10%*	7 *8%*

5.9 Thinking of the income of the household as a whole, which of the groups on this card represents the total income of the whole household, before deductions for income tax, National Insurance etc.

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)
Weighted Base	**2078**	921	1157	147*	319	381	336	339	554	570	212	146	130*	475	1902	38*	79*
K: GBP 75,000 - GBP 99,999	**87** *4%*	42 *5%*	44 *4%*	3 *2%*	8 *2%*	24 *6%* DGH	39 *12%* CDEGH	8 *2%*	4 *1%*	46 *8%* JKM	5 *2%* M	3 *2%* M	6 *5%* M	* *	82 *4%*	2 *5%*	1 *1%*
L: UNDER GBP 2,500	**15** *1%*	6 *1%*	9 *1%*	5 *3%* DGH	1 *	4 *1%*	3 *1%*	- -	3 *1%*	2 *	2 *1%*	2 *1%*	- -	2 *	15 *1%*	- -	- -
M: GBP 35,000 - GBP 49,999	**184** *9%*	82 *9%*	101 *9%*	12 *8%*	41 *13%* H	47 *12%* H	30 *9%* H	30 *9%* H	25 *4%*	76 *13%* LM	22 *10%* M	20 *14%* LM	5 *4%*	21 *4%*	174 *9%*	1 *2%*	3 *4%*
N: GBP 15,500 - GBP 17,499	**39** *2%*	20 *2%*	19 *2%*	- -	8 *2%*	8 *2%*	3 *1%*	10 *3%*	11 *2%*	8 *1%*	4 *2%*	3 *2%*	2 *2%*	12 *2%*	35 *2%*	1 *2%*	2 *3%*
O: GBP 7,500 - GBP 9,499	**53** *3%*	11 *1%*	42 *4%* A	1 *1%*	2 *1%*	12 *3%*	5 *1%*	6 *2%*	27 *5%* DFG	9 *2%*	5 *2%*	4 *3%*	- -	20 *4%* I	46 *2%*	2 *5%*	3 *4%*
P: GBP 2,500 - GBP 4,499	**46** *2%*	18 *2%*	28 *2%*	8 *5%* H	8 *3%*	7 *2%*	7 *2%*	10 *3%*	7 *1%*	9 *2%*	5 *2%*	4 *3%*	3 *2%*	14 *3%*	39 *2%*	4 *10%* O	3 *4%*
Don't know	**159** *8%*	66 *7%*	93 *8%*	43 *29%* DEFGH	23 *7%*	16 *4%*	15 *4%*	23 *7%*	40 *7%*	27 *5%*	11 *5%*	7 *5%*	14 *11%* I	44 *9%* I	142 *7%*	5 *13%*	10 *12%*
Refused	**241** *12%*	106 *12%*	134 *12%*	9 *6%*	20 *6%*	30 *8%*	31 *9%*	47 *14%* DE	101 *18%* CDEF	60 *11%*	23 *11%*	19 *13%*	13 *10%*	47 *10%*	226 *12%*	5 *13%*	7 *9%*

5.9 Thinking of the income of the household as a whole, which of the groups on this card represents the total income of the whole household, before deductions for income tax, National Insurance etc.

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
A: GBP 20,000 - GBP 24,999	**252** *12%*	167 *12%*	85 *13%*	49 *17%* RS	59 *13%*	177 *12%*	75 *12%*	154 *13%*	79 *11%*	61 *11%*	213 *12%*	30 *11%*	9 *12%*	44 *14%*	138 *12%*	139 *13%*	60 *10%*
B: GBP 6,500 - GBP 7,499	**95** *5%*	69 *5%*	26 *4%*	14 *5%*	18 *4%*	49 *3%*	46 *7%* V	71 *6%* YZ	20 *3%*	8 *1%*	76 *4%*	11 *4%*	9 *12%* ab	11 *3%*	63 *5%*	41 *4%*	42 *7%* f
C: GBP 17,500 - GBP 19,999	**121** *6%*	88 *6%*	32 *5%*	21 *7%*	23 *5%*	69 *5%*	51 *8%* V	71 *6%*	33 *5%*	34 *6%*	102 *6%*	15 *6%*	3 *4%*	15 *5%*	67 *6%*	55 *5%*	36 *6%*
D: GBP 13,500 - GBP 15,499	**108** *5%*	77 *5%*	30 *5%*	10 *3%*	27 *6%*	61 *4%*	47 *7%* V	67 *6%*	27 *4%*	25 *4%*	82 *5%*	20 *8%*	6 *7%*	14 *5%*	70 *6%*	55 *5%*	39 *6%*
E: GBP 100,000 and over	**69** *3%*	45 *3%*	24 *4%*	8 *3%*	17 *4%*	58 *4%* W	11 *2%*	25 *2%*	37 *5%* X	28 *5%* X	54 *3%*	12 *5%*	3 *4%*	17 *5%*	37 *3%*	39 *4%*	14 *2%*
F: GBP 9,500 - GBP 11,499	**83** *4%*	57 *4%*	26 *4%* U	14 *5%*	13 *3%*	51 *4%*	32 *5%*	47 *4%*	32 *5%*	18 *3%*	66 *4%*	12 *4%*	6 *7%*	19 *6%*	43 *4%*	42 *4%*	28 *5%*
G: GBP 4,500 - GBP 6,499	**33** *2%*	29 *2%*	4 *1%*	1 *	4 *1%*	20 *1%*	13 *2%*	22 *2%*	6 *1%*	8 *1%*	29 *2%*	1 *	3 *4%* b	5 *2%*	16 *1%*	11 *1%*	12 *2%*
H: GBP 50,000 - GBP 74,999	**205** *10%*	114 *8%*	91 *14%* R	38 *14%* R	62 *13%* R	180 *13%* W	24 *4%*	86 *7%*	89 *13%* X	72 *13%* X	175 *10%*	22 *8%*	8 *10%*	18 *6%*	143 *12%* d	125 *12%*	55 *9%*
I: GBP 11,500 - GBP 13,499	**68** *3%*	54 *4%*	14 *2%*	7 *2%*	9 *2%*	34 *2%*	34 *5%* V	35 *3%*	26 *4%*	17 *3%*	51 *3%*	13 *5%*	4 *5%*	11 *4%*	35 *3%*	39 *4%*	23 *4%*
J: GBP 25,000 - GBP 34,999	**221** *11%*	143 *10%*	77 *12%*	34 *12%*	63 *13%*	169 *12%* W	51 *8%*	118 *10%*	84 *12%*	55 *10%*	201 *12%* bc	17 *7%*	2 *3%*	31 *10%*	122 *10%*	111 *10%*	71 *12%*

5.9 Thinking of the income of the household as a whole, which of the groups on this card represents the total income of the whole household, before deductions for income tax, National Insurance etc.

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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)
Weighted Base	**2078**	1431	647	282	466	1433	645	1145	708	557	1738	264	76*	314	1203	1066	614
K: GBP 75,000 - GBP 99,999	**87** *4%*	58 *4%*	29 *4%*	7 *2%*	22 *5%*	80 *6%* W	7 *1%*	41 *4%*	33 *5%*	27 *5%*	77 *4%*	6 *2%*	4 *5%*	11 *4%*	53 *4%*	60 *6%* g	16 *3%*
L: UNDER GBP 2,500	**15** *1%*	13 *1%*	3 *	1 *	2 *	12 *1%*	3 *1%*	8 *1%*	7 *1%*	3 *	14 *1%*	1 *	1 *1%*	6 *2%* e	6 *1%*	9 *1%*	3 *
M: GBP 35,000 - GBP 49,999	**184** *9%*	107 *8%*	76 *12%* R	31 *11%*	48 *10%*	146 *10%* W	38 *6%*	99 *9%*	75 *11%*	45 *8%*	165 *10%* c	17 *7%*	1 *1%*	25 *8%*	122 *10%*	98 *9%*	47 *8%*
N: GBP 15,500 - GBP 17,499	**39** *2%*	25 *2%*	14 *2%* T	1 *	13 *3%* T	27 *2%*	12 *2%*	26 *2%*	9 *1%*	9 *2%*	34 *2%*	4 *2%*	1 *1%*	5 *2%*	23 *2%*	20 *2%*	12 *2%*
O: GBP 7,500 - GBP 9,499	**53** *3%*	42 *3%*	11 *2%*	2 *1%*	10 *2%*	24 *2%*	29 *4%* V	42 *4%* YZ	7 *1%*	5 *1%*	46 *3%*	7 *2%*	- -	8 *2%*	26 *2%*	24 *2%*	20 *3%*
P: GBP 2,500 - GBP 4,499	**46** *2%*	35 *2%*	11 *2%*	6 *2%*	8 *2%*	39 *3%* W	7 *1%*	26 *2%*	16 *2%*	6 *1%*	31 *2%*	12 *5%* a	3 *4%*	11 *3%*	27 *2%*	14 *1%*	16 *3%*
Don't know	**159** *8%*	119 *8%*	40 *6%*	18 *6%*	30 *6%*	107 *7%*	52 *8%*	66 *6%*	66 *9%* X	63 *11%* X	133 *8%*	22 *8%*	4 *6%*	30 *10%*	82 *7%*	76 *7%*	51 *8%*
Refused	**241** *12%*	187 *13%* STU	54 *8%*	21 *7%*	39 *8%*	128 *9%*	113 *17%* V	141 *12%*	65 *9%*	75 *14%* Y	189 *11%*	42 *16%* a	10 *13%*	33 *11%*	132 *11%*	109 *10%*	69 *11%*

5.9 Thinking of the income of the household as a whole, which of the groups on this card represents the total income of the whole household, before deductions for income tax, National Insurance etc.

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
A: GBP 20,000 - GBP 24,999	**252** *12%*	242 *12%*	9 *10%*	185 *13%*	14 *8%*	27 *14%*	19 *8%*	84 *13%*	115 *11%*	52 *13%*
B: GBP 6,500 - GBP 7,499	**95** *5%*	91 *5%*	4 *4%*	65 *4%*	10 *6%*	9 *5%*	14 *6%*	10 *2%*	49 *5%*	36 *9%*
C: GBP 17,500 - GBP 19,999	**121** *6%*	115 *6%*	6 *6%*	91 *6%* k	3 *2%*	15 *8%* k	10 *4%*	34 *5%*	62 *6%*	24 *6%*
D: GBP 13,500 - GBP 15,499	**108** *5%*	103 *5%*	5 *5%*	75 *5%*	10 *6%*	8 *4%*	17 *7%*	21 *3%*	62 *6%*	25 *6%*
E: GBP 100,000 and over	**69** *3%*	66 *3%*	3 *4%*	53 *4%*	3 *2%*	4 *2%*	4 *2%*	32 *5%*	26 *2%*	12 *3%*
F: GBP 9,500 - GBP 11,499	**83** *4%*	79 *4%*	4 *4%*	60 *4%*	6 *3%*	4 *2%*	17 *7%* jl	25 *4%*	34 *3%*	23 *6%*
G: GBP 4,500 - GBP 6,499	**33** *2%*	32 *2%*	1 *1%*	25 *2%*	2 *1%*	2 *1%*	2 *1%*	4 *1%*	19 *2%*	10 *2%*
H: GBP 50,000 - GBP 74,999	**205** *10%*	196 *10%*	9 *9%*	147 *10%*	19 *11%*	15 *8%*	17 *7%*	89 *14%*	99 *9%*	17 *4%*
I: GBP 11,500 - GBP 13,499	**68** *3%*	68 *3%*	- -	48 *3%*	6 *3%*	8 *4%*	6 *3%*	17 *3%*	29 *3%*	22 *5%*
J: GBP 25,000 - GBP 34,999	**221** *11%*	212 *11%*	8 *9%*	157 *11%*	18 *11%*	22 *12%*	22 *10%*	69 *11%*	119 *12%*	32 *8%*

5.9 Thinking of the income of the household as a whole, which of the groups on this card represents the total income of the whole household, before deductions for income tax, National Insurance etc.

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)
Weighted Base	**2078**	1985	93*	1477	176	194	231	637	1039	403
K: GBP 75,000 - GBP 99,999	**87** *4%*	84 *4%*	3 *3%*	63 *4%*	6 *4%*	9 *5%*	4 *2%*	33 *5%*	48 *5%*	6 *1%*
L: UNDER GBP 2,500	**15** *1%*	10 *	6 *6%* h	10 *1%*	3 *2%*	- -	- -	10 *2%*	3 *	3 *1%*
M: GBP 35,000 - GBP 49,999	**184** *9%*	176 *9%*	8 *8%*	130 *9%*	14 *8%*	18 *10%*	24 *10%*	64 *10%*	99 *10%*	21 *5%*
N: GBP 15,500 - GBP 17,499	**39** *2%*	39 *2%*	* *	28 *2%*	3 *2%*	4 *2%*	2 *1%*	12 *2%*	21 *2%*	6 *1%*
O: GBP 7,500 - GBP 9,499	**53** *3%*	51 *3%*	2 *2%*	38 *3%*	3 *2%*	6 *3%*	9 *4%*	3 *1%*	30 *3%*	20 *5%*
P: GBP 2,500 - GBP 4,499	**46** *2%*	44 *2%*	2 *2%*	32 *2%*	3 *2%*	8 *4%*	3 *1%*	16 *2%*	21 *2%*	9 *2%*
Don't know	**159** *8%*	148 *7%*	11 *12%*	97 *7%*	33 *19%* jlm	13 *7%*	21 *9%*	44 *7%*	77 *7%*	38 *10%*
Refused	**241** *12%*	229 *12%*	12 *13%*	172 *12%*	17 *10%*	22 *11%*	39 *17%* j	69 *11%*	126 *12%*	47 *12%*

NS-SEC

Base: All (except Never Worked)

	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	**2038**	867	1171	115	303	371	330	334	584	511	217	157	116	482	1902	33	61
Weighted Base	**2035**	904	1130	129*	315	372	332	338	547	570	212	146	130*	475	1872	36**	74*
1	**235** *12%*	124 *14%* B	110 *10%*	12 *9%*	32 *10%*	51 *14%* H	44 *13%*	50 *15%* H	47 *9%*	235 *41%* JKLM	- -	- -	- -	- -	214 *11%*	5 *13%*	14 *19%*
2	**335** *16%*	155 *17%*	180 *16%*	18 *14%*	44 *14%*	73 *20%* G	61 *18%*	44 *13%*	95 *17%*	335 *59%* JKLM	- -	- -	- -	- -	308 *16%*	3 *8%*	7 *10%*
3	**212** *10%*	71 *8%*	141 *12%* A	7 *6%*	40 *13%*	39 *10%*	31 *9%*	34 *10%*	60 *11%*	- -	212 *100%* IKLM	- -	- -	- -	198 *11%*	2 *5%*	5 *6%*
4	**146** *7%*	75 *8%*	70 *6%*	13 *10%*	24 *8%*	26 *7%*	19 *6%*	24 *7%*	40 *7%*	- -	- -	146 *100%* IJLM	- -	- -	139 *7%*	3 *8%*	3 *4%*
5	**130** *6%*	61 *7%*	68 *6%*	10 *8%*	20 *6%*	23 *6%*	20 *6%*	21 *6%*	36 *7%*	- -	- -	- -	130 *100%* IJKM	- -	130 *7%*	- -	- -
6	**254** *12%*	115 *13%*	139 *12%*	18 *14%*	44 *14%*	36 *10%*	36 *11%*	54 *16%* E	66 *12%*	- -	- -	- -	- -	254 *53%* IJKL	220 *12%*	8 *21%*	16 *22%* O
7	**222** *11%*	97 *11%*	125 *11%*	17 *13%*	36 *11%*	26 *7%*	36 *11%*	41 *12%* E	66 *12%* E	- -	- -	- -	- -	222 *47%* IJKL	205 *11%*	5 *13%*	8 *11%*
8	**14** *1%*	6 *1%*	8 *1%*	2 *2%*	6 *2%*	2 *1%*	2 *1%*	* *	3 *	- -	- -	- -	- -	- -	11 *1%*	1 *3%*	2 *3%*
9	**29** *1%*	8 *1%*	21 *2%*	1 *1%*	5 *2%*	2 *	3 *1%*	2 *1%*	16 *3%* E	- -	- -	- -	- -	- -	27 *1%*	- -	2 *2%*
Not stated	**459** *23%*	192 *21%*	267 *24%*	30 *23%*	64 *20%*	96 *26%*	80 *24%*	69 *20%*	119 *22%*	- -	- -	- -	- -	- -	421 *22%*	10 *29%*	16 *22%*

NS-SEC

Base: All (except Never Worked)

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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	**2038**	1429	609	252	449	1364	674	1213	625	502	1685	278	75	292	1182	1031	610
Weighted Base	**2035**	1403	632	272	456	1398	637	1119	692	554	1701	261	73*	295	1185	1034	605
1	**235** *12%*	151 *11%*	83 *13%*	42 *15%*	53 *12%*	174 *12%*	60 *9%*	105 *9%*	93 *13%* X	82 *15%* X	194 *11%*	37 *14%*	4 *5%*	41 *14%*	137 *12%*	145 *14%* g	50 *8%*
2	**335** *16%*	223 *16%*	113 *18%*	38 *14%*	85 *19%*	222 *16%*	113 *18%*	182 *16%*	110 *16%*	85 *15%*	292 *17%*	35 *13%*	8 *11%*	52 *18%*	192 *16%*	190 *18%* g	81 *13%*
3	**212** *10%*	160 *11%* T	52 *8%*	15 *5%*	45 *10%* T	145 *10%*	67 *11%*	128 *11%*	70 *10%*	50 *9%*	169 *10%*	34 *13%*	9 *12%*	22 *8%*	135 *11%*	100 *10%*	67 *11%*
4	**146** *7%*	102 *7%*	43 *7%*	16 *6%*	37 *8%*	100 *7%*	46 *7%*	80 *7%*	56 *8%*	35 *6%*	123 *7%*	15 *6%*	8 *11%*	25 *9%*	86 *7%*	84 *8%*	38 *6%*
5	**130** *6%*	94 *7%*	36 *6%*	15 *6%*	24 *5%*	88 *6%*	42 *7%*	61 *5%*	54 *8%*	38 *7%*	119 *7%* b	8 *3%*	3 *4%*	19 *7%*	81 *7%*	73 *7%*	29 *5%*
6	**254** *12%*	173 *12%*	81 *13%*	34 *12%*	60 *13%*	180 *13%*	74 *12%*	142 *13%*	78 *11%*	68 *12%*	212 *12%*	30 *12%*	11 *16%*	34 *12%*	143 *12%*	113 *11%*	82 *14%*
7	**222** *11%*	153 *11%*	69 *11%*	45 *17%* RSU	45 *10%*	144 *10%*	78 *12%*	120 *11%*	73 *11%*	62 *11%*	181 *11%*	28 *11%*	12 *17%*	22 *7%*	139 *12%*	77 *7%*	103 *17%* f
8	**14** *1%*	6 *	8 *1%*	5 *2%* R	4 *1%*	12 *1%*	3 *	12 *1%*	2 *	3 *	11 *1%*	2 *1%*	1 *2%*	2 *1%*	9 *1%*	7 *1%*	3 *1%*
9	**29** *1%*	24 *2%*	5 *1%*	3 *1%*	3 *1%*	11 *1%*	18 *3%* V	22 *2%*	5 *1%*	5 *1%*	23 *1%*	6 *2%*	- -	5 *2%*	15 *1%*	15 *1%*	10 *2%*
Not stated	**459** *23%*	318 *23%*	140 *22%*	59 *22%*	100 *22%*	322 *23%*	137 *21%*	266 *24%*	150 *22%*	127 *23%*	376 *22%*	66 *25%*	17 *23%*	71 *24%*	250 *21%*	230 *22%*	142 *24%*

NS-SEC

Base: All (except Never Worked)

	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	**2038**	1953	85	1407	170	199	262	604	1040	394
Weighted Base	**2035**	1946	88*	1442	176	193	226	629	1022	383
1	**235** *12%*	223 *11%*	11 *13%*	157 *11%*	29 *16%*	29 *15%*	24 *11%*	101 *16%*	113 *11%*	20 *5%*
2	**335** *16%*	317 *16%*	19 *21%*	240 *17%*	26 *15%*	37 *19%*	28 *12%*	136 *22%*	159 *16%*	40 *10%*
3	**212** *10%*	201 *10%*	11 *12%*	149 *10%*	17 *10%*	21 *11%*	32 *14%*	74 *12%*	107 *10%*	30 *8%*
4	**146** *7%*	136 *7%*	9 *11%*	94 *7%*	17 *10%*	21 *11%* j	29 *13%* j	41 *6%*	78 *8%*	27 *7%*
5	**130** *6%*	129 *7%*	1 *1%*	96 *7%*	5 *3%*	14 *7%*	15 *7%*	32 *5%*	64 *6%*	33 *9%*
6	**254** *12%*	240 *12%*	14 *15%*	178 *12%*	19 *11%*	27 *14%*	39 *17%* j	66 *11%*	121 *12%*	67 *17%*
7	**222** *11%*	217 *11%*	4 *5%*	159 *11%*	14 *8%*	15 *8%*	46 *20%* jkl	37 *6%*	127 *12%*	58 *15%*
8	**14** *1%*	13 *1%*	1 *1%*	10 *1%*	- -	2 *1%*	5 *2%* j	3 *	2 *	10 *3%*
9	**29** *1%*	27 *1%*	2 *2%*	18 *1%*	3 *2%*	4 *2%*	8 *4%* j	6 *1%*	17 *2%*	7 *2%*
Not stated	**459** *23%*	442 *23%*	17 *19%*	340 *24%* lm	46 *26%* lm	24 *12%* m	- -	133 *21%*	234 *23%*	91 *24%*

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; ** very small base (under 30) ineligible for sig testing**

5.18 What is your ethnic group?

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*
White																	
English / Welsh / Scottish / Northern Irish / British	**1789** *86%*	787 *85%*	1002 *87%*	103 *70%*	220 *69%*	304 *80%* D	313 *93%* CDE	321 *95%* CDE	525 *95%* CDE	486 *85%*	188 *89%*	128 *88%*	124 *96%* IM	404 *85%*	1789 *94%* PQ	- -	- -
Irish	**18** *1%*	8 *1%*	10 *1%*	1 *	5 *1%*	2 *1%*	3 *1%*	2 *1%*	5 *1%*	7 *1%*	2 *1%*	1 *1%*	* *	2 *	18 *1%*	- -	- -
Gypsy or Irish Traveller	**4** *	* *	3 *	- -	* *	* *	* *	1 *	2 *	1 *	- -	- -	2 *2%*	* *	4 *	- -	- -
Any other White background	**92** *4%*	31 *3%*	61 *5%*	13 *9%* FGH	31 *10%* FGH	23 *6%* FGH	7 *2%*	7 *2%*	11 *2%*	28 *5%*	8 *4%*	9 *7%*	3 *2%*	19 *4%*	92 *5%*	- -	- -
Mixed / Multiple ethnic groups																	
White and Black Caribbean	**12** *1%*	6 *1%*	7 *1%*	5 *3%* FGH	4 *1%* H	2 *	1 *	1 *	- -	9 *1%*	- -	- -	- -	3 *1%*	- -	- -	- -
White and Black African	**10** *1%*	6 *1%*	5 *	8 *5%* DEFGH	- -	2 *	1 *	- -	- -	4 *1%*	- -	1 *1%*	- -	1 *	- -	- -	- -
White and Asian	**13** *1%*	6 *1%*	8 *1%*	2 *1%* H	9 *3%* FGH	3 *1%*	- -	- -	- -	2 *	6 *3%* I	- -	- -	3 *1%*	- -	- -	- -
Any other Mixed / Multiple ethnic background	**6** *	1 *	6 *	1 *1%*	3 *1%*	2 *	- -	1 *	- -	1 *	2 *1%*	- -	- -	- -	- -	- -	- -

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

5.18 What is your ethnic group?

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)
Weighted Base	**2078**	921	1157	147*	319	381	336	339	554	570	212	146	130*	475	1902	38*	79*
Asian / Asian British																	
Indian	**16** ***1%***	6 *1%*	11 *1%*	3 *2%*	2 *1%*	7 *2%* H	3 *1%*	1 *	1 *	8 *1%* M	2 *1%*	2 *1%* M	- -	- -	- -	- -	16 *21%* OP
Pakistani	**22** ***1%***	17 *2%* B	6 *	2 *1%*	10 *3%* GH	5 *1%*	4 *1%*	1 *	1 *	9 *2%*	- -	* *	- -	6 *1%*	- -	- -	22 *28%* OP
Bangladeshi	**7** *	3 *	4 *	- -	4 *1%*	1 *	- -	1 *	1 *	2 *	- -	1 *1%*	- -	3 *1%*	- -	- -	7 *8%* O
Chinese	**5** *	1 *	4 *	1 *1%*	3 *1%*	* *	- -	- -	1 *	1 *	- -	- -	- -	2 *	- -	- -	5 *6%* O
Any other Asian background	**28** ***1%***	21 *2%* B	8 *1%*	1 *1%*	9 *3%* GH	13 *3%* FGH	3 *1%*	- -	2 *	2 *	3 *1%*	- -	- -	14 *3%* I	- -	- -	28 *36%* OP
Black / African / Caribbean / Black British																	
African	**18** ***1%***	11 *1%*	7 *1%*	2 *1%* H	9 *3%* FGH	7 *2%* FH	- -	1 *	- -	2 *	- -	- -	- -	7 *1%*	- -	18 *47%* OQ	- -
Caribbean	**12** ***1%***	7 *1%*	6 *	5 *3%* EFGH	3 *1%*	1 *	1 *	- -	3 *1%*	3 *	1 *	1 *1%*	- -	4 *1%*	- -	12 *32%* OQ	- -
Any other Black / African / Caribbean background	**8** *	5 *1%*	3 *	- -	2 *1%*	5 *1%* H	1 *	- -	- -	3 *	1 *	2 *1%*	- -	2 *	- -	8 *20%* OQ	- -
Other ethnic group																	
Arab	**7** *	3 *	4 *	1 *1%*	3 *1%*	3 *1%*	- -	- -	- -	1 *	- -	- -	- -	4 *1%*	- -	- -	- -

5.18 What is your ethnic group?

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)
Weighted Base	**2078**	921	1157	147*	319	381	336	339	554	570	212	146	130*	475	1902	38*	79*
Any other ethnic group	**10** *	5 *	6 *	1 1%	4 1%	2 *	- -	2 1%	2 *	3 *	- -	- -	- -	3 1%	- -	- -	- -

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

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 53

13 Nov 2012

5.18 What is your ethnic group?

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
White																	
English / Welsh / Scottish / Northern Irish / British	**1789** ***86%***	1286 *90%* STU	503 *78%* T	202 *71%*	369 *79%* T	1187 *83%*	602 *93%* V	1003 *88%* Y	592 *84%*	475 *85%*	1485 *85%*	243 *92%* ac	61 *80%*	264 *84%*	1036 *86%*	917 *86%*	527 *86%*
Irish	**18** ***1%***	14 *1%*	4 *1%*	1 *	3 *1%*	11 *1%*	7 *1%*	13 *1%*	4 *1%*	2 *	15 *1%*	3 *1%*	* *	3 *1%*	12 *1%*	9 *1%*	5 *1%*
Gypsy or Irish Traveller	**4** *	3 *	* *	* *	- -	1 *	2 *	3 *	1 *	* *	3 *	1 *	- -	- -	4 *	1 *	* *
Any other White background	**92** ***4%***	48 *3%*	44 *7%* R	25 *9%* R	26 *5%*	79 *5%* W	13 *2%*	48 *4%*	40 *6%*	29 *5%*	80 *5%*	6 *2%*	5 *7%*	11 *4%*	57 *5%*	39 *4%*	41 *7%* f
Mixed / Multiple ethnic groups																	
White and Black Caribbean	**12** ***1%***	3 *	9 *1%* R	7 *2%* R	6 *1%* R	12 *1%* W	- -	3 *	5 *1%*	5 *1%*	12 *1%*	- -	- -	- -	9 *1%*	3 *	7 *1%*
White and Black African	**10** ***1%***	8 *1%*	3 *	1 *	3 *1%*	10 *1%*	- -	2 *	5 *1%*	4 *1%*	10 *1%*	- -	- -	5 *2%* e	4 *	9 *1%*	2 *
White and Asian	**13** ***1%***	9 *1%*	5 *1%*	2 *1%*	5 *1%*	11 *1%*	2 *	5 *	5 *1%*	8 *1%*	11 *1%*	- -	2 *3%* b	2 *1%*	10 *1%*	3 *	5 *1%*
Any other Mixed / Multiple ethnic background	**6** *	5 *	2 *	1 *	- -	6 *	1 *	5 *	1 *	2 *	5 *	2 *1%*	- -	1 *	1 *	3 *	3 *

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**

5.18 What is your ethnic group?

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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)
Weighted Base	**2078**	1431	647	282	466	1433	645	1145	708	557	1738	264	76*	314	1203	1066	614
Asian / Asian British																	
Indian	**16** *1%*	9 *1%*	8 *1%*	2 *1%*	6 *1%*	15 *1%*	1 *	10 *1%*	5 *1%*	3 *1%*	12 *1%*	2 *1%*	3 *4%* a	5 *2%*	9 *1%*	10 *1%*	2 *
Pakistani	**22** *1%*	8 *1%*	15 *2%* R	13 *5%* RSU	9 *2%* R	20 *1%* W	2 *	7 *1%*	11 *2%*	6 *1%*	22 *1%*	- -	- -	2 *1%*	11 *1%*	18 *2%*	5 *1%*
Bangladeshi	**7** *	4 *	3 *	2 *1%*	3 *1%*	6 *	1 *	3 *	4 *1%*	- -	7 *	- -	- -	1 *	3 *	4 *	- -
Chinese	**5** *	3 *	2 *	1 *	1 *	4 *	1 *	3 *	2 *	2 *	3 *	2 *1%*	- -	1 *	1 *	4 *	1 *
Any other Asian background	**28** *1%*	8 *1%*	21 *3%* R	10 *4%* R	14 *3%* R	23 *2%*	6 *1%*	12 *1%*	16 *2%*	7 *1%*	26 *2%*	1 *	1 *1%*	7 *2%*	15 *1%*	16 *2%*	3 *
Black / African / Caribbean / Black British																	
African	**18** *1%*	6 *	12 *2%* R	9 *3%* R	7 *1%* R	14 *1%*	4 *1%*	10 *1%*	6 *1%*	6 *1%*	16 *1%*	1 *	1 *1%*	5 *2%*	9 *1%*	9 *1%*	7 *1%*
Caribbean	**12** *1%*	9 *1%*	3 *	1 *	3 *1%*	9 *1%*	3 *	5 *	6 *1%*	3 *1%*	10 *1%*	1 *	1 *1%*	6 *2%* e	5 *	6 *1%*	6 *1%*
Any other Black / African / Caribbean background	**8** *	1 *	7 *1%* R	1 *	7 *1%* R	8 *1%*	- -	5 *	2 *	1 *	6 *	1 *	1 *1%*	- -	8 *1%*	6 *1%*	2 *
Other ethnic group																	
Arab	**7** *	1 *	6 *1%* R	3 *1%* R	5 *1%* R	7 *	- -	4 *	3 *	- -	7 *	- -	- -	- -	3 *	4 *	- -

5.18 What is your ethnic group?

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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)
Weighted Base	**2078**	1431	647	282	466	1433	645	1145	708	557	1738	264	76*	314	1203	1066	614
Any other ethnic group	**10** *	7 1%	3 *	2 1%	2 *	8 1%	2 *	5 *	3 *	5 1%	7 *	2 1%	1 1%	3 1%	6 1%	7 1%	1 *

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

5.18 What is your ethnic group?

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
White										
English / Welsh / Scottish / Northern Irish / British	**1789** ***86%***	1708 *86%*	80 *86%*	1255 *85%*	165 *94%* jm	183 *94%* jm	189 *82%*	571 *90%*	919 *89%*	298 *74%*
Irish	**18** ***1%***	18 *1%*	- -	7 *	1 *	1 *	33 *14%* jkl	9 *1%*	6 *1%*	3 *1%*
Gypsy or Irish Traveller	**4** *	4 *	- -	2 *	- -	- -	3 *1%* j	3 *1%*	* *	- -
Any other White background	**92** ***4%***	88 *4%*	3 *4%*	71 *5%*	2 *1%*	7 *4%*	5 *2%*	21 *3%*	46 *4%*	25 *6%*
Mixed / Multiple ethnic groups										
White and Black Caribbean	**12** ***1%***	8 *	5 *5%* h	10 *1%*	- -	- -	- -	2 *	5 *	6 *1%*
White and Black African	**10** ***1%***	10 *1%*	- -	9 *1%*	- -	- -	- -	- -	1 *	9 *2%*
White and Asian	**13** ***1%***	13 *1%*	- -	11 *1%*	- -	- -	- -	- -	12 *1%*	1 *
Any other Mixed / Multiple ethnic background	**6** *	6 *	- -	5 *	1 *	- -	- -	2 *	4 *	1 *

5.18 What is your ethnic group?

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)
Weighted Base	**2078**	1985	93*	1477	176	194	231	637	1039	403
Asian / Asian British										
Indian	**16** *1%*	16 *1%*	- -	13 *1%*	1 *	1 *	- -	6 *1%*	6 *1%*	4 *1%*
Pakistani	**22** *1%*	22 *1%*	- -	15 *1%*	4 *2%* m	1 *	- -	7 *1%*	1 *	14 *3%*
Bangladeshi	**7** *	7 *	- -	6 *	- -	- -	- -	2 *	1 *	4 *1%*
Chinese	**5** *	5 *	- -	3 *	- -	2 *1%*	1 *	1 *	2 *	2 *
Any other Asian background	**28** *1%*	28 *1%*	- -	23 *2%*	1 *	- -	- -	2 *	14 *1%*	12 *3%*
Black / African / Caribbean / Black British										
African	**18** *1%*	15 *1%*	3 *3%*	15 *1%*	- -	- -	- -	5 *1%*	5 *	9 *2%*
Caribbean	**12** *1%*	11 *1%*	1 *1%*	10 *1%*	- -	- -	- -	1 *	9 *1%*	2 *
Any other Black / African / Caribbean background	**8** *	8 *	- -	6 *	- -	- -	- -	2 *	2 *	4 *1%*
Other ethnic group										
Arab	**7** *	7 *	- -	6 *	- -	- -	- -	1 *	1 *	5 *1%*

5.18 What is your ethnic group?

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)
Weighted Base	**2078**	1985	93*	1477	176	194	231	637	1039	403
Any other ethnic group	**10**	9	1	7	2	-	-	2	4	5
	*	*	1%	*	1%	-	-	*	*	1%

Change from 3.1 to 3.2

Base: All except Don't know/It depends

	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	**1767**	765	1002	116	270	329	297	277	478	458	190	128	101	396	1644	30	57
Weighted Base	**1783**	808	975	137*	277	332	303	279	454	516	192	121*	115*	383	1635	31**	66*
4	**10** *1%*	2 *	8 *1%*	- -	- -	4 *1%*	3 *1%*	1 *	2 *	3 *1%*	* *	- -	- -	2 *	7 *	- -	2 *3%* O
3	**143** *8%*	51 *6%*	92 *9%* A	20 *14%* FH	26 *9%*	30 *9%*	19 *6%*	21 *8%*	27 *6%*	31 *6%*	11 *6%*	17 *14%* IJ	9 *7%*	37 *10%*	118 *7%*	2 *6%*	13 *20%* O
2	**331** *19%*	124 *15%*	208 *21%* A	27 *19%*	51 *18%*	61 *18%*	57 *19%*	51 *18%*	85 *19%*	93 *18%*	44 *23%*	23 *19%*	20 *18%*	80 *21%*	310 *19%*	6 *18%*	8 *13%*
1	**460** *26%*	204 *25%*	256 *26%*	27 *20%*	64 *23%*	76 *23%*	96 *32%* EG	64 *23%*	133 *29%*	138 *27%* L	58 *30%* L	27 *22%*	18 *16%*	95 *25%*	428 *26%*	5 *15%*	20 *31%*
0	**752** *42%*	379 *47%* B	373 *38%*	58 *42%*	125 *45%*	149 *45%*	113 *37%*	130 *47%*	176 *39%*	222 *43%*	74 *39%*	47 *39%*	62 *54%* JM	147 *38%*	694 *42%*	15 *48%*	19 *29%*
-1	**66** *4%*	35 *4%*	31 *3%*	5 *4%*	7 *3%*	9 *3%*	9 *3%*	12 *4%*	23 *5%*	25 *5%*	4 *2%*	3 *3%*	3 *3%*	12 *3%*	60 *4%*	4 *12%*	1 *1%*
-2	**17** *1%*	10 *1%*	6 *1%*	1 *1%*	3 *1%*	1 *	3 *1%*	* *	8 *2%*	1 *	* *	3 *2%* I	3 *2%* I	8 *2%* I	14 *1%*	- -	2 *3%*
-3	**3** *	2 *	1 *	- -	- -	1 *	2 *1%*	- -	- -	3 *1%*	- -	- -	- -	- -	3 *	- -	- -
-4	**2** *	1 *	1 *	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 54

13 Nov 2012

Change from 3.1 to 3.2

Base: All except Don't know/It depends

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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	**1767**	1221	546	226	402	1214	553	1049	546	435	1459	243	65	302	1165	924	554
Weighted Base	**1783**	1222	561	236	405	1256	527	975	624	479	1487	234	63*	312	1168	941	550
4	**10** *1%*	7 *1%*	3 *1%*	1 *	2 *	8 *1%*	2 *	8 *1%*	2 *	- -	9 *1%*	1 *	- -	- -	10 *1%*	3 *	6 *1%*
3	**143** *8%*	89 *7%*	55 *10%*	28 *12%* R	43 *11%*	110 *9%*	34 *6%*	64 *7%*	64 *10%* X	46 *10%*	133 *9%* b	9 *4%*	2 *3%*	- -	143 *12%* d	90 *10%*	36 *6%*
2	**331** *19%*	211 *17%*	120 *21%*	57 *24%* R	83 *20%*	232 *18%*	99 *19%*	170 *17%*	129 *21%*	97 *20%*	288 *19%* b	31 *13%*	13 *20%*	- -	312 *27%* d	167 *18%*	106 *19%*
1	**460** *26%*	321 *26%*	138 *25%*	48 *20%*	102 *25%*	317 *25%*	142 *27%*	250 *26%*	153 *25%*	124 *26%*	362 *24%*	81 *35%* a	16 *26%*	58 *19%*	234 *20%*	247 *26%*	133 *24%*
0	**752** *42%*	530 *43%*	222 *40%*	93 *39%*	159 *39%*	536 *43%*	216 *41%*	432 *44%*	244 *39%*	192 *40%*	622 *42%*	100 *43%*	30 *48%*	209 *67%* e	453 *39%*	382 *41%*	248 *45%*
-1	**66** *4%*	49 *4%*	17 *3%*	6 *3%*	11 *3%*	42 *3%*	24 *5%*	34 *3%*	29 *5%*	18 *4%*	55 *4%*	10 *4%*	- -	28 *9%* e	15 *1%*	38 *4%*	19 *3%*
-2	**17** *1%*	13 *1%*	3 *1%*	3 *1%*	3 *1%*	9 *1%*	8 *1%*	13 *1%*	3 *	2 *	14 *1%*	1 *	2 *3%*	12 *4%* e	- -	10 *1%*	3 *1%*
-3	**3** *	- -	3 *1%* R	- -	1 *	2 *	1 *	3 *	- -	- -	3 *	- -	- -	3 *1%* e	- -	3 *	- -
-4	**2** *	1 *	1 *	- -	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	- -	2 *1%* e	- -	2 *	- -

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; ** very small base (under 30) ineligible for sig testing**

Change from 3.1 to 3.2

Base: All except Don't know/It depends

	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	**1767**	1696	71	1233	142	175	217	535	882	350
Weighted Base	**1783**	1707	77*	1275	144	168	186	561	881	342
4	**10** *1%*	10 *1%*	- -	7 *1%*	2 *1%*	- -	1 *	3 *	4 *	4 *1%*
3	**143** *8%*	140 *8%*	3 *4%*	101 *8%*	14 *9%*	8 *5%*	25 *13%* ji	53 *9%*	61 *7%*	30 *9%*
2	**331** *19%*	325 *19%* i	6 *8%*	226 *18%*	35 *24%*	42 *25%* j	36 *19%*	99 *18%*	172 *19%*	60 *18%*
1	**460** *26%*	438 *26%*	22 *28%*	339 *27%* m	34 *23%*	32 *19%*	37 *20%*	139 *25%*	252 *29%*	68 *20%*
0	**752** *42%*	709 *42%*	43 *56%* h	545 *43%*	51 *36%*	73 *44%*	75 *41%*	239 *43%*	361 *41%*	152 *45%*
-1	**66** *4%*	64 *4%*	2 *2%*	44 *3%*	6 *4%*	9 *5%*	10 *6%*	24 *4%*	25 *3%*	17 *5%*
-2	**17** *1%*	16 *1%*	1 *1%*	11 *1%*	2 *1%*	2 *1%*	2 *1%*	1 *	6 *1%*	9 *3%*
-3	**3** *	3 *	- -	2 *	- -	- -	- -	2 *	1 *	- -
-4	**2** *	2 *	- -	- -	1 *1%* j	2 *1%* j	- -	2 *	- -	- -

Change from 3.2 to 3.3

Base: All except Don't know/It depends

	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	**1948**	836	1112	121	294	358	324	315	536	490	207	146	109	449	1815	32	61
Weighted Base	**1957**	880	1077	140*	306	359	329	320	504	550	203	134*	123*	442	1797	34**	72*
4	**1** *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -
3	**12** **1%**	5 *1%*	7 *1%*	3 *2%*	* *	1 *	3 *1%*	1 *	3 *1%*	4 *1%*	- -	- -	- -	6 *1%*	12 *1%*	- -	- -
2	**49** **3%**	20 *2%*	29 *3%*	3 *2%*	8 *3%*	6 *2%*	8 *2%*	9 *3%*	16 *3%*	10 *2%*	3 *2%*	4 *3%*	7 *5%*	10 *2%*	46 *3%*	1 *3%*	1 *1%*
1	**188** **10%**	84 *9%*	105 *10%*	10 *7%*	31 *10%*	31 *9%*	31 *9%*	32 *10%*	53 *11%*	61 *11%*	13 *7%*	15 *11%*	14 *11%*	34 *8%*	172 *10%*	4 *11%*	9 *13%*
0	**1529** **78%**	691 *79%*	837 *78%*	102 *73%*	249 *81%*	290 *81%*	261 *79%*	250 *78%*	377 *75%*	423 *77%*	166 *82%*	96 *72%*	99 *80%*	346 *78%*	1405 *78%*	28 *81%*	49 *68%*
-1	**123** **6%**	53 *6%*	69 *6%*	11 *8%*	16 *5%*	20 *5%*	21 *6%*	22 *7%*	33 *7%*	33 *6%*	12 *6%*	13 *10%*	4 *3%*	31 *7%*	113 *6%*	- -	9 *12%*
-2	**46** **2%**	23 *3%*	24 *2%*	11 *8%* DEFG	2 *1%*	3 *1%*	5 *1%*	7 *2%*	19 *4%* DE	13 *2%*	7 *3%*	6 *5%*	- -	13 *3%*	40 *2%*	2 *6%*	2 *3%*
-3	**6** *	4 *	2 *	- -	- -	4 *1%*	- -	- -	2 *	3 *1%*	1 *	- -	- -	1 *	5 *	- -	1 *1%*
-4	**3** *	- -	3 *	- -	- -	3 *1%*	- -	- -	- -	2 *	- -	- -	- -	- -	2 *	- -	1 *1%* O

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; ** very small base (under 30) ineligible for sig testing**

Change from 3.2 to 3.3

Base: All except Don't know/It depends

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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	**1948**	1354	594	247	437	1324	624	1155	601	480	1616	260	72	301	1154	1010	588
Weighted Base	**1957**	1343	615	263	447	1368	589	1072	671	529	1643	246	69*	311	1155	1025	579
4	**1** *	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	1 * a	- -	1 *	- -	1 *	- -
3	**12** **1%**	7 *1%*	4 *1%*	1 *	4 *1%*	6 *	6 *1%*	3 *	7 *1%*	6 *1%*	10 *1%*	- -	2 *3%* ab	- -	9 *1%*	3 *	4 *1%*
2	**49** **3%**	38 *3%*	12 *2%*	5 *2%*	6 *1%*	33 *2%*	16 *3%*	33 *3%*	12 *2%*	9 *2%*	41 *3%*	6 *3%*	1 *2%*	3 *1%*	35 *3%*	33 *3%*	9 *2%*
1	**188** **10%**	123 *9%*	66 *11%*	25 *9%*	48 *11%*	128 *9%*	61 *10%*	99 *9%*	69 *10%*	56 *11%*	160 *10%*	21 *8%*	7 *11%*	15 *5%*	121 *10%* d	116 *11%*	47 *8%*
0	**1529** **78%**	1050 *78%*	479 *78%*	207 *79%*	348 *78%*	1087 *79%*	441 *75%*	852 *79%*	515 *77%*	408 *77%*	1285 *78%*	193 *79%*	50 *73%*	260 *84%* e	893 *77%*	803 *78%*	453 *78%*
-1	**123** **6%**	87 *6%*	36 *6%*	20 *8%*	28 *6%*	81 *6%*	42 *7%*	57 *5%*	49 *7%*	36 *7%*	102 *6%*	16 *7%*	4 *6%*	24 *8%*	64 *6%*	50 *5%*	43 *8%*
-2	**46** **2%**	34 *3%*	12 *2%*	3 *1%*	7 *2%*	27 *2%*	20 *3%*	22 *2%*	15 *2%*	11 *2%*	35 *2%*	7 *3%*	4 *6%*	5 *1%*	31 *3%*	15 *1%*	20 *3%* f
-3	**6** *	2 *	4 *1%*	1 *	3 *1%*	4 *	2 *	2 *	4 *1%*	3 *1%*	5 *	1 *	- -	3 *1%*	2 *	4 *	3 *
-4	**3** *	1 *	2 *	2 *1%*	2 *	3 *	- -	3 *	- -	- -	3 *	- -	- -	- -	- -	1 *	- -

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; ** very small base (under 30) ineligible for sig testing**

Change from 3.2 to 3.3

Base: All except Don't know/It depends

	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	**1948**	1869	79	1348	162	191	247	573	986	389
Weighted Base	**1957**	1871	86*	1388	169	185	214	601	975	382
4	**1** *	1 *	- -	- -	- -	2 *1%* j	- -	1 *	- -	- -
3	**12** *1%*	11 *1%*	1 *1%*	6 *	3 *2%*	1 *	2 *1%*	2 *	5 *	6 *1%*
2	**49** *3%*	48 *3%*	1 *1%*	35 *3%*	3 *2%*	6 *3%*	5 *2%*	12 *2%*	23 *2%*	14 *4%*
1	**188** *10%*	183 *10%*	5 *6%*	133 *10%*	14 *9%*	19 *10%*	26 *12%*	61 *10%*	96 *10%*	31 *8%*
0	**1529** *78%*	1453 *78%*	75 *88%*	1088 *78%*	131 *77%*	137 *74%*	167 *78%*	490 *81%*	752 *77%*	288 *75%*
-1	**123** *6%*	120 *6%*	2 *3%*	87 *6%*	9 *5%*	14 *8%*	12 *6%*	27 *4%*	76 *8%*	20 *5%*
-2	**46** *2%*	45 *2%*	1 *1%*	32 *2%*	6 *3%*	5 *3%*	2 *1%*	6 *1%*	19 *2%*	21 *6%*
-3	**6** *	6 *	- -	2 *	3 *2%* j	1 *	- -	3 *1%*	2 *	1 *
-4	**3** *	3 *	- -	2 *	- -	- -	- -	- -	2 *	1 *

Change from 3.3 to 3.4

Base: All except Don't know/It depends

	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	**1965**	833	1132	122	296	364	324	319	540	495	207	149	109	453	1828	32	62
Weighted Base	**1971**	877	1094	141*	308	363	329	324	506	554	202	138*	122*	445	1807	34**	73*
4	**-** -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
3	**2** *	2 *	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	2 *	- -	- -
2	**44** ***2%***	25 *3%*	19 *2%*	6 *4%*	4 *1%*	8 *2%*	3 *1%*	8 *2%*	16 *3%*	11 *2%*	4 *2%*	4 *3%*	1 *1%*	9 *2%*	41 *2%*	1 *3%*	1 *1%*
1	**193** ***10%***	83 *9%*	110 *10%*	15 *11%*	35 *11%*	26 *7%*	27 *8%*	35 *11%*	55 *11%*	51 *9%*	26 *13%*	14 *10%*	8 *6%*	52 *12%*	161 *9%*	4 *11%*	24 *33%* O
0	**1634** ***83%***	725 *83%*	908 *83%*	112 *80%*	253 *82%*	313 *86%* H	292 *89%* GH	260 *80%*	402 *79%*	468 *85%*	165 *82%*	106 *77%*	109 *89%* K	354 *79%*	1518 *84%* Q	26 *75%*	42 *58%*
-1	**83** ***4%***	32 *4%*	51 *5%*	6 *4%*	12 *4%*	15 *4%* F	4 *1%*	16 *5%* F	31 *6%* F	21 *4%*	6 *3%*	13 *9%* IJ	4 *3%*	25 *6%*	74 *4%*	4 *11%*	4 *5%*
-2	**16** ***1%***	10 *1%*	6 *1%*	1 *1%*	4 *1%*	1 *	3 *1%*	4 *1%*	2 *	2 *	2 *1%*	1 *	1 *1%*	6 *1%*	11 *1%*	- -	2 *3%*
-3	**-** -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
-4	**-** -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 56

13 Nov 2012

Change from 3.3 to 3.4

Base: All except Don't know/It depends

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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	**1965**	1361	604	249	445	1337	628	1171	604	478	1632	262	71	301	1165	1014	594
Weighted Base	**1971**	1349	622	264	453	1380	591	1085	673	525	1655	247	69*	309	1164	1029	584
4	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	**2**	-	2	1	1	2	-	-	1	2	2	-	-	-	2	1	-
	*****	-	*	*	*	*	-	-	*	*	*	-	-	-	*	*	-
2	**44**	30	13	5	7	27	17	17	23	9	35	9	-	5	30	19	19
	2%	*2%*	*2%*	*2%*	*1%*	*2%*	*3%*	*2%*	*3%* XZ	*2%*	*2%*	*4%*	-	*2%*	*3%*	*2%*	*3%*
1	**193**	140	53	20	41	127	66	97	66	54	159	24	9	25	109	97	46
	10%	*10%*	*9%*	*7%*	*9%*	*9%*	*11%*	*9%*	*10%*	*10%*	*10%*	*10%*	*14%*	*8%*	*9%*	*9%*	*8%*
0	**1634**	1109	524	224	382	1161	472	919	553	431	1372	205	57	264	959	858	490
	83%	*82%*	*84%*	*85%*	*84%*	*84%* W	*80%*	*85%*	*82%*	*82%*	*83%*	*83%*	*82%*	*85%*	*82%*	*83%*	*84%*
-1	**83**	59	24	11	21	48	35	46	24	24	75	7	2	9	56	44	26
	4%	*4%*	*4%*	*4%*	*5%*	*4%*	*6%* V	*4%*	*4%*	*5%*	*5%*	*3%*	*3%*	*3%*	*5%*	*4%*	*4%*
-2	**16**	11	5	4	2	14	2	7	6	5	12	2	1	6	8	11	3
	1%	*1%*	*1%* U	*2%*	*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*
-3	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-4	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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; ** very small base (under 30) ineligible for sig testing

Change from 3.3 to 3.4

Base: All except Don't know/It depends

	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	**1965**	1886	79	1358	164	193	250	584	992	389
Weighted Base	**1971**	1885	86*	1397	171	187	217	610	979	382
4	**-** -	- -	- -	- -	- -	- -	- -	- -	- -	- -
3	**2** *	2 *	- -	2 *	- -	- -	- -	1 *	- -	1 *
2	**44** ***2%***	41 *2%*	3 *3%*	30 *2%*	6 *4%*	4 *2%*	2 *1%*	9 *2%*	16 *2%*	19 *5%*
1	**193** ***10%***	184 *10%*	9 *10%*	150 *11%* kl	6 *4%*	8 *4%*	19 *9%*	44 *7%*	110 *11%*	38 *10%*
0	**1634** ***83%***	1562 *83%*	72 *84%*	1145 *82%*	150 *88%*	167 *89%* j	179 *83%*	540 *88%*	797 *81%*	296 *78%*
-1	**83** ***4%***	81 *4%*	2 *3%*	59 *4%*	7 *4%*	7 *4%*	12 *6%*	15 *2%*	50 *5%*	19 *5%*
-2	**16** ***1%***	16 *1%*	- -	11 *1%*	1 *	1 *	5 *2%* j	1 *	6 *1%*	9 *2%*
-3	**-** -	- -	- -	- -	- -	- -	- -	- -	- -	- -
-4	**-** -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 57

13 Nov 2012

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

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 57

13 Nov 2012

Chemical and Physical treatments

Base: All

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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%*
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%*

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

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%*

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%* ACF G	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%* ACF G	93 *100%* ABCDF G	- -	- -
Oppose all 4	**265** ***13%***	265 *29%* BDEG	- -	265 *72%* ABDEG	- -	- -	265 *100%* ABCDEG	- -
All others	**679** ***33%***	- -	- -	- -	- -	- -	- -	679 *100%* ABCDEF

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G

*** small base**

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%*	- -	* *

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

Country

Base: All respondents

	Total	Children in hhold				65+ in hhold		Shop cook			Cook chicken/beef			Lactic acid		Rapid chilling	
		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
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%*

Country

Base: All respondents

	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
England	**1746** ***84%***	1669 *84%*	77 *82%*	1477 *100%* klm	- -	- -	- -	534 *84%*	864 *83%*	347 *86%*
Scotland	**172** ***8%***	161 *8%*	11 *12%*	- -	176 *100%* jlm	- -	- -	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%* jkl	16 *3%*	33 *3%*	9 *2%*