

Main supermarket used											
Aldi	ASDA (IN STORE)	ASDA.com (ONLINE)	Co-op / Somerfield	Iceland	Lidl	Marks & Spencer	Morrisons	Ocado	Sainsbury's (IN STORE)	Sainsburys.co.uk (ONLINE)	Tesco (IN STORE)
A	B	C	D	E	F	G	H	I	J	K	L

Still thinking about the traffic light nutritional labelling system, please indicate whether you think each of the below statements is true or false. Don't worry if you're not 100% certain, it's your opinion that counts. - If a product has all red labels it means it's unhealthy and should be avoided.

Unweighted base	126	293	50	58	35	65	27	237	17	334	24	516
Base	136	314	57	63	40	57	25	239	14	307	21	534
It's definitely true	25%	28%	31%	26%	27%	35%	26%	30%	21%	33%	22%	31%
			*	*	**	*	**		**		**	
I'm pretty sure it's true	43%	38%	47%	28%	39%	24%	43%	35%	32%	35%	57%	34%
	F	F	F*	*	**	*	**		**		**	
I'm pretty sure it's false	16%	14%	7%	25%	7%	8%	13%	13%	12%	16%	6%	16%
			*	CFM*	**	*	**		**		**	
It's definitely false	4%	5%	10%	2%	12%	11%	5%	5%	5%	6%	2%	4%
			*	*	**	L*	**		**		**	
I don't know if it's true or false	11%	14%	5%	19%	15%	22%	13%	17%	29%	10%	14%	16%
			*	*	**	CJM*	**	J	**		**	J

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Unweighted base	126	293	50	58	35	65	27	237	17	334	24	516
Base	136	314	57	63	40	57	25	239	14	307	21	534
It's definitely true	6%	6%	15%	7%	11%	6%	-	3%	-	6%	7%	6%
			BHJL*	*	**	*	**		**		**	
I'm pretty sure it's true	27%	33%	39%	30%	31%	26%	50%	33%	29%	31%	26%	31%
		N	N*	*	**	*	**	N	**		**	
I'm pretty sure it's false	24%	19%	14%	28%	23%	20%	25%	20%	31%	23%	21%	21%
			*	*	**	*	**		**		**	
It's definitely false	11%	8%	6%	10%	6%	10%	6%	7%	-	15%	5%	10%
			*	*	**	*	**		**	BHL	**	
I don't know if it's true or false	32%	35%	25%	26%	29%	38%	19%	36%	40%	26%	40%	33%
		J	*	*	**	*	**	J	**		**	

				Kids in household	
Tesco.com (ONLINE)	Waitrose (IN STORE)	Waitrose.com (ONLINE)	Other	No children	Children in household
M	N	O	P	Q	R

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Unweighted base	94	99	12	25	1522	447
Base	96	79	12	18	1416	556
It's definitely true	28%	27%	27%	42%	31%	28%
	*	*	**	**		
I'm pretty sure it's true	50%	33%	48%	25%	36%	39%
	DFHJLN*	*	**	**		
I'm pretty sure it's false	7%	12%	25%	12%	13%	16%
	*	*	**	**		
It's definitely false	6%	6%	-	6%	5%	6%
	*	*	**	**		
I don't know if it's true or false	8%	22%	-	16%	15%	11%
	*	ACJM*	**	**		

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Unweighted base	94	99	12	25	1522	447
Base	96	79	12	18	1416	556
It's definitely true	6%	7%	-	17%	5%	7%
	*	*	**	**		
I'm pretty sure it's true	29%	21%	10%	30%	30%	34%
	*	*	**	**		
I'm pretty sure it's false	25%	18%	50%	18%	21%	23%
	*	*	**	**		
It's definitely false	12%	16%	-	7%	9%	12%
	*	BH*	**	**		
I don't know if it's true or false	27%	38%	40%	28%	35%	24%
	*	J*	**	**	R	

Source most likely to use				Unit pricing - Agreement levels			
Online search	Government website	Doctor	Consumer website	I find the individual unit pricing on food and drink	I have not noticed unit pricing	I find unit pricing helpful	I never refer to unit pricing
S	T	U	V	W	X	Y	Z

Still thinking about the traffic light nutritional labelling system, please indicate whether you think each of the below statements is true or false. Don't worry if you're not 100% certain, it's your opinion that counts. - If a product has all red labels it means it's unhealthy and should be avoided.

Unweighted base	670	275	266	170	525	277	1264	444
Base	676	281	244	148	555	314	1212	491
It's definitely true	30%	34%	34%	34%	27%	29%	33%	28%
							W	
I'm pretty sure it's true	36%	41%	36%	38%	42%	43%	35%	42%
					Y	Y		Y
I'm pretty sure it's false	16%	11%	14%	16%	14%	10%	15%	11%
					X		XZ	
It's definitely false	5%	7%	3%	2%	4%	6%	6%	5%
I don't know if it's true or false	13%	7%	12%	10%	12%	13%	11%	14%
	T		T					

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Unweighted base	670	275	266	170	525	277	1264	444
Base	676	281	244	148	555	314	1212	491
It's definitely true	5%	6%	7%	6%	9%	14%	7%	9%
							WYZ	
I'm pretty sure it's true	28%	35%	31%	25%	33%	34%	29%	35%
		V						Y
I'm pretty sure it's false	23%	23%	22%	31%	20%	18%	21%	23%
				SU				X
It's definitely false	12%	11%	7%	6%	9%	7%	11%	8%
	V							
I don't know if it's true or false	32%	24%	33%	32%	29%	27%	32%	24%
	T				Z		Z	

Total	Social grade		Government Office Region								
	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland	
	A	B	C	D	E	F	G	H	I	J	

Still thinking about the traffic light nutritional labelling system, please indicate whether you think each of the below statements is true or false. Don't worry if you're not 100% certain, it's your opinion that counts. - If a product has all green lights on it but only one red, overall it is still healthy.

Unweighted base	2012	1149	863	502	255	188	312	447	88	161	59
Base	2012	1107	905	481	324	187	249	445	99	169	58
It's definitely true	5%	4%	6%	4%	3%	4%	3%	7%	*	5%	5%
I'm pretty sure it's true	46%	46%	47%	49%	47%	41%	46%	47%	49%	41%	50%
I'm pretty sure it's false	23%	25%	21%	23%	22%	30%	27%	19%	19%	26%	27%
It's definitely false	5%	5%	4%	4%	4%	6%	5%	5%	4%	6%	2%
I don't know if it's true or false	21%	20%	22%	20%	23%	20%	20%	23%	22%	21%	16%

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Unweighted base	2012	1149	863	502	255	188	312	447	88	161	59
Base	2012	1107	905	481	324	187	249	445	99	169	58
It's definitely true	11%	11%	11%	12%	11%	12%	9%	11%	9%	11%	9%
I'm pretty sure it's true	43%	43%	42%	42%	42%	39%	44%	42%	40%	44%	56%
I'm pretty sure it's false	22%	21%	23%	22%	25%	24%	24%	20%	25%	15%	12%
It's definitely false	8%	9%	6%	7%	5%	8%	8%	8%	6%	11%	8%
I don't know if it's true or false	17%	17%	18%	17%	17%	18%	15%	19%	20%	19%	16%

Cell Contents (Column Percentage, Statistical Test Results), Statistics (Column Proportions/Mean, (5%): A/B, C/D/E/F/G/H/I/J, K/L/M/N/O, P/Q, R/S/T/U, V/W/X/Y/Z/a, b/c/d/e/f/g, h/i/j)

Source most likely to use				Unit pricing - Agreement levels			
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S	T	U	V	W	X	Y	Z

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It's definitely true	4%	7%	4%	6%	7%	8%	5%	6%
		S						
I'm pretty sure it's true	46%	47%	43%	44%	49%	53%	46%	54%
							Y	
I'm pretty sure it's false	26%	26%	25%	28%	19%	18%	25%	18%
							WXZ	
It's definitely false	5%	7%	3%	4%	5%	2%	5%	4%
					X			
I don't know if it's true or false	19%	12%	25%	18%	20%	19%	18%	18%
	T		T					

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It's definitely true	11%	13%	11%	9%	15%	18%	12%	13%
							YZ	
I'm pretty sure it's true	43%	48%	38%	48%	47%	43%	43%	47%
		U						
I'm pretty sure it's false	22%	19%	28%	25%	16%	17%	21%	20%
			T				W	
It's definitely false	8%	8%	6%	6%	6%	6%	10%	5%
							WXZ	
I don't know if it's true or false	16%	12%	18%	13%	16%	16%	15%	16%