

YouGov / CIM Survey Results
Fieldwork - 27th January - 6th February 2014
Sample size - 2012 UK Adults

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

To what extent do you agree with the following statements? - I don't think that nutritional information on food and drink packaging is easy for the average shopper to understand.

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
Strongly agree	14%	12%	16%	14%	15%	14%	13%	12%	20% *	14%	11% *
Tend to agree	37%	38%	35%	35%	33%	33%	42% D	40%	36% *	37%	39% *
Neither agree nor disagree	21%	21%	22%	22%	23%	23%	25% H	19%	12% *	18%	22% *
Tend to disagree	21%	22%	19%	19%	25% F	21%	14%	21% F	27% F*	20%	28% F*
Strongly disagree	6%	6%	6%	8% DJ	4%	8% J	5%	6%	4% *	7%	- *
Unsure/I don't know	1%	1%	2% A	1%	1%	1%	1%	1%	0% *	3%	- *
Net: Top 2 Box	51%	51%	51%	49%	48%	48%	55%	53%	56% *	51%	50% *
Net: Bottom 2 box	27%	28%	25%	27% F	28% F	28% F	19%	27% F	31% F*	28%	28% *

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Age					Gender		Type of shopping trip			
18-24	25-34	35-44	45-54	55+	Male	Female	Just one main shop each week	One main shop, topped up with smaller shops as needed	Several smaller shops without one main shop	Other
K	L	M	N	O	P	Q	R	S	T	U

To what extent do you agree with the following statements? - I don't think that nutritional information on food and drink packaging is easy for the average shopper to understand.

Unweighted base	208	220	247	378	959	871	1141	358	1263	347	44
Base	241	335	321	399	716	968	1044	386	1260	330	36
Strongly agree	10%	13%	11%	17%	16%	16%	12%	13%	14%	14%	17%*
Tend to agree	32%	27%	35%	39%	42%	38%	36%	35%	37%	36%	50%*
Neither agree nor disagree	17%	26%	25%	21%	19%	22%	21%	25%	21%	18%	11%*
Tend to disagree	31%	26%	23%	16%	16%	18%	23%	20%	20%	23%	15%*
Strongly disagree	8%	7%	4%	6%	6%	5%	7%	5%	6%	9%	7%*
Unsure/I don't know	3%	0%	1%	1%	1%	1%	1%	1%	1%	2%	-*
Net: Top 2 Box	41%	41%	47%	56%	58%	54%	48%	48%	52%	49%	68% RST*
Net: Bottom 2 box	39%	33%	28%	22%	22%	23%	30%	25%	26%	31%	22%*
	MNO	NO					P				*

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						Traffic light system understanding					
I tend not to rely on ingredients or nutritional information	I don't think that nutritional information on food and	I expect retailers to do more to explain what's in the	I don't tend to look for ingredients or nutritional information	I am willing to pay more for organic products	It's important for me to know where the food I'm buying is	Very well	Somewhat well	Not very well	I'm aware of it but I don't understand it at all	I'm not aware of it	Unsure/I don't know
V	W	X	Y	Z	a	b	c	d	e	f	g

To what extent do you agree with the following statements? - I don't think that nutritional information on food and drink packaging is easy for the average shopper to understand.

Unweighted base	1059	1045	1208	564	415	894	627	880	274	123	88	20
Base	1061	1023	1196	595	405	843	635	883	268	118	89	20
Strongly agree	18%	28%	21%	23%	17%	18%	10%	11%	20%	33%	31%	25%
		VXYZa	Va	VZa					bc	bcd*	bcd*	**
Tend to agree	42%	72%	45%	40%	41%	42%	27%	41%	50%	34%	31%	27%
		VXYZa	VYa					b	bcef	*	*	**
Neither agree nor disagree	18%	-	13%	16%	13%	13%	16%	24%	21%	24%	28%	37%
	WXZa		W	WX	W	W		b		*	b*	**
Tend to disagree	18%	-	17%	16%	19%	20%	32%	20%	8%	5%	5%	6%
	W		W	W	W	WX	cdef	def		*	*	**
Strongly disagree	3%	-	4%	4%	10%	7%	14%	3%	2%	4%	1%	-
	W		W	W	VWXYa	VWXY	cdef			*	*	**
Unsure/I don't know	1%	-	0%	1%	1%	1%	1%	1%	0%	-	4%	4%
	WX			WX	WX	WX				*	cde*	**
Net: Top 2 Box	60%	100%	66%	63%	57%	60%	36%	52%	69%	67%	62%	52%
		VXYZa	VZa					b	bc	bc*	b*	**
Net: Bottom 2 box	21%	-	21%	20%	29%	27%	46%	23%	10%	9%	6%	6%
	W		W	W	VWXY	VWXY	cdef	def		*	*	**

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Weight loss programme involvement					Shopping considerations			
I follow a weight loss programme such as Weight	I am following a diet or other weight loss programme and choose	I am not following a formal diet or weight loss programme	I often check the calorie content of food/drink and use this	I am aware of the calorie content of many foods and	A medical condition which impacts their food and	An allergy which impacts their food and drink	A specific dietary choice (i.e. vegan, low cholesterol)	None of these
h	i	j	k	l	m	n	o	p

To what extent do you agree with the following statements? - I don't think that nutritional information on food and drink packaging is easy for the average shopper to understand.

Unweighted base	69	175	314	429	1025	372	191	298	1309
Base	79	196	328	433	975	338	180	295	1324
Strongly agree	23% ij*	11%	11%	13%	15%	14%	15%	15%	14%
Tend to agree	29% *	36%	34%	39%	38%	40%	36%	36%	37%
Neither agree nor disagree	12% *	25% h	26% h	20%	21%	19%	23%	17%	22%
Tend to disagree	31% l*	20%	22%	20%	20%	21%	20%	24%	20%
Strongly disagree	5% *	8%	6%	8% l	5%	7%	6%	7%	6%
Unsure/I don't know	- *	1%	1%	0%	2%	0%	1%	1%	1%
Net: Top 2 Box	52% *	46%	45%	52%	53% j	54%	51%	51%	51%
Net: Bottom 2 box	36% *	28%	28%	28%	25%	28%	25%	31%	26%

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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

To what extent do you agree with the following statements? - I don't think that nutritional information on food and drink packaging is easy for the average shopper to understand.

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
Strongly agree	16%	14%	14%	15%	32%	11%	5%	14%	-	10%	4%	14%
			*	*	**	*	**		**		**	
Tend to agree	40%	36%	43%	30%	21%	35%	31%	38%	57%	38%	49%	37%
			*	*	**	*	**		**		**	
Neither agree nor disagree	19%	24%	24%	23%	29%	25%	31%	20%	25%	18%	18%	21%
			*	*	**	*	**		**		**	
Tend to disagree	19%	18%	15%	25%	8%	26%	22%	22%	18%	22%	23%	22%
			*	*	**	*	**		**		**	
Strongly disagree	6%	7%	4%	7%	6%	3%	9%	5%	-	10%	7%	5%
			*	*	**	*	**		**	LM	**	
Unsure/I don't know	1%	2%	-	-	5%	-	3%	1%	-	1%	-	1%
			*	*	**	*	**		**		**	
Net: Top 2 Box	56%	50%	57%	46%	53%	46%	36%	53%	57%	49%	52%	51%
			*	*	**	*	**		**		**	
Net: Bottom 2 box	25%	24%	18%	32%	13%	29%	30%	27%	18%	32%	30%	27%
			*	*	**	*	**		**	N	**	

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

To what extent do you agree with the following statements? - I don't think that nutritional information on food and drink packaging is easy for the average shopper to understand.

Unweighted base	94	99	12	25	1522	447
Base	96	79	12	18	1416	556
Strongly agree	21% J*	18% J*	12% **	16% **	15%	12%
Tend to agree	31% *	35% *	57% **	30% **	37%	39%
Neither agree nor disagree	16% *	27% *	14% **	22% **	20%	22%
Tend to disagree	29% BN*	13% *	11% **	20% **	20%	23%
Strongly disagree	2% *	5% *	6% **	11% **	7% R	4%
Unsure/I don't know	1% *	2% *	- **	- **	1%	1%
Net: Top 2 Box	52% *	53% *	69% **	46% **	51%	51%
Net: Bottom 2 box	31% *	17% *	17% **	32% **	27%	26%

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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

To what extent do you agree with the following statements? - I don't think that nutritional information on food and drink packaging is easy for the average shopper to understand.

Unweighted base	670	275	266	170	525	277	1264	444
Base	676	281	244	148	555	314	1212	491
Strongly agree	15%	9%	13%	23%	23%	18%	13%	19%
	T		STU	Y			Y	
Tend to agree	33%	38%	47%	38%	41%	43%	37%	42%
			S					
Neither agree nor disagree	19%	21%	18%	13%	17%	20%	17%	17%
Tend to disagree	25%	25%	17%	22%	16%	15%	24%	16%
	U	U					WXZ	
Strongly disagree	8%	7%	5%	3%	3%	3%	7%	4%
	V						WXZ	
Unsure/I don't know	1%	0%	0%	1%	0%	1%	1%	0%
Net: Top 2 Box	48%	47%	60%	61%	64%	60%	51%	61%
			ST	ST	Y	Y		Y
Net: Bottom 2 box	32%	32%	22%	25%	19%	18%	31%	21%
	U	U					WXZ	

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

To what extent do you agree with the following statements? - I expect retailers to do more to explain what's in the products they sell.

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
Strongly agree	22%	22%	22%	20%	22%	22%	22%	21%	27%	24%	23%
Tend to agree	38%	38%	38%	40%	38%	37%	35%	36%	39%	33%	50%
Neither agree nor disagree	27%	27%	28%	29%	24%	28%	30%	28%	24%	27%	21%
Tend to disagree	10%	12%	8%	8%	14%	9%	9%	12%	7%	12%	6%
Strongly disagree	2%	2%	2%	1%	3%	2%	2%	2%	3%	2%	-
Unsure/I don't know	1%	0%	1%	1%	-	1%	1%	0%	-	3%	-
Net: Top 2 Box	59%	59%	60%	61%	60%	59%	58%	57%	66%	57%	73%
Net: Bottom 2 box	12%	14%	11%	9%	17%	11%	12%	15%	10%	14%	6%
		B	A	C	D	E	F	G	H	I	J

And here are some more statements. Again, to what extent do you agree? - I regularly put food and drink back on the shelf if the nutritional content looks bad for you.

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
Strongly agree	16%	17%	15%	17%	15%	17%	17%	15%	14%	19%	15%
Tend to agree	32%	35%	29%	32%	30%	37%	32%	33%	41%	28%	30%
Neither agree nor disagree	24%	22%	25%	27%	23%	20%	25%	23%	10%	27%	23%
Tend to disagree	18%	19%	18%	15%	24%	18%	16%	20%	18%	14%	22%
Strongly disagree	8%	7%	11%	7%	7%	8%	8%	9%	17%	10%	9%
Unsure/I don't know	1%	1%	2%	2%	0%	1%	1%	1%	-	3%	1%
Net: Top 2 Box	48%	52%	44%	49%	45%	53%	49%	48%	55%	47%	45%
Net: Bottom 2 box	27%	25%	29%	22%	32%	26%	25%	29%	35%	24%	31%
		B	A	C	D	E	F	G	H	I	J

Age					Gender		Type of shopping trip			
18-24	25-34	35-44	45-54	55+	Male	Female	Just one main shop each week	One main shop, topped up with smaller shops as needed	Several smaller shops without one main shop	Other
K	L	M	N	O	P	Q	R	S	T	U

To what extent do you agree with the following statements? - I expect retailers to do more to explain what's in the products they sell.

Unweighted base	208	220	247	378	959	871	1141	358	1263	347	44
Base	241	335	321	399	716	968	1044	386	1260	330	36
Strongly agree	19%	21%	21%	23%	23%	22%	22%	20%	22%	20%	33%*
Tend to agree	32%	34%	41%	37%	40%	35%	40%	35%	39%	35%	37%*
Neither agree nor disagree	30%	30%	31%	27%	25%	29%	26%	33%	26%	27%	16%*
Tend to disagree	15%	13%	7%	10%	9%	10%	10%	10%	10%	13%	10%*
Strongly disagree	3%	3%	0%	3%	2%	2%	2%	2%	1%	5%	4%*
Unsure/I don't know	2%	0%	1%	0%	1%	1%	1%	1%	1%	1%	-*
Net: Top 2 Box	50%	54%	61%	60%	64%	57%	61%	55%	62%	54%	70%*
Net: Bottom 2 box	18%	16%	7%	13%	11%	13%	12%	11%	11%	18%	14%*

And here are some more statements. Again, to what extent do you agree? - I regularly put food and drink back on the shelf if the nutritional content looks bad for you.

Unweighted base	208	220	247	378	959	871	1141	358	1263	347	44
Base	241	335	321	399	716	968	1044	386	1260	330	36
Strongly agree	17%	17%	16%	15%	16%	14%	18%	16%	15%	18%	20%*
Tend to agree	38%	32%	34%	27%	33%	31%	33%	30%	34%	30%	38%*
Neither agree nor disagree	21%	23%	24%	24%	24%	23%	24%	26%	23%	22%	16%*
Tend to disagree	15%	19%	19%	22%	17%	21%	16%	21%	18%	17%	11%*
Strongly disagree	7%	9%	6%	11%	9%	9%	8%	5%	9%	10%	10%*
Unsure/I don't know	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	5%*
Net: Top 2 Box	55%	50%	51%	42%	48%	45%	52%	46%	49%	49%	58%*
Net: Bottom 2 box	22%	27%	25%	33%	26%	30%	24%	26%	27%	27%	21%*

						Traffic light system understanding					
I tend not to rely on ingredients or nutritional information	I don't think that nutritional information on food and	I expect retailers to do more to explain what's in the	I don't tend to look for ingredients or nutritional information	I am willing to pay more for organic products	It's important for me to know where the food I'm buying is	Very well	Somewhat well	Not very well	I'm aware of it but I don't understand it at all	I'm not aware of it	Unsure/I don't know
V	W	X	Y	Z	a	b	c	d	e	f	g

To what extent do you agree with the following statements? - I expect retailers to do more to explain what's in the products they sell.

Unweighted base	1059	1045	1208	564	415	894	627	880	274	123	88	20
Base	1061	1023	1196	595	405	843	635	883	268	118	89	20
Strongly agree	20%	33%	37%	20%	35%	34%	24%	18%	24%	30%	24%	22%
		VY	VWY		VY	VY	c		c	c*	*	**
Tend to agree	38%	44%	63%	33%	39%	42%	35%	42%	38%	21%	30%	37%
	Y	VYZ	VWYZa			VY	e	bef	e	*	*	**
Neither agree nor disagree	28%	18%	-	30%	15%	15%	24%	29%	24%	33%	34%	29%
	WXZa	X		WXZa	X	X		b		b*	*	**
Tend to disagree	12%	4%	-	14%	8%	7%	14%	9%	9%	9%	6%	4%
	WXZa	X		WXZa	WX	WX	cf			*	*	**
Strongly disagree	2%	1%	-	3%	2%	2%	2%	1%	3%	6%	4%	-
	WX	X		WX	X	WX		c	bc*	c*	*	**
Unsure/I don't know	0%	-	-	-	0%	0%	1%	1%	0%	-	2%	7%
	WXY				WX	WX				*	*	**
Net: Top 2 Box	59%	77%	100%	53%	74%	76%	59%	61%	63%	51%	54%	59%
	Y	VY	VWYZa		VY	VY				*	*	**
Net: Bottom 2 box	13%	5%	-	17%	10%	9%	16%	10%	13%	15%	10%	4%
	WXa	X		VWXZa	WX	WX	c			*	*	**

And here are some more statements. Again, to what extent do you agree? - I regularly put food and drink back on the shelf if the nutritional content looks bad for you.

Unweighted base	1059	1045	1208	564	415	894	627	880	274	123	88	20
Base	1061	1023	1196	595	405	843	635	883	268	118	89	20
Strongly agree	12%	18%	22%	10%	31%	26%	25%	13%	11%	11%	8%	9%
		VY	VWY		VWXYa	VWXY	cdef			*	*	**
Tend to agree	29%	33%	39%	21%	40%	39%	35%	36%	27%	21%	14%	21%
	Y	VY	VWY		VWY	VWY	def	def	f	*	*	**
Neither agree nor disagree	21%	20%	18%	18%	14%	19%	17%	26%	25%	31%	26%	36%
	XZ	Z	Z		Z	Z		b	b	b*	*	**
Tend to disagree	24%	19%	15%	30%	12%	11%	15%	18%	27%	21%	23%	15%
	WXZa	XZa	a	VWXZa				bc	bc	*	*	**
Strongly disagree	13%	9%	6%	20%	3%	4%	8%	7%	9%	14%	23%	15%
	WXZa	XZa	Za	VWXZa						c*	bcd*	**
Unsure/I don't know	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	6%	4%
										*	bcd*	**
Net: Top 2 Box	41%	51%	60%	31%	71%	65%	60%	49%	38%	32%	23%	30%
	Y	VY	VWY		VWXYa	VWXY	cdef	def	f	*	*	**
Net: Bottom 2 box	37%	28%	20%	50%	15%	15%	22%	24%	36%	34%	46%	30%
	WXZa	XZa	Za	VWXZa					bc	bc*	bc*	**

Weight loss programme involvement					Shopping considerations			
I follow a weight loss programme such as Weight Watchers	I am following a diet or other weight loss programme and choose	I am not following a formal diet or weight loss programme	I often check the calorie content of food/drink and use this	I am aware of the calorie content of many foods and	A medical condition which impacts their food and	An allergy which impacts their food and drink	A specific dietary choice (i.e. vegan, low cholesterol)	None of these
h	i	j	k	l	m	n	o	p

To what extent do you agree with the following statements? - I expect retailers to do more to explain what's in the products they sell.

Unweighted base	69	175	314	429	1025	372	191	298	1309
Base	79	196	328	433	975	338	180	295	1324
Strongly agree	30%	25%	24%	25%	18%	25%	26%	30%	20%
	l*		l	l		p		p	
Tend to agree	42%	31%	38%	43%	36%	44%	38%	39%	36%
	*		il			p			
Neither agree nor disagree	21%	29%	29%	19%	31%	20%	25%	21%	30%
	*	k	k		k				mo
Tend to disagree	8%	10%	7%	10%	12%	7%	8%	7%	12%
	*			j					mo
Strongly disagree	-	5%	1%	2%	2%	3%	2%	2%	2%
	*	j							
Unsure/I don't know	-	1%	0%	0%	1%	-	1%	1%	1%
	*						m		
Net: Top 2 Box	71%	55%	62%	68%	54%	70%	64%	69%	56%
	il*		l	il		p		p	
Net: Bottom 2 box	8%	15%	8%	13%	14%	10%	9%	9%	14%
	*	j		j					

And here are some more statements. Again, to what extent do you agree? - I regularly put food and drink back on the shelf if the nutritional content looks bad for you.

Unweighted base	69	175	314	429	1025	372	191	298	1309
Base	79	196	328	433	975	338	180	295	1324
Strongly agree	29%	22%	19%	23%	10%	24%	26%	27%	12%
	l*	l	l	l		p	p	p	
Tend to agree	42%	33%	35%	45%	25%	37%	36%	40%	30%
	l*		l	ijl		p		p	
Neither agree nor disagree	15%	27%	22%	18%	27%	17%	16%	18%	26%
	*	k		k					mno
Tend to disagree	7%	11%	17%	11%	25%	18%	15%	10%	20%
	*		hk		hijk	o			o
Strongly disagree	7%	7%	6%	3%	12%	3%	5%	4%	11%
	*	k	k		jk				mno
Unsure/I don't know	-	1%	1%	1%	1%	1%	2%	1%	1%
	*								
Net: Top 2 Box	71%	54%	54%	68%	35%	61%	62%	67%	42%
	ijl*	l	l	ijl		p	p	p	
Net: Bottom 2 box	14%	18%	23%	13%	37%	21%	20%	14%	31%
	*		k		hijk	o			mno

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

To what extent do you agree with the following statements? - I expect retailers to do more to explain what's in the products they sell.

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
Strongly agree	24%	23%	20%	13%	20%	15%	29%	20%	26%	22%	19%	23%
			*	*	**	*	**		**		**	
Tend to agree	43%	38%	42%	48%	31%	32%	27%	42%	41%	33%	36%	37%
			*	J*	**	*	**	J	**		**	
Neither agree nor disagree	24%	26%	31%	26%	28%	36%	23%	22%	33%	32%	34%	27%
			*	*	**	H*	**		**	H	**	
Tend to disagree	7%	10%	2%	11%	12%	17%	18%	11%	-	11%	9%	10%
			*	*	**	C*	**		**		**	
Strongly disagree	1%	1%	5%	2%	4%	-	-	4%	-	3%	3%	2%
			*	*	**	*	**	B	**	**	**	
Unsure/I don't know	1%	2%	-	-	5%	-	3%	-	-	-	-	1%
		J	*	*	**	*	**		**		**	
Net: Top 2 Box	67%	61%	63%	61%	52%	47%	56%	63%	67%	55%	54%	60%
	FJ	*	*	**	*	**	**	F	**	**	**	
Net: Bottom 2 box	8%	11%	7%	14%	16%	17%	18%	15%	-	13%	12%	12%
			*	*	**	*	**		**	**	**	

And here are some more statements. Again, to what extent do you agree? - I regularly put food and drink back on the shelf if the nutritional content looks bad for you.

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
Strongly agree	12%	15%	15%	10%	24%	20%	25%	13%	15%	16%	17%	15%
			*	*	**	*	**		**		**	
Tend to agree	38%	33%	34%	47%	19%	27%	38%	26%	37%	38%	21%	31%
	H		*	FHLN*	**	*	**		**	HLN	**	
Neither agree nor disagree	21%	23%	25%	16%	23%	32%	28%	27%	37%	22%	31%	22%
			*	*	**	*	**		**	**	**	
Tend to disagree	14%	18%	19%	20%	11%	16%	6%	23%	8%	19%	31%	21%
			*	*	**	*	**		**	**	**	
Strongly disagree	14%	10%	6%	5%	15%	4%	-	10%	-	5%	-	9%
	J	J	*	*	**	*	**	J	**		**	J
Unsure/I don't know	1%	2%	-	2%	8%	1%	3%	0%	3%	-	-	1%
		J	*	J*	**	*	**		**		**	
Net: Top 2 Box	50%	48%	49%	57%	43%	47%	63%	39%	52%	54%	38%	47%
			*	H*	**	*	**		**	HL	**	
Net: Bottom 2 box	28%	27%	25%	25%	26%	20%	6%	33%	8%	23%	31%	31%
			*	*	**	*	**	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

To what extent do you agree with the following statements? - I expect retailers to do more to explain what's in the products they sell.

Unweighted base	94	99	12	25	1522	447
Base	96	79	12	18	1416	556
Strongly agree	24%	22%	12%	18%	23%	19%
	*	*	**	**		
Tend to agree	39%	35%	41%	35%	37%	40%
	*	*	**	**		
Neither agree nor disagree	26%	28%	38%	27%	26%	29%
	*	*	**	**		
Tend to disagree	11%	12%	9%	10%	11%	9%
	*	*	**	**		
Strongly disagree	-	2%	-	10%	2%	3%
	*	*	**	**		
Unsure/I don't know	1%	2%	-	-	1%	1%
	*	HJ*	**	**		
Net: Top 2 Box	62%	56%	53%	53%	60%	59%
	*	*	**	**		
Net: Bottom 2 box	11%	13%	9%	20%	13%	11%
	*	*	**	**		

And here are some more statements. Again, to what extent do you agree? - I regularly put food and drink back on the shelf if the nutritional content looks bad for you.

Unweighted base	94	99	12	25	1522	447
Base	96	79	12	18	1416	556
Strongly agree	17%	24%	42%	43%	16%	17%
	*	ADH*	**	**		
Tend to agree	32%	26%	36%	35%	33%	30%
	*	*	**	**		
Neither agree nor disagree	28%	26%	17%	3%	23%	25%
	*	*	**	**		
Tend to disagree	14%	15%	-	6%	18%	20%
	*	*	**	**		
Strongly disagree	7%	9%	4%	13%	9%	7%
	*	*	**	**		
Unsure/I don't know	1%	1%	-	-	1%	1%
	*	*	**	**		
Net: Top 2 Box	49%	49%	79%	77%	49%	47%
	*	*	**	**		
Net: Bottom 2 box	21%	24%	4%	19%	27%	27%
	*	*	**	**		

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

To what extent do you agree with the following statements? - I expect retailers to do more to explain what's in the products they sell.

Unweighted base	670	275	266	170	525	277	1264	444
Base	676	281	244	148	555	314	1212	491
Strongly agree	22%	20%	25%	29%	32%	25%	23%	27%
					XY			
Tend to agree	38%	41%	37%	44%	42%	43%	39%	39%
Neither agree nor disagree	25%	23%	25%	21%	19%	22%	24%	23%
							W	W
Tend to disagree	12%	15%	10%	4%	7%	6%	12%	9%
	V	V					WX	
Strongly disagree	2%	2%	3%	0%	1%	3%	2%	2%
						W	W	
Unsure/I don't know	1%	-	-	1%	0%	0%	1%	0%
Net: Top 2 Box	60%	61%	63%	73%	74%	68%	61%	66%
			STU		YZ	Y		
Net: Bottom 2 box	14%	16%	12%	5%	7%	9%	14%	10%
	V	V	V				WX	W

And here are some more statements. Again, to what extent do you agree? - I regularly put food and drink back on the shelf if the nutritional content looks bad for you.

Unweighted base	670	275	266	170	525	277	1264	444
Base	676	281	244	148	555	314	1212	491
Strongly agree	17%	18%	12%	18%	20%	18%	19%	17%
Tend to agree	34%	31%	40%	41%	35%	33%	35%	32%
Neither agree nor disagree	21%	23%	21%	22%	17%	15%	20%	17%
Tend to disagree	20%	20%	16%	13%	20%	21%	17%	23%
							Y	
Strongly disagree	9%	7%	10%	5%	8%	12%	8%	11%
						W		W
Unsure/I don't know	0%	-	1%	1%	0%	0%	1%	1%
Net: Top 2 Box	50%	50%	52%	60%	55%	52%	55%	49%
					Z		Z	
Net: Bottom 2 box	28%	27%	26%	18%	27%	33%	25%	34%
	V	V				Y		WY

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

And here are some more statements. Again, to what extent do you agree? - I think it's an individual's responsibility to eat a healthy and balanced diet, not the Government's job to try and legislate it.

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
Strongly agree	35%	35%	34%	32%	38%	36%	32%	35%	33%*	38%	34%*
Tend to agree	43%	44%	41%	44%	42%	37%	42%	46%	45%*	37%	42%*
Neither agree nor disagree	15%	14%	17%	18%	13%	15%	17%	13%	15%*	16%	12%*
Tend to disagree	5%	5%	5%	4%	5%	8% G	5%	4%	7%*	5%	10%*
Strongly disagree	2%	2%	2%	1%	3%	2%	3%	2%	-*	2%	2%*
Unsure/I don't know	1%	0%	1%	1%	0%	1%	0%	0%	-*	2% G	-*
Net: Top 2 Box	77%	79% B	75%	76%	80%	73%	74%	81% EF	78%*	75%	76%*
Net: Bottom 2 box	7%	7%	8%	5%	7%	11% CG	8%	5%	7%*	7%	12%*

And here are some more statements. Again, to what extent do you agree? - I expect manufacturers/food and drink brands to do more to explain what's in the products they sell.

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
Strongly agree	26%	27%	26%	27%	25%	28%	25%	24%	34%*	28%	34%*
Tend to agree	43%	44%	42%	45%	41%	40%	47%	44%	43%*	39%	48%*
Neither agree nor disagree	23%	22%	24%	20%	24%	25%	22%	24%	20%*	27%	16%*
Tend to disagree	5%	6%	5%	6%	7%	6%	4%	7%	3%*	4%	3%*
Strongly disagree	1%	1%	1%	1%	2%	1%	1%	1%	1%*	-	-*
Unsure/I don't know	1%	0%	1%	1%	0%	1%	1%	0%	-*	1%	-*
Net: Top 2 Box	70%	71%	69%	72%	66%	68%	72%	67%	76%*	67%	82% DG*
Net: Bottom 2 box	7%	7%	6%	7%	9%	6%	5%	8%	4%*	4%	3%*

Age					Gender		Type of shopping trip			
18-24	25-34	35-44	45-54	55+	Male	Female	Just one main shop each week	One main shop, topped up with smaller shops as needed	Several smaller shops without one main shop	Other
K	L	M	N	O	P	Q	R	S	T	U

And here are some more statements. Again, to what extent do you agree? - I think it's an individual's responsibility to eat a healthy and balanced diet, not the Government's job to try and legislate it.

Unweighted base	208	220	247	378	959	871	1141	358	1263	347	44
Base	241	335	321	399	716	968	1044	386	1260	330	36
Strongly agree	29%	31%	29%	31%	42%	33%	36%	29%	38%	30%	31%
					KLMN				RT		*
Tend to agree	36%	35%	50%	47%	42%	41%	44%	47%	41%	42%	49%
			KLO	KL							*
Neither agree nor disagree	21%	21%	17%	15%	9%	17%	14%	17%	14%	16%	10%
	O	O	O	O							*
Tend to disagree	8%	8%	3%	5%	4%	6%	4%	4%	5%	7%	8%
	MO	O									*
Strongly disagree	3%	3%	1%	1%	1%	2%	2%	2%	2%	3%	2%
											*
Unsure/I don't know	1%	1%	-	0%	0%	1%	0%	1%	0%	2%	-
									S		*
Net: Top 2 Box	66%	66%	79%	78%	85%	74%	80%	76%	79%	72%	80%
			KL	KL	KLMN		P		T		*
Net: Bottom 2 box	12%	11%	4%	6%	5%	8%	6%	6%	6%	10%	10%
	MNO	MNO							S		*

And here are some more statements. Again, to what extent do you agree? - I expect manufacturers/food and drink brands to do more to explain what's in the products they sell.

Unweighted base	208	220	247	378	959	871	1141	358	1263	347	44
Base	241	335	321	399	716	968	1044	386	1260	330	36
Strongly agree	21%	26%	23%	28%	29%	27%	26%	24%	27%	25%	34%
					K						*
Tend to agree	41%	39%	47%	43%	45%	41%	45%	41%	45%	41%	45%
											*
Neither agree nor disagree	27%	28%	24%	21%	20%	24%	22%	28%	22%	22%	16%
	O	O						S			*
Tend to disagree	6%	6%	5%	6%	4%	5%	5%	6%	5%	7%	3%
											*
Strongly disagree	3%	2%	1%	1%	1%	1%	1%	1%	1%	3%	2%
									S		*
Unsure/I don't know	1%	0%	0%	0%	1%	1%	1%	1%	0%	1%	-
											*
Net: Top 2 Box	63%	65%	70%	71%	74%	68%	71%	64%	72%	67%	79%
					KL				R		*
Net: Bottom 2 box	9%	7%	6%	7%	6%	7%	7%	7%	6%	10%	5%
									S		*

						Traffic light system understanding					
I tend not to rely on ingredients or nutritional information	I don't think that nutritional information on food and	I expect retailers to do more to explain what's in the	I don't tend to look for ingredients or nutritional information	I am willing to pay more for organic products	It's important for me to know where the food I'm buying is	Very well	Somewhat well	Not very well	I'm aware of it but I don't understand it at all	I'm not aware of it	Unsure/I don't know
V	W	X	Y	Z	a	b	c	d	e	f	g

And here are some more statements. Again, to what extent do you agree? - I think it's an individual's responsibility to eat a healthy and balanced diet, not the Government's job to try and legislate it.

Unweighted base	1059	1045	1208	564	415	894	627	880	274	123	88	20
Base	1061	1023	1196	595	405	843	635	883	268	118	89	20
Strongly agree	40%	34%	35%	41%	39%	39%	45%	30%	27%	34%	33%	11%
	WX			WX	W	WX	cdef			*	*	**
Tend to agree	44%	47%	46%	45%	42%	42%	33%	49%	50%	36%	37%	47%
		a	a					be	be	*	*	**
Neither agree nor disagree	10%	11%	11%	9%	7%	9%	14%	15%	15%	19%	19%	29%
		Z	Z							*	*	**
Tend to disagree	4%	6%	6%	2%	8%	7%	5%	5%	8%	1%	6%	-
		VY	VY		VY	VY			e	*	*	**
Strongly disagree	1%	2%	2%	2%	4%	3%	2%	1%	1%	7%	3%	9%
		V	V		V	V				bcd*	*	**
Unsure/I don't know	-	0%	0%	0%	-	0%	0%	1%	-	2%	2%	4%
		V	V	V		V				bd*	d*	**
Net: Top 2 Box	85%	81%	81%	86%	81%	81%	78%	79%	77%	70%	70%	57%
	WXa			WXZa						*	*	**
Net: Bottom 2 box	5%	8%	9%	5%	11%	9%	7%	6%	9%	8%	9%	9%
		VY	VY		VY	VY				*	*	**

And here are some more statements. Again, to what extent do you agree? - I expect manufacturers/food and drink brands to do more to explain what's in the products they sell.

Unweighted base	1059	1045	1208	564	415	894	627	880	274	123	88	20
Base	1061	1023	1196	595	405	843	635	883	268	118	89	20
Strongly agree	23%	35%	40%	23%	41%	41%	32%	22%	27%	29%	22%	7%
		VY	VWY		VWY	VWY	c			*	*	**
Tend to agree	45%	47%	54%	41%	42%	44%	39%	48%	48%	27%	35%	51%
	Y	Y	VWYZa				e	bef	be	*	*	**
Neither agree nor disagree	24%	14%	6%	26%	12%	11%	19%	25%	21%	30%	29%	37%
	WXZa	Xa		WXZa	X	X		b		b*	b*	**
Tend to disagree	7%	3%	0%	8%	3%	3%	7%	4%	2%	10%	9%	-
	WXZa	X		WXZa	X	X	cd			cd*	cd*	**
Strongly disagree	1%	1%	0%	2%	1%	1%	2%	0%	2%	4%	1%	-
	X	X		WXa	X	X	c			c*	*	**
Unsure/I don't know	0%	-	-	0%	1%	0%	1%	0%	-	-	3%	4%
	WX			WX	WX	WX				*	cd*	**
Net: Top 2 Box	68%	82%	93%	64%	83%	85%	71%	70%	75%	56%	57%	59%
	Y	VY	VWYZa		VY	VWY	ef	ef	ef	*	*	**
Net: Bottom 2 box	8%	4%	1%	11%	4%	3%	9%	5%	4%	14%	10%	-
	WXZa	X		VWXZa	X	X	cd			cd*	cd*	**

Weight loss programme involvement					Shopping considerations			
I follow a weight loss programme such as Weight Watchers	I am following a diet or other weight loss programme and choose to do this	I am not following a formal diet or weight loss programme	I often check the calorie content of food/drink and use this to guide my choices	I am aware of the calorie content of many foods and drinks	A medical condition which impacts their food and drink choices	An allergy which impacts their food and drink choices	A specific dietary choice (i.e. vegan, low cholesterol)	None of these
h	i	j	k	l	m	n	o	p

And here are some more statements. Again, to what extent do you agree? - I think it's an individual's responsibility to eat a healthy and balanced diet, not the Government's job to try and legislate it.

Unweighted base	69	175	314	429	1025	372	191	298	1309
Base	79	196	328	433	975	338	180	295	1324
Strongly agree	47%	30%	31%	32%	37%	37%	34%	34%	34%
	ijk*								
Tend to agree	42%	44%	44%	46%	41%	40%	45%	42%	43%
	*								
Neither agree nor disagree	7%	18%	20%	10%	16%	14%	11%	14%	16%
	*	k	hk		k				
Tend to disagree	4%	5%	4%	9%	4%	6%	8%	7%	4%
	*			jl			p	p	
Strongly disagree	-	2%	1%	3%	2%	3%	2%	3%	2%
	*								
Unsure/I don't know	-	1%	1%	0%	1%	-	-	0%	1%
	*								
Net: Top 2 Box	89%	74%	74%	78%	77%	77%	79%	76%	77%
	ijl*								
Net: Bottom 2 box	4%	7%	5%	11%	6%	9%	10%	10%	6%
	*			jl		p	p	p	

And here are some more statements. Again, to what extent do you agree? - I expect manufacturers/food and drink brands to do more to explain what's in the products they sell.

Unweighted base	69	175	314	429	1025	372	191	298	1309
Base	79	196	328	433	975	338	180	295	1324
Strongly agree	30%	27%	27%	33%	23%	34%	36%	38%	23%
	*			l		p	p	p	
Tend to agree	51%	40%	45%	45%	42%	43%	39%	44%	43%
	*								
Neither agree nor disagree	18%	21%	22%	18%	26%	16%	17%	14%	26%
	*			k					mno
Tend to disagree	0%	6%	4%	3%	7%	4%	6%	1%	6%
	*			hk		o	o		o
Strongly disagree	-	5%	1%	1%	1%	3%	1%	2%	1%
	*	ijkl				p			
Unsure/I don't know	-	1%	1%	0%	1%	-	1%	1%	1%
	*						m		
Net: Top 2 Box	81%	67%	73%	78%	65%	77%	75%	82%	66%
	il*		l	il		p	p	p	
Net: Bottom 2 box	0%	11%	5%	4%	8%	7%	7%	3%	7%
	*	hjk		hk		o	o		o

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

And here are some more statements. Again, to what extent do you agree? - I think it's an individual's responsibility to eat a healthy and balanced diet, not the Government's job to try and legislate it.

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
Strongly agree	33%	35%	22%	32%	40%	46%	33%	37%	36%	31%	44%	34%
			*	*	**	CJ*	**	**	**	**	**	
Tend to agree	39%	41%	41%	38%	46%	38%	37%	39%	48%	46%	39%	46%
			*	*	**	*	**	**	**	**	**	
Neither agree nor disagree	14%	18%	26%	17%	10%	11%	16%	15%	5%	16%	10%	13%
			L*	*	**	*	**	**	**	**	**	
Tend to disagree	9%	4%	8%	11%	-	5%	12%	3%	10%	5%	7%	5%
	H		*	BH*	**	*	**	**	**	**	**	
Strongly disagree	4%	0%	3%	2%	-	-	-	4%	2%	1%	-	2%
	B		B*	*	**	*	**	BJ	**	**	**	B
Unsure/I don't know	-	2%	-	-	5%	-	3%	1%	-	-	-	0%
		J	*	*	**	*	**	**	**	**	**	
Net: Top 2 Box	73%	76%	63%	69%	86%	84%	69%	77%	83%	78%	84%	80%
			*	*	**	C*	**	**	**	C	**	C
Net: Bottom 2 box	13%	4%	11%	14%	-	5%	12%	7%	12%	6%	7%	7%
	BJLM		*	BM*	**	*	**	**	**	**	**	

And here are some more statements. Again, to what extent do you agree? - I expect manufacturers/food and drink brands to do more to explain what's in the products they sell.

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
Strongly agree	29%	27%	21%	20%	17%	18%	40%	27%	21%	27%	24%	26%
			*	*	**	*	**	**	**	**	**	
Tend to agree	45%	40%	44%	51%	37%	45%	31%	45%	64%	41%	45%	44%
			*	*	**	*	**	**	**	**	**	
Neither agree nor disagree	18%	26%	27%	26%	36%	34%	12%	23%	15%	24%	16%	22%
		M	*	*	**	AM*	**	**	**	**	**	
Tend to disagree	7%	4%	6%	3%	-	2%	15%	3%	-	8%	15%	6%
			*	*	**	*	**	**	**	H	**	
Strongly disagree	1%	1%	2%	-	6%	1%	-	2%	-	1%	-	2%
			*	*	**	*	**	**	**	**	**	
Unsure/I don't know	-	2%	-	-	5%	-	3%	-	-	-	-	1%
		J	*	*	**	*	**	**	**	**	**	
Net: Top 2 Box	74%	67%	65%	71%	53%	63%	71%	72%	85%	68%	68%	70%
			*	*	**	*	**	**	**	**	**	
Net: Bottom 2 box	8%	5%	8%	3%	6%	3%	15%	5%	-	8%	15%	8%
			*	*	**	*	**	**	**	**	**	

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

And here are some more statements. Again, to what extent do you agree? - I think it's an individual's responsibility to eat a healthy and balanced diet, not the Government's job to try and legislate it.

Unweighted base	94	99	12	25	1522	447
Base	96	79	12	18	1416	556
Strongly agree	35%	38%	30%	49%	37%	28%
	*	*	**	**	R	
Tend to agree	47%	36%	60%	18%	41%	47%
	*	*	**	**	Q	
Neither agree nor disagree	15%	15%	-	23%	14%	18%
	*	*	**	**	Q	
Tend to disagree	3%	6%	10%	6%	5%	5%
	*	*	**	**		
Strongly disagree	1%	5%	-	4%	2%	2%
	*	BJ*	**	**		
Unsure/I don't know	-	-	-	-	1%	-
	*	*	**	**		
Net: Top 2 Box	82%	75%	90%	67%	79%	75%
	C*	*	**	**		
Net: Bottom 2 box	3%	11%	10%	10%	7%	7%
	*	B*	**	**		

And here are some more statements. Again, to what extent do you agree? - I expect manufacturers/food and drink brands to do more to explain what's in the products they sell.

Unweighted base	94	99	12	25	1522	447
Base	96	79	12	18	1416	556
Strongly agree	29%	28%	30%	40%	27%	25%
	*	*	**	**		
Tend to agree	49%	44%	38%	47%	44%	43%
	*	*	**	**		
Neither agree nor disagree	15%	21%	32%	4%	22%	23%
	*	*	**	**		
Tend to disagree	6%	6%	-	5%	5%	7%
	*	*	**	**		
Strongly disagree	1%	-	-	4%	1%	2%
	*	*	**	**		
Unsure/I don't know	-	1%	-	-	1%	0%
	*	*	**	**		
Net: Top 2 Box	78%	72%	68%	87%	71%	68%
	*	*	**	**		
Net: Bottom 2 box	7%	6%	-	9%	6%	9%
	*	*	**	**	Q	

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

And here are some more statements. Again, to what extent do you agree? - I think it's an individual's responsibility to eat a healthy and balanced diet, not the Government's job to try and legislate it.

Unweighted base	670	275	266	170	525	277	1264	444
Base	676	281	244	148	555	314	1212	491
Strongly agree	36%	32%	35%	39%	36%	35%	39%	37%
Tend to agree	43%	46%	41%	39%	47%	48%	43%	47%
Neither agree nor disagree	13%	14%	16%	16%	10%	10%	11%	10%
Tend to disagree	5%	5%	7%	2%	4%	5%	5%	4%
Strongly disagree	2%	3%	1%	3%	2%	3%	1%	3%
Unsure/I don't know	0%	-	-	1%	-	-	0%	-
Net: Top 2 Box	79%	78%	76%	77%	84%	82%	82%	84%
Net: Bottom 2 box	7%	7%	8%	5%	7%	8%	7%	6%

And here are some more statements. Again, to what extent do you agree? - I expect manufacturers/food and drink brands to do more to explain what's in the products they sell.

Unweighted base	670	275	266	170	525	277	1264	444
Base	676	281	244	148	555	314	1212	491
Strongly agree	27%	29%	26%	32%	33%	28%	31%	27%
Tend to agree	44%	46%	47%	51%	47%	46%	44%	45%
Neither agree nor disagree	22%	21%	18%	13%	17%	23%	18%	22%
Tend to disagree	5%	3%	6%	3%	2%	3%	6%	4%
Strongly disagree	1%	1%	2%	1%	1%	1%	1%	1%
Unsure/I don't know	0%	-	-	1%	-	0%	0%	0%
Net: Top 2 Box	71%	75%	74%	82%	80%	73%	75%	73%
Net: Bottom 2 box	6%	4%	8%	4%	3%	4%	7%	5%

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

And here are some more statements. Again, to what extent do you agree? - I would take more notice of the nutritional content of the food I buy if it was easier to understand

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
Strongly agree	16%	14%	19% A	17%	15%	17%	16%	15%	21% *	17%	18% *
Tend to agree	35%	36%	33%	33%	39%	31%	35%	35%	31% *	30%	43% *
Neither agree nor disagree	32%	32%	31%	35%	28%	32%	34%	29%	28% *	36%	27% *
Tend to disagree	13%	14%	12%	10%	14%	16% C	12%	15% C	17% *	12%	12% *
Strongly disagree	3%	3%	4%	4%	3%	2%	3%	5%	3% *	4%	- *
Unsure/I don't know	1%	0%	1% A	1%	1%	1%	0%	0%	- *	2%	- *
Net: Top 2 Box	51%	50%	52%	50%	54%	48%	51%	50%	52% *	47%	61% *
Net: Bottom 2 box	17%	17%	16%	14%	17%	19%	14%	20% C	20% *	16%	12% *

And here are some more statements. Again, to what extent do you agree? - I am paying more attention to the nutritional content of what I eat than I used to

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
Strongly agree	21%	21%	22%	20%	21%	25%	20%	20%	26% *	21%	27% *
Tend to agree	37%	39% B	33%	38%	35%	32%	37%	39%	32% *	39%	38% *
Neither agree nor disagree	26%	26%	27%	28%	29%	27%	28%	24%	18% *	23%	26% *
Tend to disagree	11%	10%	12%	10%	11%	9%	12%	12%	18% CE*	10%	7% *
Strongly disagree	4%	4%	5%	4%	4%	6%	2%	4%	5% *	7% F	2% *
Unsure/I don't know	1%	1%	1%	1%	1%	2%	0%	1%	- *	1%	- *
Net: Top 2 Box	58%	60%	55%	58%	56%	57%	57%	58%	59% *	60%	65% *
Net: Bottom 2 box	15%	13% A	17%	13%	15%	15%	14%	16%	23% CJ*	17%	9% *

Age					Gender		Type of shopping trip			
18-24	25-34	35-44	45-54	55+	Male	Female	Just one main shop each week	One main shop, topped up with smaller shops as needed	Several smaller shops without one main shop	Other
K	L	M	N	O	P	Q	R	S	T	U

And here are some more statements. Again, to what extent do you agree? - I would take more notice of the nutritional content of the food I buy if it was easier to understand

Unweighted base	208	220	247	378	959	871	1141	358	1263	347	44
Base	241	335	321	399	716	968	1044	386	1260	330	36
Strongly agree	14%	14%	16%	20%	16%	17%	16%	18%	16%	15%	15%*
Tend to agree	24%	30%	37%	34%	39%	35%	34%	34%	36%	30%	32%*
Neither agree nor disagree	38%	34%	30%	30%	30%	31%	32%	33%	31%	31%	37%*
Tend to disagree	16%	18%	14%	13%	10%	12%	14%	11%	13%	18%	11%*
Strongly disagree	7%	2%	3%	3%	4%	4%	3%	3%	3%	5%	4%*
Unsure/I don't know	1%	2%	0%	0%	1%	1%	1%	2%	1%	1%	-*
Net: Top 2 Box	38%	44%	53%	54%	56%	52%	50%	51%	52%	45%	47%*
Net: Bottom 2 box	23%	20%	16%	16%	14%	16%	17%	14%	16%	23%	15%*

And here are some more statements. Again, to what extent do you agree? - I am paying more attention to the nutritional content of what I eat than I used to

Unweighted base	208	220	247	378	959	871	1141	358	1263	347	44
Base	241	335	321	399	716	968	1044	386	1260	330	36
Strongly agree	22%	25%	26%	19%	19%	19%	23%	21%	22%	20%	21%*
Tend to agree	41%	32%	34%	36%	39%	34%	39%	32%	37%	39%	34%*
Neither agree nor disagree	23%	28%	29%	26%	25%	28%	25%	32%	25%	23%	20%*
Tend to disagree	9%	12%	8%	14%	11%	13%	9%	10%	11%	10%	21%*
Strongly disagree	4%	3%	2%	5%	6%	5%	4%	3%	4%	6%	4%*
Unsure/I don't know	2%	1%	1%	1%	1%	1%	0%	2%	0%	1%	-*
Net: Top 2 Box	63%	56%	60%	54%	58%	53%	62%	53%	59%	59%	55%*
Net: Bottom 2 box	13%	14%	10%	19%	17%	17%	13%	12%	15%	17%	25%*

						Traffic light system understanding					
I tend not to rely on ingredients or nutritional information	I don't think that nutritional information on food and	I expect retailers to do more to explain what's in the	I don't tend to look for ingredients or nutritional information	I am willing to pay more for organic products	It's important for me to know where the food I'm buying is	Very well	Somewhat well	Not very well	I'm aware of it but I don't understand it at all	I'm not aware of it	Unsure/I don't know
V	W	X	Y	Z	a	b	c	d	e	f	g

And here are some more statements. Again, to what extent do you agree? - I would take more notice of the nutritional content of the food I buy if it was easier to understand

Unweighted base	1059	1045	1208	564	415	894	627	880	274	123	88	20
Base	1061	1023	1196	595	405	843	635	883	268	118	89	20
Strongly agree	17%	25%	25%	20%	25%	24%	14%	14%	24%	27%	18%	4%
		VY	VY		V	VY			bc	bc*	*	**
Tend to agree	35%	48%	44%	34%	35%	36%	24%	39%	45%	32%	36%	32%
		VXYZa	VYZa					b	be	*	b*	**
Neither agree nor disagree	29%	20%	23%	26%	28%	26%	34%	34%	20%	26%	31%	53%
		WX	W	W	WX	WX	d	d		*	d*	**
Tend to disagree	15%	6%	7%	14%	9%	10%	19%	11%	9%	11%	8%	7%
		WXZa		WXZa		WX	cdef		*	*	*	**
Strongly disagree	3%	1%	2%	5%	3%	3%	7%	1%	2%	3%	5%	-
		WX	W	VWX	WX	WX	cd		*	*	c*	**
Unsure/I don't know	1%	0%	0%	1%	0%	0%	1%	1%	0%	1%	2%	4%
		X		X					*	*	*	**
Net: Top 2 Box	53%	73%	69%	54%	60%	60%	39%	53%	69%	59%	54%	36%
		VXYZa	VYZa		V	VY		b	bcd	b*	b*	**
Net: Bottom 2 box	18%	7%	8%	19%	12%	13%	26%	13%	11%	13%	13%	7%
		WXZa		WXZa	WX	WX	cdef		*	*	*	**

And here are some more statements. Again, to what extent do you agree? - I am paying more attention to the nutritional content of what I eat than I used to

Unweighted base	1059	1045	1208	564	415	894	627	880	274	123	88	20
Base	1061	1023	1196	595	405	843	635	883	268	118	89	20
Strongly agree	16%	22%	30%	13%	34%	30%	32%	18%	16%	16%	12%	-
		VY	VWY		VWY	VWY	cdef		*	*	*	**
Tend to agree	38%	40%	43%	32%	41%	42%	34%	42%	35%	24%	21%	26%
		Y	VY		Y	VY	ef	bef	ef	*	*	**
Neither agree nor disagree	26%	22%	18%	26%	17%	19%	20%	27%	33%	30%	33%	46%
		WXZa	XZ	WXZa				b	b	b*	b*	**
Tend to disagree	14%	11%	7%	19%	6%	6%	10%	9%	12%	20%	16%	18%
		WXZa	XZa	VWXZa						bcd*	c*	**
Strongly disagree	6%	4%	3%	10%	2%	2%	4%	3%	4%	8%	15%	7%
		WXZa	XZa	VWXZa						c*	bcd*	**
Unsure/I don't know	0%	1%	0%	0%	-	0%	1%	1%	-	3%	2%	4%
		Xa								d*	d*	**
Net: Top 2 Box	54%	62%	72%	45%	75%	72%	66%	60%	51%	40%	33%	26%
		Y	VY	VWY	VWY	VWY	cdef	def	f	*	*	**
Net: Bottom 2 box	20%	15%	10%	28%	8%	8%	14%	12%	16%	28%	32%	25%
		WXZa	XZa	a	VWXZa					bcd*	bcd*	**

Weight loss programme involvement					Shopping considerations			
I follow a weight loss programme such as Weight	I am following a diet or other weight loss programme and choose	I am not following a formal diet or weight loss programme	I often check the calorie content of food/drink and use this	I am aware of the calorie content of many foods and	A medical condition which impacts their food and	An allergy which impacts their food and drink	A specific dietary choice (i.e. vegan, low cholesterol)	None of these
h	i	j	k	l	m	n	o	p

And here are some more statements. Again, to what extent do you agree? - I would take more notice of the nutritional content of the food I buy if it was easier to understand

Unweighted base	69	175	314	429	1025	372	191	298	1309
Base	79	196	328	433	975	338	180	295	1324
Strongly agree	21% *	21% l	18%	18%	14%	17%	22% p	20%	15%
Tend to agree	46% i*	27%	35%	37% i	34%	38%	34%	34%	34%
Neither agree nor disagree	21% *	33%	34%	29%	33%	26%	28%	32%	32% m
Tend to disagree	13% *	13%	9%	12%	16% j	14% o	13%	9%	14% o
Strongly disagree	- *	4%	4%	3%	4%	4%	2%	4%	3%
Unsure/I don't know	- *	2%	0%	1%	1%	-	1% m	1%	1%
Net: Top 2 Box	66% il*	48%	53%	55% l	47%	55%	56%	54%	49%
Net: Bottom 2 box	13% *	17%	12%	15%	19% j	18%	15%	13%	17%

And here are some more statements. Again, to what extent do you agree? - I am paying more attention to the nutritional content of what I eat than I used to

Unweighted base	69	175	314	429	1025	372	191	298	1309
Base	79	196	328	433	975	338	180	295	1324
Strongly agree	42% jkl*	32% l	29% l	25% l	13%	27% p	31% p	38% mp	17%
Tend to agree	39% *	35%	36%	47% ijl	32%	38%	33%	35%	37%
Neither agree nor disagree	13% *	24%	25%	20%	31% hk	24% o	21%	17%	28% o
Tend to disagree	5% *	6%	7%	7%	15% hijk	9%	9%	8%	12%
Strongly disagree	1% *	3%	3%	1%	7% jk	3%	6% o	2%	5% o
Unsure/I don't know	- *	1%	1%	0%	1%	0%	0%	0%	1%
Net: Top 2 Box	81% ijl*	66% l	65% l	72% l	45%	65% p	64% p	72% mp	53%
Net: Bottom 2 box	6% *	8%	9%	8%	22% hijk	11%	14%	10%	17% mo

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

And here are some more statements. Again, to what extent do you agree? - I would take more notice of the nutritional content of the food I buy if it was easier to understand

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
Strongly agree	18%	19%	9%	23%	23%	13%	14%	17%	-	12%	11%	17%
		J	*	*	**	*	**	**	**	**	**	**
Tend to agree	37%	34%	47%	17%	27%	34%	37%	37%	41%	31%	39%	37%
	D	D	DJ*	*	**	D*	**	D	**	D	**	D
Neither agree nor disagree	29%	31%	27%	38%	29%	31%	13%	30%	43%	38%	42%	30%
	*	*	*	*	**	*	**	**	**	LM	**	**
Tend to disagree	12%	12%	16%	20%	11%	20%	28%	11%	15%	14%	8%	12%
	*	*	*	*	**	*	**	**	**	**	**	**
Strongly disagree	4%	2%	2%	3%	6%	2%	6%	5%	-	4%	-	2%
	*	*	*	*	**	*	**	**	**	**	**	**
Unsure/I don't know	-	2%	-	-	5%	-	3%	1%	-	0%	-	1%
	*	*	*	*	**	*	**	**	**	**	**	**
Net: Top 2 Box	55%	53%	56%	39%	49%	47%	50%	54%	41%	43%	50%	55%
	J	J	*	*	**	*	**	J	**	**	**	DJ
Net: Bottom 2 box	16%	15%	18%	23%	17%	23%	34%	16%	15%	18%	8%	14%
	*	*	*	*	**	*	**	**	**	**	**	**

And here are some more statements. Again, to what extent do you agree? - I am paying more attention to the nutritional content of what I eat than I used to

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
Strongly agree	24%	21%	21%	15%	11%	23%	34%	19%	6%	23%	16%	23%
	*	*	*	*	**	*	**	**	**	**	**	**
Tend to agree	34%	36%	33%	42%	40%	31%	31%	37%	50%	37%	48%	36%
	*	*	*	*	**	*	**	**	**	**	**	**
Neither agree nor disagree	23%	28%	30%	35%	32%	26%	27%	26%	39%	25%	19%	25%
	*	*	*	*	**	*	**	**	**	**	**	**
Tend to disagree	14%	11%	12%	4%	5%	16%	-	12%	6%	11%	11%	10%
	*	*	*	*	**	D*	**	**	**	**	**	**
Strongly disagree	5%	3%	4%	3%	5%	3%	5%	6%	-	4%	6%	5%
	*	*	*	*	**	*	**	**	**	**	**	**
Unsure/I don't know	-	2%	1%	1%	8%	-	3%	-	-	-	-	0%
	*	J	*	*	**	*	**	*	**	**	**	**
Net: Top 2 Box	58%	56%	54%	57%	50%	54%	65%	56%	55%	60%	65%	59%
	*	*	*	*	**	*	**	**	**	**	**	**
Net: Bottom 2 box	19%	14%	15%	7%	10%	20%	5%	18%	6%	15%	17%	16%
	*	*	*	*	**	*	**	**	**	**	**	**

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

And here are some more statements. Again, to what extent do you agree? - I would take more notice of the nutritional content of the food I buy if it was easier to understand

Unweighted base	94	99	12	25	1522	447
Base	96	79	12	18	1416	556
Strongly agree	16% *	13% *	12% **	8% **	16%	17%
Tend to agree	38% D*	32% D*	11% **	32% **	35%	34%
Neither agree nor disagree	24% *	34% *	45% **	41% **	31%	33%
Tend to disagree	17% *	11% *	32% **	9% **	13%	13%
Strongly disagree	3% *	9% BL*	- **	9% **	4%	3%
Unsure/I don't know	2% *	1% *	- **	- **	1%	1%
Net: Top 2 Box	54% *	46% *	23% **	40% **	52%	51%
Net: Bottom 2 box	20% *	20% *	32% **	18% **	17%	16%

And here are some more statements. Again, to what extent do you agree? - I am paying more attention to the nutritional content of what I eat than I used to

Unweighted base	94	99	12	25	1522	447
Base	96	79	12	18	1416	556
Strongly agree	22% *	15% *	7% **	24% **	21%	22%
Tend to agree	37% *	40% *	62% **	46% **	37%	35%
Neither agree nor disagree	25% *	28% *	9% **	16% **	25%	29%
Tend to disagree	14% *	11% *	- **	4% **	11%	12%
Strongly disagree	1% *	5% *	- **	7% **	5%	2%
Unsure/I don't know	2% J*	1% *	23% **	3% **	1%	1%
Net: Top 2 Box	59% *	55% *	69% **	70% **	58%	57%
Net: Bottom 2 box	15% *	16% *	- **	11% **	16%	14%

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

And here are some more statements. Again, to what extent do you agree? - I would take more notice of the nutritional content of the food I buy if it was easier to understand

Unweighted base	670	275	266	170	525	277	1264	444
Base	676	281	244	148	555	314	1212	491
Strongly agree	16%	16%	16%	18%	27%	23%	17%	23%
					Y	Y		Y
Tend to agree	34%	35%	40%	42%	42%	38%	33%	40%
					Y			Y
Neither agree nor disagree	31%	30%	29%	28%	21%	23%	29%	24%
							WXZ	
Tend to disagree	16%	16%	10%	10%	8%	13%	16%	11%
	UV					W	WZ	
Strongly disagree	2%	3%	4%	2%	1%	3%	4%	1%
							WZ	
Unsure/I don't know	0%	-	1%	1%	-	-	1%	1%
								W
Net: Top 2 Box	50%	51%	56%	60%	69%	61%	50%	63%
				S	XYZ	Y		Y
Net: Bottom 2 box	19%	19%	15%	11%	10%	16%	20%	12%
	V	V				W	WZ	

And here are some more statements. Again, to what extent do you agree? - I am paying more attention to the nutritional content of what I eat than I used to

Unweighted base	670	275	266	170	525	277	1264	444
Base	676	281	244	148	555	314	1212	491
Strongly agree	23%	24%	20%	26%	26%	23%	24%	22%
					Z			
Tend to agree	37%	41%	40%	42%	41%	37%	38%	41%
Neither agree nor disagree	25%	25%	24%	23%	20%	22%	22%	22%
Tend to disagree	11%	8%	12%	7%	8%	12%	11%	11%
Strongly disagree	3%	3%	4%	1%	4%	5%	4%	4%
Unsure/I don't know	0%	-	0%	1%	0%	-	1%	1%
Net: Top 2 Box	60%	64%	60%	68%	67%	61%	61%	62%
					XYZ			
Net: Bottom 2 box	14%	11%	16%	9%	12%	17%	16%	15%
						W		

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

Ranked first : And which of these types of information do you think is most important to find easily on packaging when you're choosing food or soft drinks? Please rank your top three. If none are important to you, please select "None of these".

Unweighted base	1900	1091	809	471	246	178	289	423	85	150	58
Base	1907	1053	853	451	315	179	230	422	96	158	57
Sugar content	22%	22%	21%	20%	21%	14%	23%	25%	25%	21%	29%
Calorie content	16%	15%	17%	18%	20%	15%	16%	13%	9%	14%	17%
General ingredients	15%	14%	15%	11%	16%	17%	15%	17%	15%	13%	12%
Saturated fat content	10%	12%	9%	10%	8%	14%	9%	11%	9%	14%	7%
Fat content	9%	8%	10%	11%	9%	9%	9%	6%	7%	9%	12%
Artificial additives/E-numbers	5%	6%	5%	7%	4%	8%	6%	4%	5%	6%	-
Salt content	5%	6%	5%	4%	8%	4%	7%	5%	3%	7%	4%
Its proportion of my recommended daily allowance	5%	6%	4%	5%	5%	4%	6%	4%	12%	5%	6%
Whether it's a light, low fat or healthy option	5%	4%	5%	5%	3%	7%	3%	6%	5%	3%	3%
Country of origin	3%	3%	3%	4%	3%	3%	3%	3%	7%	1%	3%
Whether it's Fairtrade	2%	2%	3%	2%	1%	3%	3%	3%	-	6%	1%
Whether it's Organic	1%	2%	1%	1%	1%	2%	2%	2%	-	0%	3%
Fibre content	1%	1%	2%	1%	1%	-	1%	1%	2%	1%	5%
									*		CEFG*

How easy is it to find the information you need on food products?

Unweighted base	1900	1091	809	471	246	178	289	423	85	150	58
Base	1907	1053	853	451	315	179	230	422	96	158	57
Very easy	9%	7%	10%	9%	11%	7%	6%	10%	9%	6%	1%
Somewhat easy	52%	53%	50%	54%	49%	55%	52%	48%	44%	56%	56%
Somewhat difficult	33%	34%	31%	28%	33%	29%	37%	37%	40%	28%	40%
Very difficult	4%	3%	5%	4%	4%	4%	2%	4%	6%	5%	3%
Unsure/I don't know	3%	2%	4%	5%	3%	4%	3%	2%	2%	4%	-
				G					*		*

Age					Gender		Type of shopping trip			
18-24	25-34	35-44	45-54	55+	Male	Female	Just one main shop each week	One main shop, topped up with smaller shops as needed	Several smaller shops without one main shop	Other
K	L	M	N	O	P	Q	R	S	T	U

Ranked first : And which of these types of information do you think is most important to find easily on packaging when you're choosing food or soft drinks? Please rank your top three. If none are important to you, please select "None of these".

Unweighted base	192	211	239	359	899	800	1100	337	1200	322	41
Base	223	323	310	380	671	899	1008	365	1199	308	34
Sugar content	16%	12%	23%	23%	27%	23%	21%	23%	22%	18%	20%
			L	L	KL						*
Calorie content	19%	23%	20%	13%	11%	15%	17%	20%	15%	15%	15%
	O	NO	O								*
General ingredients	19%	16%	15%	17%	11%	14%	16%	18%	14%	13%	10%
	O	O		O							*
Saturated fat content	12%	11%	7%	10%	11%	11%	10%	9%	11%	11%	7%
					M						*
Fat content	6%	7%	13%	8%	9%	8%	10%	7%	9%	11%	13%
			KL								*
Artificial additives/E-numbers	6%	4%	2%	7%	7%	5%	6%	5%	5%	8%	5%
				M	M						*
Salt content	3%	3%	4%	5%	8%	6%	5%	4%	6%	5%	9%
					KL						*
Its proportion of my recommended daily allowance	11%	10%	5%	3%	2%	7%	4%	4%	6%	6%	1%
	MNO	NO				Q					*
Whether it's a light, low fat or healthy option	3%	5%	4%	6%	4%	4%	5%	4%	5%	4%	4%
											*
Country of origin	0%	3%	2%	3%	5%	3%	3%	2%	3%	3%	9%
					K						RS*
Whether it's Fairtrade	3%	3%	3%	1%	2%	2%	2%	2%	2%	2%	1%
											*
Whether it's Organic	1%	1%	1%	2%	2%	1%	2%	0%	2%	2%	5%
											R*
Fibre content	0%	2%	1%	1%	1%	1%	1%	1%	1%	2%	-
											*

How easy is it to find the information you need on food products?

Unweighted base	192	211	239	359	899	800	1100	337	1200	322	41
Base	223	323	310	380	671	899	1008	365	1199	308	34
Very easy	14%	9%	11%	7%	6%	8%	9%	13%	7%	8%	6%
	NO		O					S			*
Somewhat easy	59%	62%	61%	51%	40%	49%	53%	50%	52%	54%	40%
	O	NO	NO	O							*
Somewhat difficult	21%	21%	25%	35%	44%	34%	31%	30%	34%	30%	36%
				KLM	KLMN						*
Very difficult	4%	2%	2%	4%	6%	4%	4%	4%	4%	5%	13%
					LM						RST*
Unsure/I don't know	2%	5%	1%	3%	4%	4%	2%	3%	3%	4%	5%
		M									*

						Traffic light system understanding					
I tend not to rely on ingredients or nutritional information	I don't think that nutritional information on food and	I expect retailers to do more to explain what's in the	I don't tend to look for ingredients or nutritional information	I am willing to pay more for organic products	It's important for me to know where the food I'm buying is	Very well	Somewhat well	Not very well	I'm aware of it but I don't understand it at all	I'm not aware of it	Unsure/I don't know
V	W	X	Y	Z	a	b	c	d	e	f	g

Ranked first : And which of these types of information do you think is most important to find easily on packaging when you're choosing food or soft drinks? Please rank your top three. If none are important to you, please select "None of these".

Unweighted base	998	997	1176	509	403	875	601	844	263	111	69	12
Base	1000	978	1166	540	392	825	610	847	258	107	73	13
Sugar content	22%	25%	25%	22%	22%	22%	19%	23%	21%	30%	22%	17%
	V									b*	*	**
Calorie content	14%	12%	15%	15%	12%	11%	19%	16%	13%	10%	17%	-
			Wa							*	*	**
General ingredients	16%	13%	13%	14%	14%	12%	15%	14%	15%	13%	13%	25%
	WXa									*	*	**
Saturated fat content	10%	11%	12%	8%	12%	12%	12%	11%	5%	10%	10%	6%
			Y		Y	VY	d	d		*	*	**
Fat content	9%	9%	8%	8%	5%	7%	9%	8%	13%	8%	5%	4%
	Za	Za	Za	Z						*	*	**
Artificial additives/E-numbers	5%	6%	6%	5%	8%	8%	6%	5%	7%	5%	6%	-
						VXY				*	*	**
Salt content	5%	6%	6%	5%	2%	6%	3%	6%	4%	6%	8%	35%
	Z	Z	Z	Z		Z		b		*	b*	**
Its proportion of my recommended daily allowance	5%	6%	5%	7%	5%	5%	6%	5%	5%	2%	5%	-
			VX							*	*	**
Whether it's a light, low fat or healthy option	5%	5%	4%	6%	4%	3%	3%	5%	6%	4%	1%	13%
	Xa	a		Xa						*	*	**
Country of origin	4%	3%	3%	4%	4%	6%	4%	2%	4%	1%	7%	-
						VWX	c			*	c*	**
Whether it's Fairtrade	2%	2%	2%	3%	5%	3%	2%	2%	2%	6%	3%	-
					VWXY	VX				cd*	*	**
Whether it's Organic	2%	1%	2%	1%	4%	2%	1%	1%	2%	1%	1%	-
					VWXYa	WY				*	*	**
Fibre content	1%	1%	1%	1%	1%	1%	1%	0%	2%	3%	-	-
								c		c*	*	**

How easy is it to find the information you need on food products?

Unweighted base	998	997	1176	509	403	875	601	844	263	111	69	12
Base	1000	978	1166	540	392	825	610	847	258	107	73	13
Very easy	11%	4%	5%	12%	12%	8%	20%	4%	2%	4%	1%	-
	WXa		W	WXa	WXa	WX	cdef			*	*	**
Somewhat easy	50%	40%	49%	49%	52%	51%	59%	57%	31%	28%	36%	29%
	W		W	W	W	W	def	def		*	*	**
Somewhat difficult	32%	46%	37%	29%	31%	35%	19%	34%	59%	37%	37%	20%
		VXYZa	VYZ			Y		b	bcef	b*	b*	**
Very difficult	5%	7%	6%	6%	4%	5%	2%	2%	6%	15%	19%	15%
		VZ							bc	bcd*	bcd*	**
Unsure/I don't know	2%	3%	2%	4%	1%	1%	1%	2%	2%	15%	7%	36%
	a	XZa	a	VXZa						bcd*	bc*	**

Weight loss programme involvement					Shopping considerations			
I follow a weight loss programme such as Weight	I am following a diet or other weight loss programme and choose	I am not following a formal diet or weight loss programme	I often check the calorie content of food/drink and use this	I am aware of the calorie content of many foods and	A medical condition which impacts their food and	An allergy which impacts their food and drink	A specific dietary choice (i.e. vegan, low cholesterol)	None of these
h	i	j	k	l	m	n	o	p

Ranked first : And which of these types of information do you think is most important to find easily on packaging when you're choosing food or soft drinks? Please rank your top three. If none are important to you, please select "None of these".

Unweighted base	67	170	302	423	938	365	186	293	1211
Base	78	192	314	427	896	333	176	290	1231
Sugar content	10%	22%	18%	22%	24%	35%	23%	20%	20%
	*			h	h	nop			
Calorie content	30%	19%	27%	19%	9%	8%	13%	17%	18%
	l*	l	kl	l				m	m
General ingredients	8%	15%	9%	13%	17%	11%	23%	16%	14%
	*				j		mp	m	
Saturated fat content	13%	11%	8%	13%	9%	10%	10%	10%	10%
	*			jl					
Fat content	20%	11%	12%	7%	8%	7%	5%	11%	9%
	kl*		l					n	
Artificial additives/E-numbers	2%	1%	4%	6%	7%	3%	7%	6%	6%
	*		i	i			m		
Salt content	3%	4%	3%	7%	6%	7%	5%	3%	6%
	*					o			
Its proportion of my recommended daily allowance	2%	5%	6%	4%	6%	3%	4%	5%	6%
	*								m
Whether it's a light, low fat or healthy option	3%	7%	7%	3%	4%	5%	1%	5%	5%
	*		k			n		n	n
Country of origin	4%	0%	2%	2%	5%	3%	3%	3%	4%
	i*				i				
Whether it's Fairtrade	4%	2%	2%	3%	2%	2%	4%	5%	1%
	*							p	
Whether it's Organic	-	1%	0%	2%	2%	3%	2%	1%	1%
	*					op			
Fibre content	2%	2%	2%	1%	1%	2%	0%	0%	1%
	*					o			

How easy is it to find the information you need on food products?

Unweighted base	67	170	302	423	938	365	186	293	1211
Base	78	192	314	427	896	333	176	290	1231
Very easy	14%	13%	8%	6%	9%	6%	10%	7%	9%
	k*	k							
Somewhat easy	61%	57%	58%	52%	47%	51%	50%	53%	51%
	l*	l	l						
Somewhat difficult	22%	25%	28%	39%	34%	37%	35%	32%	33%
	*			hij	i				
Very difficult	2%	2%	3%	3%	6%	5%	5%	7%	3%
	*				k			p	
Unsure/I don't know	1%	4%	2%	1%	4%	1%	1%	1%	4%
	*				k				mo

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

Ranked first : And which of these types of information do you think is most important to find easily on packaging when you're choosing food or soft drinks? Please rank your top three. If none are important to you, please select "None of these".

Unweighted base	113	282	47	54	33	64	26	227	15	315	23	482
Base	125	301	55	60	38	56	24	229	13	289	19	502
Sugar content	25%	21%	16%	10%	14%	14%	14%	25%	44%	21%	24%	23%
	D*	*	*	*	**	*	**	D	**	*	**	D
Calorie content	25%	15%	14%	12%	2%	17%	27%	14%	12%	15%	16%	18%
	BHJ*	*	*	*	**	*	**	*	**	*	**	*
General ingredients	14%	14%	19%	13%	18%	20%	10%	12%	-	16%	15%	15%
	*	*	*	*	**	*	**	*	**	*	**	*
Saturated fat content	11%	10%	5%	14%	7%	5%	25%	10%	20%	10%	15%	10%
	*	*	*	*	**	*	**	*	**	*	**	*
Fat content	7%	10%	8%	8%	13%	11%	-	10%	-	8%	4%	10%
	*	*	*	*	**	*	**	*	**	*	**	*
Artificial additives/E-numbers	4%	7%	8%	16%	-	4%	-	6%	-	6%	9%	5%
	*	*	*	ABHJLMN*	**	*	**	*	**	*	**	*
Salt content	3%	4%	6%	7%	16%	4%	9%	6%	10%	5%	-	5%
	*	*	*	*	**	*	**	*	**	*	**	*
Its proportion of my recommended daily allowance	1%	5%	12%	6%	14%	3%	3%	5%	-	5%	-	6%
	*	N	AN*	*	**	*	**	*	**	N	**	N
Whether it's a light, low fat or healthy option	4%	7%	4%	6%	7%	4%	-	2%	10%	4%	10%	4%
	*	H	*	*	**	*	**	*	**	*	**	*
Country of origin	3%	4%	-	1%	1%	9%	6%	5%	-	4%	4%	2%
	*	*	*	*	**	CL*	**	L	**	*	**	*
Whether it's Fairtrade	-	1%	3%	4%	7%	5%	-	3%	4%	3%	4%	1%
	*	*	*	AL*	**	AL*	**	L	**	L	**	*
Whether it's Organic	1%	1%	4%	-	1%	1%	3%	1%	-	3%	-	1%
	*	*	*	*	**	*	**	*	**	*	**	*
Fibre content	2%	0%	-	3%	-	4%	4%	2%	-	1%	-	1%
	*	*	*	B*	**	B*	**	*	**	*	**	*

How easy is it to find the information you need on food products?

Unweighted base	113	282	47	54	33	64	26	227	15	315	23	482
Base	125	301	55	60	38	56	24	229	13	289	19	502
Very easy	7%	10%	7%	7%	13%	13%	7%	7%	-	6%	5%	10%
	*	*	*	*	**	J*	**	*	**	*	**	*
Somewhat easy	45%	50%	59%	56%	42%	52%	50%	49%	69%	61%	49%	50%
	*	*	*	*	**	*	**	*	**	ABHLN	**	*
Somewhat difficult	42%	30%	29%	27%	37%	31%	39%	33%	31%	28%	32%	35%
	BJ*	*	*	*	**	*	**	*	**	*	**	*
Very difficult	4%	4%	5%	9%	4%	3%	-	4%	-	2%	9%	4%
	*	*	*	J*	**	*	**	*	**	*	**	*
Unsure/I don't know	2%	6%	-	1%	4%	-	5%	6%	-	4%	5%	2%
	*	LM	*	*	**	*	**	LM	**	*	**	*

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

Ranked first : And which of these types of information do you think is most important to find easily on packaging when you're choosing food or soft drinks? Please rank your top three. If none are important to you, please select "None of these".

Unweighted base	91	91	12	25	1428	431
Base	92	73	12	18	1330	539
Sugar content	18% *	29% DF*	28% **	21% **	22%	21%
Calorie content	24% H*	13% *	- **	- **	16%	16%
General ingredients	12% *	20% **	- **	19% **	14%	16%
Saturated fat content	8% *	14% *	- **	15% **	11%	9%
Fat content	11% *	7% *	6% **	4% **	9%	9%
Artificial additives/E-numbers	4% *	1% *	4% **	7% **	5%	6%
Salt content	9% *	2% *	11% **	6% **	6%	4%
Its proportion of my recommended daily allowance	3% *	- *	26% **	- **	5%	6%
Whether it's a light, low fat or healthy option	6% *	3% *	23% **	3% **	4%	6%
Country of origin	3% *	4% *	3% **	5% **	4% R	2%
Whether it's Fairtrade	1% *	2% *	- **	15% **	2% Q	3%
Whether it's Organic	- *	4% HL*	- **	5% **	2%	1%
Fibre content	1% *	- *	- **	- **	1%	2%

How easy is it to find the information you need on food products?

Unweighted base	91	91	12	25	1428	431
Base	92	73	12	18	1330	539
Very easy	14% J*	7% *	7% **	5% **	8%	10%
Somewhat easy	52% *	46% *	44% **	57% **	50%	55%
Somewhat difficult	31% *	34% *	45% **	35% **	34%	30%
Very difficult	3% *	11% BHJLM*	4% **	4% **	5% R	2%
Unsure/I don't know	- *	2% *	- **	- **	3%	2%

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

Ranked first : And which of these types of information do you think is most important to find easily on packaging when you're choosing food or soft drinks? Please rank your top three. If none are important to you, please select "None of these".

	643	267	251	166	502	261	1202	418
Unweighted base	643	267	251	166	502	261	1202	418
Base	650	274	229	145	534	296	1159	466
Sugar content	22%	18%	29%	20%	24%	22%	21%	21%
			STV					
Calorie content	18%	16%	13%	9%	15%	16%	17%	15%
	V	V						
General ingredients	14%	20%	9%	13%	13%	13%	15%	12%
		U						
Saturated fat content	10%	14%	12%	12%	11%	9%	12%	12%
Fat content	8%	11%	6%	13%	7%	10%	7%	9%
			U					
Artificial additives/E-numbers	6%	4%	6%	9%	6%	6%	6%	5%
			T					
Salt content	4%	4%	8%	9%	5%	5%	4%	6%
			ST	ST				
Its proportion of my recommended daily allowance	4%	6%	7%	5%	6%	6%	5%	6%
Whether it's a light, low fat or healthy option	5%	2%	4%	1%	5%	4%	5%	6%
	T							
Country of origin	3%	2%	4%	3%	3%	3%	4%	3%
Whether it's Fairtrade	1%	3%	0%	2%	3%	3%	2%	3%
		SU						
Whether it's Organic	2%	1%	1%	2%	2%	1%	1%	0%
					Z			
Fibre content	1%	0%	0%	1%	1%	3%	1%	2%
					WY		Y	

How easy is it to find the information you need on food products?

	643	267	251	166	502	261	1202	418
Unweighted base	643	267	251	166	502	261	1202	418
Base	650	274	229	145	534	296	1159	466
Very easy	9%	7%	6%	3%	7%	10%	10%	10%
	V				W			
Somewhat easy	55%	60%	50%	44%	47%	53%	53%	52%
	V	UV				W	W	
Somewhat difficult	30%	26%	34%	48%	37%	30%	32%	29%
			STU		XYZ			
Very difficult	4%	4%	5%	4%	8%	4%	4%	6%
					Y			Y
Unsure/I don't know	2%	2%	5%	1%	2%	3%	2%	4%
		SV						Y

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

In June 2013, the UK Government introduced a traffic light nutritional labelling system designed to be used across all food and drink packaging. The traffic light system uses three colours (green, amber, red) to show how much fat, saturated fat, salt and sugar and calories are in foods. How well do you think you understand the traffic light system?

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
Very well	32%	32%	31%	30%	31%	35%	33%	29%	43%	32%	30%
									CG*		*
Somewhat well	44%	45%	42%	45%	42%	44%	45%	45%	29%	49%	48%
				H		H	H	H	*	H	H*
Not very well	13%	12%	14%	14%	14%	12%	10%	16%	15%	7%	17%
				I				FI	*		*
I'm aware of it but I don't understand it at all	6%	6%	6%	7%	6%	4%	6%	7%	6%	5%	1%
									*		*
I'm not aware of it	4%	4%	5%	4%	6%	4%	5%	2%	7%	6%	4%
					G				G*	G	*
Unsure/I don't know	1%	1%	1%	1%	2%	1%	1%	1%	-	1%	-
									*		*

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. - Even if you buy a product that has all green lights on the label, it's still not OK to have as much of it as you want.

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	23%	24%	22%	19%	21%	24%	26%	24%	29%	25%	36%
									*		CD*
I'm pretty sure it's true	41%	42%	40%	42%	48%	39%	40%	37%	38%	46%	36%
					G				*		*
I'm pretty sure it's false	14%	14%	14%	18%	11%	15%	12%	14%	14%	12%	10%
				DF					*		*
It's definitely false	6%	6%	5%	4%	4%	7%	7%	8%	5%	3%	4%
								C	*		*
I don't know if it's true or false	16%	13%	19%	17%	15%	14%	15%	17%	14%	14%	14%
			A						*		*

Age					Gender		Type of shopping trip			
18-24	25-34	35-44	45-54	55+	Male	Female	Just one main shop each week	One main shop, topped up with smaller shops as needed	Several smaller shops without one main shop	Other
K	L	M	N	O	P	Q	R	S	T	U

In June 2013, the UK Government introduced a traffic light nutritional labelling system designed to be used across all food and drink packaging. The traffic light system uses three colours (green, amber, red) to show how much fat, saturated fat, salt and sugar and calories are in foods. How well do you think you understand the traffic light system?

Unweighted base	208	220	247	378	959	871	1141	358	1263	347	44
Base	241	335	321	399	716	968	1044	386	1260	330	36
Very well	53%	35%	35%	26%	24%	28%	34%	31%	31%	36%	18%
	LMNO	NO	NO				P			U	*
Somewhat well	33%	47%	47%	46%	43%	43%	44%	40%	46%	40%	47%
		K	K	K	K						*
Not very well	7%	8%	9%	17%	18%	16%	11%	14%	13%	11%	20%
			KLM	KLM		Q					*
I'm aware of it but I don't understand it at all	3%	6%	4%	5%	8%	6%	5%	7%	5%	7%	7%
				KM							*
I'm not aware of it	2%	3%	4%	5%	6%	5%	4%	4%	4%	5%	8%
				K							*
Unsure/I don't know	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	-
								S			*

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. - Even if you buy a product that has all green lights on the label, it's still not OK to have as much of it as you want.

Unweighted base	208	220	247	378	959	871	1141	358	1263	347	44
Base	241	335	321	399	716	968	1044	386	1260	330	36
It's definitely true	36%	25%	20%	22%	20%	25%	22%	24%	23%	23%	35%
	LMNO										*
I'm pretty sure it's true	33%	39%	45%	40%	44%	40%	43%	37%	43%	38%	38%
			K		K				R		*
I'm pretty sure it's false	13%	15%	17%	17%	11%	13%	15%	15%	14%	15%	13%
			O	O							*
It's definitely false	5%	5%	8%	7%	5%	6%	5%	5%	5%	8%	-
											*
I don't know if it's true or false	13%	17%	11%	14%	19%	16%	15%	19%	15%	15%	15%
				KMN							*

						Traffic light system understanding					
I tend not to rely on ingredients or nutritional information	I don't think that nutritional information on food and	I expect retailers to do more to explain what's in the	I don't tend to look for ingredients or nutritional information	I am willing to pay more for organic products	It's important for me to know where the food I'm buying is	Very well	Somewhat well	Not very well	I'm aware of it but I don't understand it at all	I'm not aware of it	Unsure/I don't know
V	W	X	Y	Z	a	b	c	d	e	f	g

In June 2013, the UK Government introduced a traffic light nutritional labelling system designed to be used across all food and drink packaging. The traffic light system uses three colours (green, amber, red) to show how much fat, saturated fat, salt and sugar and calories are in foods. How well do you think you understand the traffic light system?

Unweighted base	1059	1045	1208	564	415	894	627	880	274	123	88	20
Base	1061	1023	1196	595	405	843	635	883	268	118	89	20
Very well	30%	23%	31%	26%	39%	34%	100%	-	-	-	-	-
	WY		WY		VWXY	VWXY	cdef		*	*	**	
Somewhat well	45%	45%	45%	41%	42%	42%	-	100%	-	-	-	-
	Y	Y						bdef	*	*	**	**
Not very well	14%	18%	14%	16%	11%	15%	-	-	100%	-	-	-
		VXZa		Z		Z			bcef	*	*	**
I'm aware of it but I don't understand it at all	5%	8%	5%	9%	4%	5%	-	-	-	100%	-	-
		VXZa		VXZa						bcd*	*	**
I'm not aware of it	5%	5%	4%	8%	4%	2%	-	-	-	-	100%	-
	a	Xa	a	VWXZa					*	*	bcde*	**
Unsure/I don't know	1%	1%	1%	1%	1%	1%	-	-	-	-	-	100%
									*	*	*	**

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. - Even if you buy a product that has all green lights on the label, it's still not OK to have as much of it as you want.

Unweighted base	1059	1045	1208	564	415	894	627	880	274	123	88	20
Base	1061	1023	1196	595	405	843	635	883	268	118	89	20
It's definitely true	23%	24%	26%	22%	31%	27%	37%	21%	11%	10%	14%	3%
			V		VWXY	VWY	cdef	de		*	*	**
I'm pretty sure it's true	44%	42%	43%	40%	40%	43%	37%	47%	46%	32%	19%	14%
	Y						f	bef	bef	*	*	**
I'm pretty sure it's false	13%	13%	12%	15%	14%	13%	12%	16%	13%	14%	8%	9%
								b		*	*	**
It's definitely false	6%	6%	5%	5%	6%	6%	7%	5%	5%	6%	5%	3%
										*	*	**
I don't know if it's true or false	14%	16%	14%	18%	8%	11%	8%	11%	24%	39%	55%	72%
	Za	XZa	Za	VXZa					bc	bcd*	bcde*	**

Weight loss programme involvement					Shopping considerations			
I follow a weight loss programme such as Weight Watchers	I am following a diet or other weight loss programme and choose to do this	I am not following a formal diet or weight loss programme	I often check the calorie content of food/drink and use this to guide my choices	I am aware of the calorie content of many foods and drinks	A medical condition which impacts their food and drink	An allergy which impacts their food and drink	A specific dietary choice (i.e. vegan, low cholesterol)	None of these
h	i	j	k	l	m	n	o	p

In June 2013, the UK Government introduced a traffic light nutritional labelling system designed to be used across all food and drink packaging. The traffic light system uses three colours (green, amber, red) to show how much fat, saturated fat, salt and sugar and calories are in foods. How well do you think you understand the traffic light system?

Unweighted base	69	175	314	429	1025	372	191	298	1309
Base	79	196	328	433	975	338	180	295	1324
Very well	43%	34%	36%	35%	27%	31%	37%	40%	30%
	l*		l	l				mp	
Somewhat well	36%	46%	42%	45%	44%	47%	42%	43%	44%
	*								
Not very well	8%	10%	14%	13%	15%	15%	12%	10%	14%
	*								
I'm aware of it but I don't understand it at all	10%	6%	5%	4%	7%	4%	4%	4%	7%
	k*				k				
I'm not aware of it	1%	4%	3%	3%	6%	3%	3%	4%	5%
	*				jk				
Unsure/I don't know	2%	-	0%	1%	2%	0%	1%	-	1%
	*								

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. - Even if you buy a product that has all green lights on the label, it's still not OK to have as much of it as you want.

Unweighted base	69	175	314	429	1025	372	191	298	1309
Base	79	196	328	433	975	338	180	295	1324
It's definitely true	18%	20%	22%	23%	25%	22%	33%	33%	22%
	*						mp	mp	
I'm pretty sure it's true	53%	39%	46%	43%	39%	48%	34%	41%	41%
	l*					nop			
I'm pretty sure it's false	12%	19%	14%	14%	13%	15%	17%	14%	13%
	*								
It's definitely false	6%	6%	3%	7%	6%	6%	6%	5%	6%
	*		j						
I don't know if it's true or false	12%	16%	15%	13%	17%	8%	10%	7%	19%
	*								mno

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

In June 2013, the UK Government introduced a traffic light nutritional labelling system designed to be used across all food and drink packaging. The traffic light system uses three colours (green, amber, red) to show how much fat, saturated fat, salt and sugar and calories are in foods. How well do you think you understand the traffic light system?

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
Very well	23%	33%	37%	29%	19%	37%	25%	23%	35%	38%	21%	33%
		H	*	*	**	H*	**	**	**	AH	**	AH
Somewhat well	49%	45%	44%	41%	46%	41%	47%	45%	59%	45%	53%	42%
	N	N	*	*	**	*	**	N	**	N	**	**
Not very well	17%	12%	14%	19%	12%	10%	16%	14%	6%	10%	13%	14%
		*	*	**	*	**	**	**	**	**	**	**
I'm aware of it but I don't understand it at all	5%	5%	5%	4%	18%	5%	9%	11%	-	4%	7%	4%
		*	*	**	**	*	**	BJL	**	**	**	**
I'm not aware of it	5%	4%	-	5%	5%	7%	-	7%	-	2%	6%	5%
		*	*	**	*	**	**	J	**	**	**	**
Unsure/I don't know	2%	1%	-	1%	-	-	3%	1%	-	0%	-	1%
		*	*	**	*	**	**	**	**	**	**	**

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. - Even if you buy a product that has all green lights on the label, it's still not OK to have as much of it as you want.

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	16%	22%	24%	20%	9%	26%	37%	19%	13%	27%	29%	24%
		*	*	*	**	*	**	**	**	A	**	**
I'm pretty sure it's true	48%	41%	37%	45%	45%	28%	31%	43%	54%	41%	35%	42%
	FN	N	*	N*	**	*	**	FN	**	N	**	N
I'm pretty sure it's false	13%	16%	30%	12%	18%	23%	2%	12%	9%	15%	15%	13%
			ABDHJLMN*	*	**	HL*	**	**	**	**	**	**
It's definitely false	3%	3%	4%	7%	8%	6%	8%	5%	-	7%	13%	5%
			*	*	**	*	**	**	**	**	**	**
I don't know if it's true or false	20%	17%	5%	16%	20%	17%	22%	20%	23%	10%	8%	16%
	CJM	CJM	*	*	**	*	**	CJM	**	**	**	JM

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

In June 2013, the UK Government introduced a traffic light nutritional labelling system designed to be used across all food and drink packaging. The traffic light system uses three colours (green, amber, red) to show how much fat, saturated fat, salt and sugar and calories are in foods. How well do you think you understand the traffic light system?

Unweighted base	94	99	12	25	1522	447
Base	96	79	12	18	1416	556
Very well	33%	36%	42%	18%	31%	33%
	*	AH*	**	**		
Somewhat well	46%	32%	51%	53%	44%	45%
	*	*	**	**		
Not very well	11%	15%	7%	20%	13%	13%
	*	*	**	**		
I'm aware of it but I don't understand it at all	8%	9%	-	4%	6%	6%
	*	*	**	**		
I'm not aware of it	3%	7%	-	5%	5%	2%
	*	*	**	**	R	
Unsure/I don't know	-	2%	-	-	1%	1%
	*	*	**	**		

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. - Even if you buy a product that has all green lights on the label, it's still not OK to have as much of it as you want.

Unweighted base	94	99	12	25	1522	447
Base	96	79	12	18	1416	556
It's definitely true	31%	26%	15%	29%	24%	23%
	AH*	*	**	**		
I'm pretty sure it's true	45%	27%	50%	36%	41%	42%
	N*	*	**	**		
I'm pretty sure it's false	13%	11%	12%	6%	13%	17%
	*	*	**	**	Q	
It's definitely false	5%	9%	23%	19%	6%	6%
	*	B*	**	**		
I don't know if it's true or false	6%	27%	-	10%	17%	12%
	*	CJLM*	**	**	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

In June 2013, the UK Government introduced a traffic light nutritional labelling system designed to be used across all food and drink packaging. The traffic light system uses three colours (green, amber, red) to show how much fat, saturated fat, salt and sugar and calories are in foods. How well do you think you understand the traffic light system?

Unweighted base	670	275	266	170	525	277	1264	444
Base	676	281	244	148	555	314	1212	491
Very well	35%	40%	26%	28%	24%	27%	37%	28%
	U	UV					WXZ	
Somewhat well	44%	42%	46%	50%	46%	41%	43%	44%
Not very well	12%	12%	17%	11%	16%	18%	12%	14%
					Y	Y		
I'm aware of it but I don't understand it at all	4%	3%	6%	7%	8%	8%	4%	8%
					Y	Y		Y
I'm not aware of it	4%	3%	4%	3%	4%	5%	3%	6%
								Y
Unsure/I don't know	0%	1%	1%	1%	1%	1%	1%	1%

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. - Even if you buy a product that has all green lights on the label, it's still not OK to have as much of it as you want.

Unweighted base	670	275	266	170	525	277	1264	444
Base	676	281	244	148	555	314	1212	491
It's definitely true	28%	28%	20%	22%	22%	20%	29%	20%
	U						WXZ	
I'm pretty sure it's true	39%	43%	41%	51%	42%	43%	41%	42%
				S				
I'm pretty sure it's false	15%	14%	14%	9%	16%	14%	13%	17%
								Y
It's definitely false	5%	8%	7%	6%	5%	6%	5%	6%
I don't know if it's true or false	13%	7%	18%	12%	15%	17%	12%	16%
	T		T		Y	Y		Y

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 red labels it means it's unhealthy and should be avoided.

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	30%	29%	31%	30%	28%	34%	32%	24%	43%	31%	33%
						G	G		CDG*		*
I'm pretty sure it's true	37%	37%	36%	39%	37%	34%	34%	39%	26%	32%	41%
				H				H	*		*
I'm pretty sure it's false	14%	14%	14%	12%	16%	13%	13%	16%	16%	16%	6%
								*	*		*
It's definitely false	5%	6%	5%	4%	6%	6%	8%	5%	3%	6%	5%
							C		*		*
I don't know if it's true or false	14%	14%	14%	15%	13%	13%	13%	16%	13%	15%	15%
								*	*		*

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. - You should aim to have only one product with red lights on per day.

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	6%	4%	8%	9%	3%	6%	5%	5%	8%	8%	6%
			A	DG					*	D	*
I'm pretty sure it's true	31%	31%	30%	33%	34%	28%	33%	28%	27%	28%	33%
								*	*		*
I'm pretty sure it's false	21%	21%	21%	20%	20%	25%	21%	24%	20%	22%	15%
								*	*		*
It's definitely false	10%	12%	7%	8%	11%	11%	10%	13%	7%	5%	12%
		B						I	*		*
I don't know if it's true or false	32%	31%	33%	30%	32%	30%	31%	31%	38%	36%	35%
								*	*		*

Age					Gender		Type of shopping trip			
18-24	25-34	35-44	45-54	55+	Male	Female	Just one main shop each week	One main shop, topped up with smaller shops as needed	Several smaller shops without one main shop	Other
K	L	M	N	O	P	Q	R	S	T	U

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	208	220	247	378	959	871	1141	358	1263	347	44
Base	241	335	321	399	716	968	1044	386	1260	330	36
It's definitely true	26%	31%	30%	28%	31%	27%	32%	29%	29%	32%	34%
						P					*
I'm pretty sure it's true	33%	38%	38%	36%	36%	35%	38%	35%	39%	29%	49%
									T		T*
I'm pretty sure it's false	17%	14%	17%	15%	12%	15%	13%	15%	14%	16%	4%
			O							U	*
It's definitely false	12%	4%	5%	6%	4%	7%	4%	4%	5%	9%	5%
	LMNO					Q				RS	*
I don't know if it's true or false	11%	13%	10%	15%	17%	16%	13%	17%	13%	14%	9%
			M	KM							*

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. - You should aim to have only one product with red lights on per day.

Unweighted base	208	220	247	378	959	871	1141	358	1263	347	44
Base	241	335	321	399	716	968	1044	386	1260	330	36
It's definitely true	9%	6%	5%	6%	5%	6%	7%	8%	6%	3%	2%
								T	T		*
I'm pretty sure it's true	30%	37%	29%	31%	28%	27%	34%	30%	31%	32%	23%
		O					P				*
I'm pretty sure it's false	26%	18%	24%	20%	21%	24%	19%	20%	22%	20%	24%
						Q					*
It's definitely false	10%	11%	13%	9%	9%	12%	8%	9%	10%	10%	15%
						Q					*
I don't know if it's true or false	25%	27%	29%	33%	37%	32%	32%	32%	31%	35%	36%
			K	KLM							*

						Traffic light system understanding					
I tend not to rely on ingredients or nutritional information	I don't think that nutritional information on food and	I expect retailers to do more to explain what's in the	I don't tend to look for ingredients or nutritional information	I am willing to pay more for organic products	It's important for me to know where the food I'm buying is	Very well	Somewhat well	Not very well	I'm aware of it but I don't understand it at all	I'm not aware of it	Unsure/I don't know
V	W	X	Y	Z	a	b	c	d	e	f	g

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	1059	1045	1208	564	415	894	627	880	274	123	88	20
Base	1061	1023	1196	595	405	843	635	883	268	118	89	20
It's definitely true	30%	33%	35%	28%	35%	34%	41%	27%	23%	18%	16%	3%
		VY	VY		VY	VY	cdef	f		*	*	**
I'm pretty sure it's true	39%	37%	36%	38%	33%	36%	29%	44%	36%	30%	27%	24%
		XZ						bdef		*	*	**
I'm pretty sure it's false	13%	11%	13%	13%	15%	14%	15%	15%	14%	8%	6%	9%
		W	W		W	W	f	f		*	*	**
It's definitely false	5%	5%	5%	5%	6%	6%	7%	4%	4%	12%	-	-
							cf			cdf*	*	**
I don't know if it's true or false	13%	14%	11%	16%	10%	10%	7%	9%	24%	32%	50%	64%
		a	XZa	VXZa					bc	bc*	bcde*	**

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. - You should aim to have only one product with red lights on per day.

Unweighted base	1059	1045	1208	564	415	894	627	880	274	123	88	20
Base	1061	1023	1196	595	405	843	635	883	268	118	89	20
It's definitely true	8%	8%	8%	9%	11%	9%	9%	5%	4%	8%	1%	3%
					VWX		cdf			*	*	**
I'm pretty sure it's true	32%	30%	32%	31%	32%	32%	30%	35%	28%	22%	15%	14%
		W					f	def	f	*	*	**
I'm pretty sure it's false	21%	19%	20%	20%	21%	20%	25%	22%	18%	12%	11%	-
							def	ef		*	*	**
It's definitely false	10%	10%	10%	9%	10%	11%	13%	9%	8%	9%	6%	-
							cd			*	*	**
I don't know if it's true or false	29%	33%	31%	31%	24%	28%	22%	29%	42%	50%	67%	83%
		Z	VXZa	Z	Z			b	bc	bc*	bcde*	**

Weight loss programme involvement					Shopping considerations			
I follow a weight loss programme such as Weight Watchers	I am following a diet or other weight loss programme and choose it	I am not following a formal diet or weight loss programme	I often check the calorie content of food/drink and use this	I am aware of the calorie content of many foods and drinks	A medical condition which impacts their food and drink	An allergy which impacts their food and drink	A specific dietary choice (i.e. vegan, low cholesterol)	None of these
h	i	j	k	l	m	n	o	p

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	69	175	314	429	1025	372	191	298	1309
Base	79	196	328	433	975	338	180	295	1324
It's definitely true	38% i*	29%	33%	36%	26%	33%	29%	33%	29%
I'm pretty sure it's true	39% *	42%	38%	37%	35%	37%	39%	37%	36%
I'm pretty sure it's false	7% *	12%	13%	12%	16%	15%	15%	19% p	13%
It's definitely false	8% *	5%	4%	6%	6%	6%	7%	4%	5%
I don't know if it's true or false	8% *	12%	13%	10%	18% k	9%	10%	7%	17% mno

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. - You should aim to have only one product with red lights on per day.

Unweighted base	69	175	314	429	1025	372	191	298	1309
Base	79	196	328	433	975	338	180	295	1324
It's definitely true	17% jkl*	8%	8%	6%	4%	7%	9% p	7%	5%
I'm pretty sure it's true	31% *	40%	34%	34%	26%	34%	31%	33%	30%
I'm pretty sure it's false	20% *	19%	18%	20%	24%	26% p	20%	20%	20%
It's definitely false	6% *	10%	12%	10%	10%	10%	12%	14% mp	9%
I don't know if it's true or false	26% *	23%	27%	30%	36% ij	25%	28%	25%	36% mo

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

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. - You should aim to have only one product with red lights on per day.

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

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	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*	**	**		

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. - You should aim to have only one product with red lights on per day.

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					

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. - You should aim to have only one product with red lights on per day.

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%	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%

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 you stick to products with all green lights on, you will have a healthy diet.

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)

Age					Gender		Type of shopping trip			
18-24	25-34	35-44	45-54	55+	Male	Female	Just one main shop each week	One main shop, topped up with smaller shops as needed	Several smaller shops without one main shop	Other
K	L	M	N	O	P	Q	R	S	T	U

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	208	220	247	378	959	871	1141	358	1263	347	44
Base	241	335	321	399	716	968	1044	386	1260	330	36
It's definitely true	7%	6%	5%	5%	4%	5%	5%	6%	5%	3%	4%*
I'm pretty sure it's true	36%	43%	50%	52%	46%	45%	48%	42%	49%	42%	41%*
I'm pretty sure it's false	28%	29%	24%	18%	21%	22%	24%	24%	22%	27%	29%*
It's definitely false	9%	5%	4%	5%	3%	5%	4%	3%	5%	6%	10%*
I don't know if it's true or false	20%	17%	17%	20%	26%	22%	20%	25%	20%	22%	16%*
				LMN							*

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 you stick to products with all green lights on, you will have a healthy diet.

Unweighted base	208	220	247	378	959	871	1141	358	1263	347	44
Base	241	335	321	399	716	968	1044	386	1260	330	36
It's definitely true	12%	11%	16%	10%	9%	10%	12%	15%	10%	9%	8%*
I'm pretty sure it's true	27%	46%	46%	48%	42%	42%	43%	41%	45%	34%	49%*
I'm pretty sure it's false	32%	20%	20%	20%	21%	22%	21%	18%	21%	31%	17%*
It's definitely false	18%	7%	5%	8%	5%	9%	6%	5%	8%	9%	11%*
I don't know if it's true or false	12%	16%	13%	15%	23%	17%	18%	21%	16%	17%	15%*
				KLMN				S			*

k/l, m/n/o/p, Minimum Base: 30 (**), Small Base: 100 (*)

						Traffic light system understanding					
I tend not to rely on ingredients or nutritional information	I don't think that nutritional information on food and	I expect retailers to do more to explain what's in the	I don't tend to look for ingredients or nutritional information	I am willing to pay more for organic products	It's important for me to know where the food I'm buying is	Very well	Somewhat well	Not very well	I'm aware of it but I don't understand it at all	I'm not aware of it	Unsure/I don't know
V	W	X	Y	Z	a	b	c	d	e	f	g

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	1059	1045	1208	564	415	894	627	880	274	123	88	20
Base	1061	1023	1196	595	405	843	635	883	268	118	89	20
It's definitely true	5%	6%	5%	6%	8%	6%	8%	4%	2%	3%	1%	3%
					VWX		cdf			*	*	**
I'm pretty sure it's true	51%	46%	49%	49%	46%	48%	47%	51%	45%	34%	22%	14%
	W		W				ef	ef	f	*	*	**
I'm pretty sure it's false	20%	21%	23%	19%	23%	23%	25%	25%	19%	16%	16%	-
							e	de		*	*	**
It's definitely false	4%	5%	4%	3%	7%	6%	7%	4%	2%	2%	7%	-
					VWXY	Y	cd			*	d*	**
I don't know if it's true or false	19%	22%	19%	22%	16%	17%	12%	16%	33%	45%	54%	83%
		VXZa		Za					bc	bcd*	bcd*	**

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 you stick to products with all green lights on, you will have a healthy diet.

Unweighted base	1059	1045	1208	564	415	894	627	880	274	123	88	20
Base	1061	1023	1196	595	405	843	635	883	268	118	89	20
It's definitely true	11%	11%	13%	14%	15%	13%	16%	10%	4%	6%	8%	3%
			W		VW		cde	d		*	*	**
I'm pretty sure it's true	45%	42%	46%	42%	42%	45%	41%	49%	37%	31%	26%	17%
			W				f	bdef		*	*	**
I'm pretty sure it's false	21%	21%	19%	21%	19%	20%	20%	24%	24%	19%	13%	9%
		X						f		*	*	**
It's definitely false	7%	8%	8%	6%	12%	9%	11%	6%	8%	3%	6%	-
					VWXY	VXY	ce			*	*	**
I don't know if it's true or false	16%	17%	15%	18%	13%	13%	11%	12%	27%	41%	46%	71%
	a	XZa	a	Za					bc	bcd*	bcd*	**

Weight loss programme involvement					Shopping considerations			
I follow a weight loss programme such as Weight Watchers	I am following a diet or other weight loss programme and choose to do this	I am not following a formal diet or weight loss programme	I often check the calorie content of food/drink and use this to guide my choices	I am aware of the calorie content of many foods and drinks	A medical condition which impacts their food and drink	An allergy which impacts their food and drink	A specific dietary choice (i.e. vegan, low cholesterol)	None of these
h	i	j	k	l	m	n	o	p

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	69	175	314	429	1025	372	191	298	1309
Base	79	196	328	433	975	338	180	295	1324
It's definitely true	16% ijkl*	6%	5%	4%	4%	5%	6%	5%	4%
I'm pretty sure it's true	41% *	49%	48%	49%	44%	49%	45%	44%	47%
I'm pretty sure it's false	26% *	26%	24%	25%	22%	28% p	24%	29% p	21%
It's definitely false	- *	5%	3%	6%	5%	3%	6%	6%	5%
I don't know if it's true or false	17% *	14%	20%	16%	26% ik	15%	19%	16%	23% mo

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 you stick to products with all green lights on, you will have a healthy diet.

Unweighted base	69	175	314	429	1025	372	191	298	1309
Base	79	196	328	433	975	338	180	295	1324
It's definitely true	24% ijkl*	17%	12%	10%	9%	13%	14%	14%	10%
I'm pretty sure it's true	38% *	48% l	48% l	47% l	38%	46%	39%	41%	42%
I'm pretty sure it's false	16% *	19%	18%	20%	25% jk	25%	20%	24%	20%
It's definitely false	1% *	5%	7%	9% h	8% h	6% mp	13% mp	13% mp	7%
I don't know if it's true or false	22% i*	11%	15%	15%	20% ik	9%	14%	8%	21% mno

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 green lights on it but only one red, overall it is still healthy.

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	-	5%	8%	4%	5%	6%	5%	4%	-	5%	7%	5%
		A	A*	A*	**	A*	**	A	**	A	**	A
I'm pretty sure it's true	46%	48%	49%	46%	60%	36%	57%	49%	65%	47%	45%	47%
		N	*	*	**	*	**	N	**	N	**	N
I'm pretty sure it's false	24%	22%	25%	23%	9%	23%	25%	21%	5%	25%	19%	23%
		*	*	*	**	*	**	*	**	*	**	*
It's definitely false	4%	5%	1%	1%	4%	6%	2%	3%	5%	6%	3%	5%
		*	*	*	**	*	**	*	**	*	**	*
I don't know if it's true or false	25%	21%	18%	25%	22%	28%	12%	22%	24%	16%	25%	21%
	J	*	*	*	**	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	11%	11%	27%	3%	3%	14%	19%	11%	16%	10%	20%	9%
			ABDHJLN*	*	**	D*	**		**		**	
I'm pretty sure it's true	40%	44%	39%	36%	47%	43%	16%	37%	37%	44%	32%	47%
			*	*	**	*	**		**		**	H
I'm pretty sure it's false	24%	23%	25%	35%	24%	15%	49%	24%	17%	22%	11%	17%
			*	FLM*	**	*	**	L	**	**	**	*
It's definitely false	7%	4%	2%	7%	9%	12%	3%	6%	5%	11%	18%	8%
			*	*	**	B*	**	*	**	BH	**	B
I don't know if it's true or false	18%	18%	7%	18%	18%	16%	13%	21%	24%	12%	19%	19%
		*	*	*	**	*	**	CJ	**	*	**	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

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	94	99	12	25	1522	447
Base	96	79	12	18	1416	556
It's definitely true	8%	4%	-	-	4%	5%
	A*	A*	**	**		
I'm pretty sure it's true	38%	34%	7%	57%	45%	51%
	*	*	**	**		
I'm pretty sure it's false	32%	26%	40%	24%	23%	24%
	*	*	**	**		
It's definitely false	5%	5%	20%	-	4%	5%
	*	*	**	**		
I don't know if it's true or false	17%	30%	34%	18%	23%	15%
	*	J*	**	**	R	

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Unweighted base	94	99	12	25	1522	447
Base	96	79	12	18	1416	556
It's definitely true	15%	6%	29%	8%	9%	14%
	D*	*	**	**		Q
I'm pretty sure it's true	46%	39%	18%	42%	41%	47%
	*	*	**	**		Q
I'm pretty sure it's false	17%	23%	29%	23%	22%	21%
	*	*	**	**		
It's definitely false	7%	8%	20%	14%	8%	7%
	*	*	**	**		
I don't know if it's true or false	15%	24%	5%	14%	20%	11%
	*	CJ*	**	**	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

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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	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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Unweighted base	670	275	266	170	525	277	1264	444
Base	676	281	244	148	555	314	1212	491
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%