

## YouGov / Food Standards Agency in Northern Ireland Results

Sample Size: 1003 NI Adults  
Fieldwork: 4th - 9th July 2013

| Total | Gender |        | Age   |       |       |       |     | Social Grade |      | Region  |                       |               |             |              |                  |               |
|-------|--------|--------|-------|-------|-------|-------|-----|--------------|------|---------|-----------------------|---------------|-------------|--------------|------------------|---------------|
|       | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | ABC1         | C2DE | Belfast | Rest of County Antrim | County Armagh | County Down | County Derry | County Fermanagh | County Tyrone |

The next question is about reusable shopping bags, including carrier bags that have been used before, "bags for life", as well as shopping bags made from cloth, canvas etc.

Since the introduction of the 5p carrier bag levy in Northern Ireland (from 1st April 2013) how often, if at all, do you use reusable shopping bags when shopping for food?

|  |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                        | 1003 | 512 | 491 | 88  | 191 | 223 | 194 | 307 | 560 | 443 | 239 | 224 | 65  | 278 | 113 | 29  | 55  |
| All Northern Ireland Adults            | 1003 | 484 | 519 | 138 | 174 | 204 | 162 | 324 | 536 | 467 | 195 | 181 | 82  | 274 | 136 | 35  | 101 |
| Always (i.e. every time)               | 56%  | 48% | 63% | 35% | 42% | 55% | 57% | 71% | 60% | 51% | 45% | 61% | 56% | 60% | 58% | 42% | 55% |
| Often (i.e. 3 out of 4 times)          | 28%  | 30% | 26% | 33% | 35% | 29% | 31% | 20% | 26% | 30% | 33% | 28% | 26% | 22% | 29% | 43% | 31% |
| Sometimes (i.e. 2 out of 4 times)      | 8%   | 10% | 6%  | 18% | 11% | 7%  | 6%  | 4%  | 6%  | 10% | 12% | 6%  | 5%  | 8%  | 6%  | 11% | 9%  |
| Rarely (i.e. 1 out of 4 times)         | 4%   | 6%  | 3%  | 9%  | 6%  | 4%  | 3%  | 3%  | 4%  | 5%  | 5%  | 3%  | 12% | 5%  | 2%  | 3%  | -   |
| Never                                  | 3%   | 5%  | 1%  | 4%  | 4%  | 4%  | 3%  | 1%  | 3%  | 3%  | 2%  | 1%  | -   | 5%  | 6%  | -   | 3%  |
| Not applicable - I never shop for food | 1%   | 1%  | 1%  | 1%  | 2%  | 2%  | 0%  | 0%  | 0%  | 2%  | 3%  | 1%  | -   | 0%  | -   | -   | 1%  |

When shopping for food, how often do you purposely pack your fresh raw meat and fish items in separate reusable bags from ready to eat foods such as sandwiches, fruit and vegetables, cooked meat and fish etc.?

|   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base   | 963 | 479 | 484 | 84  | 182 | 211 | 186 | 300 | 539 | 424 | 229 | 217 | 65  | 263 | 108 | 29  | 52  |
| All Northern Ireland Adults that use reusable bags since the introduction of the carrier bag levy | 963 | 451 | 512 | 131 | 164 | 193 | 156 | 318 | 516 | 447 | 185 | 176 | 82  | 260 | 128 | 35  | 96  |
| Always (i.e. every time I buy them)   | 39% | 34% | 44% | 33% | 33% | 38% | 42% | 45% | 39% | 40% | 29% | 40% | 39% | 42% | 40% | 39% | 50% |
| Often (i.e. 3 out of 4 times I buy them)  | 18% | 16% | 20% | 11% | 18% | 21% | 21% | 17% | 19% | 17% | 16% | 21% | 22% | 16% | 25% | 8%  | 12% |
| Sometimes (i.e. 2 out of 4 times I buy them)  | 13% | 15% | 12% | 21% | 15% | 12% | 11% | 11% | 11% | 16% | 14% | 9%  | 11% | 13% | 14% | 19% | 20% |
| Rarely (i.e. 1 out of 4 times I buy them)   | 12% | 14% | 10% | 11% | 12% | 13% | 10% | 12% | 12% | 12% | 16% | 13% | 13% | 10% | 11% | 7%  | 7%  |
| Never   | 11% | 14% | 8%  | 17% | 14% | 10% | 10% | 9%  | 13% | 9%  | 16% | 10% | 14% | 11% | 7%  | 12% | 7%  |
| Not applicable - I never shop for these types of food/ never shop for them together               | 7%  | 7%  | 6%  | 8%  | 8%  | 6%  | 6%  | 6%  | 6%  | 7%  | 9%  | 7%  | 1%  | 8%  | 2%  | 15% | 5%  |

## YouGov / Food Standards Agency in Northern Ireland Results

Sample Size: 1003 NI Adults

Fieldwork: 4th - 9th July 2013

| Total | Marital Status             |                   |                    |         |               |         | Working Status    |                   |                   |         |            |                    |
|-------|----------------------------|-------------------|--------------------|---------|---------------|---------|-------------------|-------------------|-------------------|---------|------------|--------------------|
|       | Married/ Civil Partnership | Living as married | Separated/Divorced | Widowed | Never Married | Refused | Working full time | Working part time | Full time student | Retired | Unemployed | Not working/ Other |

The next question is about reusable shopping bags, including carrier bags that have been used before, "bags for life", as well as shopping bags made from cloth, canvas etc.

Since the introduction of the 5p carrier bag levy in Northern Ireland (from 1st April 2013) how often, if at all, do you use reusable shopping bags when shopping for food?

|  |      |     |     |     |     |     |     |     |     |     |     |     |     |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                        | 1003 | 521 | 86  | 80  | 25  | 266 | 25  | 493 | 112 | 49  | 170 | 62  | 117 |
| All Northern Ireland Adults            | 1003 | 501 | 85  | 75  | 27  | 289 | 26  | 454 | 117 | 70  | 174 | 68  | 120 |
| Always (i.e. every time)               | 56%  | 65% | 37% | 66% | 56% | 42% | 58% | 53% | 57% | 41% | 72% | 41% | 58% |
| Often (i.e. 3 out of 4 times)          | 28%  | 24% | 45% | 19% | 41% | 32% | 32% | 30% | 31% | 36% | 20% | 27% | 25% |
| Sometimes (i.e. 2 out of 4 times)      | 8%   | 6%  | 9%  | 6%  | -   | 12% | 7%  | 8%  | 3%  | 11% | 5%  | 21% | 7%  |
| Rarely (i.e. 1 out of 4 times)         | 4%   | 2%  | 6%  | 4%  | 3%  | 8%  | 2%  | 4%  | 5%  | 7%  | 3%  | 8%  | 3%  |
| Never                                  | 3%   | 2%  | 4%  | 4%  | -   | 5%  | -   | 4%  | 3%  | 2%  | 1%  | 4%  | 4%  |
| Not applicable - I never shop for food | 1%   | 1%  | -   | 2%  | -   | 1%  | -   | 1%  | 1%  | 2%  | 0%  | -   | 3%  |

When shopping for food, how often do you purposely pack your fresh raw meat and fish items in separate reusable bags from ready to eat foods such as sandwiches, fruit and vegetables, cooked meat and fish etc.?

|   |     |     |     |     |     |     |     |     |     |     |     |     |     |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base   | 963 | 503 | 83  | 76  | 25  | 251 | 25  | 471 | 108 | 47  | 168 | 60  | 109 |
| All Northern Ireland Adults that use reusable bags since the introduction of the carrier bag levy | 963 | 486 | 82  | 71  | 27  | 271 | 26  | 434 | 112 | 67  | 172 | 65  | 112 |
| Always (i.e. every time I buy them)   | 39% | 46% | 37% | 33% | 30% | 31% | 28% | 36% | 48% | 31% | 41% | 30% | 52% |
| Often (i.e. 3 out of 4 times I buy them)  | 18% | 19% | 25% | 8%  | 43% | 14% | 23% | 20% | 15% | 15% | 19% | 13% | 15% |
| Sometimes (i.e. 2 out of 4 times I buy them)  | 13% | 11% | 14% | 15% | 3%  | 17% | 24% | 14% | 12% | 22% | 10% | 17% | 11% |
| Rarely (i.e. 1 out of 4 times I buy them)   | 12% | 11% | 10% | 17% | 15% | 13% | 7%  | 12% | 11% | 7%  | 15% | 16% | 7%  |
| Never   | 11% | 8%  | 12% | 15% | 3%  | 16% | 10% | 11% | 9%  | 15% | 8%  | 16% | 10% |
| Not applicable - I never shop for these types of food/ never shop for them together               | 7%  | 5%  | 2%  | 12% | 7%  | 9%  | 8%  | 7%  | 4%  | 9%  | 7%  | 8%  | 5%  |

## YouGov / Food Standards Agency in Northern Ireland Results

Sample Size: 1003 NI Adults

Fieldwork: 4th - 9th July 2013

| Total | Children in Household |   |   |    |         | Social Media (monthly or more) |          |         |         |               |
|-------|-----------------------|---|---|----|---------|--------------------------------|----------|---------|---------|---------------|
|       | 0                     | 1 | 2 | 3+ | Refused | Facebook                       | LinkedIn | Google+ | Twitter | None of these |

The next question is about reusable shopping bags, including carrier bags that have been used before, "bags for life", as well as shopping bags made from cloth, canvas etc.

Since the introduction of the 5p carrier bag levy in Northern Ireland (from 1st April 2013) how often, if at all, do you use reusable shopping bags when shopping for food?

|  | Unweighted base | 1003 | 663 | 123 | 134 | 46  | 37  | 419 | 66  | 38  | 157 | 236 |
|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>All Northern Ireland Adults</b>     | 1003            | 663  | 123 | 129 | 50  | 38  | 406 | 59  | 38  | 147 | 226 |     |
| Always (i.e. every time)               | 56%             | 59%  | 53% | 49% | 54% | 38% | 55% | 49% | 43% | 52% | 61% |     |
| Often (i.e. 3 out of 4 times)          | 28%             | 27%  | 26% | 36% | 21% | 28% | 31% | 32% | 39% | 28% | 23% |     |
| Sometimes (i.e. 2 out of 4 times)      | 8%              | 7%   | 10% | 10% | 11% | 10% | 8%  | 9%  | 15% | 11% | 6%  |     |
| Rarely (i.e. 1 out of 4 times)         | 4%              | 4%   | 6%  | 3%  | 6%  | 7%  | 4%  | 9%  | 3%  | 5%  | 4%  |     |
| Never                                  | 3%              | 3%   | 4%  | 2%  | 4%  | 6%  | 2%  | 1%  | -   | 4%  | 3%  |     |
| Not applicable - I never shop for food | 1%              | 0%   | 1%  | -   | 4%  | 11% | 1%  | -   | -   | 1%  | 3%  |     |

When shopping for food, how often do you purposely pack your fresh raw meat and fish items in separate reusable bags from ready to eat foods such as sandwiches, fruit and vegetables, cooked meat and fish etc.?

|  | Unweighted base | 963 | 642 | 116 | 131 | 43  | 31  | 408 | 65  | 38  | 152 | 222 |
|--|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>All Northern Ireland Adults that use reusable bags since the introduction of the carrier bag levy</b> | 963             | 642 | 117 | 126 | 46  | 31  | 395 | 58  | 38  | 140 | 213 |     |
| Always (i.e. every time I buy them)  | 39%             | 39% | 34% | 45% | 53% | 32% | 34% | 23% | 23% | 35% | 38% |     |
| Often (i.e. 3 out of 4 times I buy them)   | 18%             | 17% | 17% | 21% | 19% | 28% | 18% | 21% | 17% | 14% | 20% |     |
| Sometimes (i.e. 2 out of 4 times I buy them)   | 13%             | 12% | 17% | 14% | 24% | 14% | 15% | 16% | 25% | 18% | 12% |     |
| Rarely (i.e. 1 out of 4 times I buy them)  | 12%             | 13% | 16% | 7%  | 2%  | 5%  | 13% | 18% | 10% | 12% | 12% |     |
| Never  | 11%             | 13% | 12% | 8%  | -   | 7%  | 13% | 17% | 15% | 15% | 10% |     |
| Not applicable - I never shop for these types of food/ never shop for them together                      | 7%              | 7%  | 5%  | 5%  | 2%  | 14% | 6%  | 5%  | 10% | 6%  | 8%  |     |

Fieldwork: 4th - 9th July 2013

| Total | Gender |        | Age   |       |       |       |     | Social Grade |      | Region  |                       |               |             |              |                  |               |
|-------|--------|--------|-------|-------|-------|-------|-----|--------------|------|---------|-----------------------|---------------|-------------|--------------|------------------|---------------|
|       | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | ABC1         | C2DE | Belfast | Rest of County Antrim | County Armagh | County Down | County Derry | County Fermanagh | County Tyrone |

You mentioned that you do purposely pack your fresh raw meat and fish items separately from ready to eat foods...

Do you keep a separate reusable bag that you only use for fresh raw meat and fish items?

|  | Unweighted base | 785 | 375 | 410 | 63  | 142 | 176 | 152 | 252 | 429 | 356 | 173 | 181 | 55  | 212 | 97  | 21  | 46  |
|--|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>All Northern Ireland Adults that use reusable bags since the introduction of the carrier bag levy and pack their raw meat and fish separately</b> |                 | 793 | 354 | 439 | 98  | 128 | 163 | 131 | 272 | 416 | 377 | 140 | 146 | 70  | 211 | 116 | 26  | 84  |
| Yes, I do  |                 | 35% | 36% | 34% | 36% | 27% | 34% | 35% | 40% | 28% | 43% | 32% | 33% | 33% | 35% | 40% | 36% | 38% |
| No, I don't  |                 | 65% | 64% | 66% | 64% | 73% | 66% | 65% | 60% | 72% | 57% | 68% | 67% | 67% | 65% | 60% | 64% | 62% |

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| Total | Marital Status             |                   |                    |         |               |         | Working Status    |                   |                   |         |            |                    |
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|   |     |     |     |     |     |     |     |     |     |     |     |     |     |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base   | 785 | 429 | 71  | 55  | 22  | 188 | 20  | 378 | 94  | 35  | 141 | 46  | 91  |
| All Northern Ireland Adults that use reusable bags since the introduction of the carrier bag levy and pack their raw meat and fish separately | 793 | 420 | 71  | 52  | 24  | 204 | 21  | 354 | 97  | 51  | 146 | 49  | 95  |
| Yes, I do   | 35% | 33% | 37% | 42% | 46% | 34% | 45% | 31% | 41% | 37% | 36% | 34% | 42% |
| No, I don't   | 65% | 67% | 63% | 58% | 54% | 66% | 55% | 69% | 59% | 63% | 64% | 66% | 58% |

Fieldwork: 4th - 9th July 2013

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|-------|-----------------------|---|---|----|---------|--------------------------------|----------|---------|---------|---------------|
|       | 0                     | 1 | 2 | 3+ | Refused | Facebook                       | LinkedIn | Google+ | Twitter | None of these |

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Do you keep a separate reusable bag that you only use for fresh raw meat and fish items?

|   | Unweighted base | 0   | 1   | 2   | 3+  | Refused | Facebook | LinkedIn | Google+ | Twitter | None of these |     |
|---|-----------------|-----|-----|-----|-----|---------|----------|----------|---------|---------|---------------|-----|
| All Northern Ireland Adults that use reusable bags since the introduction of the carrier bag levy and pack their raw meat and fish separately | 785             | 510 | 97  | 113 | 42  | 23      | 325      | 49       | 29      | 118     | 178           |     |
| Yes, I do   | 793             | 515 | 97  | 110 | 45  | 25      | 318      | 45       | 29      | 111     | 175           |     |
| No, I don't   |                 |     |     |     |     |         |          |          |         |         |               |     |
|   |                 | 35% | 36% | 39% | 28% | 38%     | 29%      | 27%      | 15%     | 13%     | 24%           | 34% |
|   |                 | 65% | 64% | 61% | 72% | 62%     | 71%      | 73%      | 85%     | 87%     | 76%           | 66% |