

Eatwell Omnibus Survey: August 2007

Q.1 As part of the recommended five portions of different fruit and vegetables we should eat a day, which of the following do you think count towards that target?

Base: All adults

	SEX			AGE						SOCIAL CLASS		
	Total	Male (a)	Fe- male (b)	16-25 (c)	26-35 (d)	36-45 (e)	46-55 (f)	56-65 (g)	66+ (h)	AB (i)	C1C2 (j)	DE (k)
Unweighted Base	2094	958	1136	305	298	336	289	364	502	376	999	719
Weighted Base	2000	970	1030	307	326	384	273	329	381	379	994	628
Fresh fruit and vegetables	1947 97%	940 97%	1007 98%	301 98%	318 98%	370 96%	263 96%	323 98%	372 98%	377 100%k	974 98%k	596 95%
Tinned fruit and vegetables	897 45%	391 40%	506 49%a	110 36%	151 46%c	210 55%cdg h	134 49%cg	130 40%	162 42%	184 49%k	465 47%k	248 40%
Frozen vegetables	1084 54%	478 49%	607 59%a	121 39%	185 57%c	229 60%c	160 58%c	183 56%c	208 55%c	245 65%jk	549 55%k	290 46%
Dried fruit	1051 53%	436 45%	615 60%a	129 42%	172 53%c	235 61%cdg h	162 60%ch	170 52%c	182 48%	241 64%jk	550 55%k	260 41%
Fruit juice	1313 66%	613 63%	700 68%a	195 64%	229 70%h	279 73%cgh	182 67%h	207 63%	221 58%	275 73%k	673 68%k	365 58%
Net: Correct (any)	1990 99%	961 99%	1028 100%a	306 100%	325 100%	382 100%	270 99%	328 100%	378 99%	378 100%	993 100%k	619 99%
Don't know	10 1%	9 1%b	2 *	1 *	1 *	1 *	3 1%	1 *	3 1%	1 *	1 *	8 1%j

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Base: All adults

	GOVERNMENT REGION													ETHNICITY		MARITAL STATUS			
	Total	Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	East of Engl (f)	Lon-don (g)	S'th East (h)	S'th West (i)	Wa-les (j)	Scot-land (k)	NI (l)	Net: Englan-d (m)	White (n)	Mnty Etn-c (o)	Marr-ied (p)	Sing-le (q)	Sep /Wid /div (r)
Unweighted Base	2094	77	257	168	145	180	198	266	288	177	101	170	67	1756	1883	206	1212	483	399
Weighted Base	2000	78*	253	158	139	170	192	255	275	158	97*	159	65*	1678	1791	202	1165	496	339
Fresh fruit and vegetables	1947 97%	75 95%	241 95%	157 99%bg	137 99%g	166 97%	190 99%bg	237 93%	270 98%g	158 100%abe gkm	96 99%g	156 98%	65 100%g	1631 97%g	1748 98%	193 95%	1137 98%	478 96%	332 98%
Tinned fruit and vegetables	897 45%	42 54%beg	94 37%	73 46%g	72 52%beg	61 36%	97 51%beg	85 33%	124 45%g	91 57%bce ghm	50 52%beg	77 48%beg	31 48%g	739 44%eg	844 47%o	51 25%	548 47%q	203 41%	147 43%
Frozen vegetables	1084 54%	47 60%eg	120 48%	95 60%beg	81 58%beg	73 43%	118 61%beg m	100 39%	150 55%eg	117 74%abc defghj km	59 60%beg	86 54%eg	40 61%eg	900 54%eg	1022 57%o	60 30%	673 58%q	230 46%	181 53%q
Dried fruit	1051 53%	45 58%bg	112 44%	81 51%	83 60%beg	80 47%	116 60%beg m	113 44%	141 51%	104 65%bce ghjm	49 50%	89 56%bg	39 59%bg	874 52%bg	978 55%o	72 36%	657 56%qr	232 47%	162 48%
Fruit juice	1313 66%	61 78%beg km	140 55%	107 68%bg	96 69%bg	104 61%	149 77%bce ghjkm	134 53%	187 68%bg	119 75%beg km	63 64%	103 64%g	52 79%beg jkm	1096 65%bg	1202 67%o	109 54%	795 68%r	324 65%r	194 57%
Net: Correct (any)	1990 99%	78 99%	246 97%	157 99%	138 99%	170 100%b	192 100%b	255 100%b	275 100%b	158 100%b	97 99%	159 99%	65 100%	1669 99%b	1782 100%	201 99%	1159 100%	493 99%	338 100%
Don't know	10 1%	1 1%	6 3%efgh im	1 1%	1 1%	-	-	-	-	-	1 1%	1 1%	-	9 1%	9 *	1 1%	6 *	3 1%	2 *

Fieldwork : 22/08/07 - 26/08/07 (Week 34)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o - p/q/r

* small base

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Base: All adults

	Total	WORKING STATUS			CHILDREN IN H/HOLD		PRINCIPAL SHOPPER		CORRECT ANSWER						
		Full time (a)	Part time (b)	Other (c)	Any (d)	None (e)	Yes (f)	No (g)	Q.1 (h)	Q.2a (i)	Q.2b (j)	Q.2c (k)	Q.2d (l)	Q.2e (m)	Q.3 (n)
Unweighted Base	2094	734	248	1112	629	1465	1491	603	2083	1526	221	1383	1322	702	1202
Weighted Base	2000	793	237	970	664	1336	1351	649	1990	1467	215	1331	1260	675	1162
Fresh fruit and vegetables	1947 97%	782 99% ^c	232 98%	934 96%	644 97%	1303 98%	1315 97%	632 97%	1947 98% ^j	1445 99% ^{jm}	205 96%	1299 98%	1232 98%	654 97%	1145 99% ^{jm}
Tinned fruit and vegetables	897 45%	374 47% ^c	126 53% ^c	397 41%	334 50% ^e	564 42%	629 47% ^g	269 41%	897 45% ^j	685 47% ^j	81 38%	639 48% ^j	596 47% ^j	303 45%	594 51% ^{hijm}
Frozen vegetables	1084 54%	438 55%	145 61% ^c	501 52%	370 56%	715 53%	754 56%	331 51%	1084 54% ^j	847 58% ^j	101 47%	772 58% ^j	709 56% ^j	368 55%	712 61% ^{hijm}
Dried fruit	1051 53%	435 55% ^c	146 62% ^c	470 48%	405 61% ^e	646 48%	723 54%	328 50%	1051 53% ^j	818 56% ^j	93 43%	753 57% ^{hj}	698 55% ^j	361 53% ^j	690 59% ^{hjm}
Fruit juice	1313 66%	545 69% ^c	174 74% ^c	593 61%	470 71% ^e	842 63%	891 66%	422 65%	1313 66% ^j	996 68% ^j	126 59%	908 68% ^j	868 69% ^j	463 69% ^j	824 71% ^{hj}
Net: Correct (any)	1990 99%	790 100%	237 100%	963 99%	663 100%	1327 99%	1344 99%	646 100%	1990 100% ^{ij klmn}	1464 100% ^{jm}	212 99%	1326 100%	1253 99%	670 99%	1159 100% ^j
Don't know	10 1%	2 *	- -	8 1%	1 *	10 1%	7 1%	3 *	- -	3 * ^h	3 1% ^{hin}	6 * ^h	7 1% ^h	6 1% ^{hi}	3 * ^h

Eatwell Omnibus Survey: August 2007

Q.2a Which of the following do you think best describes how much FRUIT AND VEGETABLES you should eat to ensure a balanced diet?

Base: All adults

	SEX			AGE						SOCIAL CLASS		
	Total	Male (a)	Fe- male (b)	16-25 (c)	26-35 (d)	36-45 (e)	46-55 (f)	56-65 (g)	66+ (h)	AB (i)	C1C2 (j)	DE (k)
Unweighted Base	2094	958	1136	305	298	336	289	364	502	376	999	719
Weighted Base	2000	970	1030	307	326	384	273	329	381	379	994	628
You should eat a lot of fruit and vegetables (CORRECT)	1467 73%	676 70%	791 77%a	225 73%h	240 73%h	311 81%cdf gh	202 74%h	243 74%h	246 64%	293 77%k	732 74%	442 70%
You should eat some fruit and vegetables	460 23%	257 26%b	203 20%	70 23%	69 21%	64 17%	64 23%e	76 23%e	117 31%cde fg	77 20%	233 23%	149 24%
You should eat a little fruit and vegetables	50 2%	25 3%	24 2%	4 1%	14 4%ceg	6 1%	6 2%	6 2%	14 4%ce	6 2%	20 2%	24 4%ij
You should avoid/try not to eat fruit and vegetables at all	8 *	3 *	5 *	5 2%efh	1 *	- -	- -	1 *	1 *	- -	4 *	4 1%
Don't know	15 1%	9 1%	6 1%	2 1%	1 *	3 1%	1 *	3 1%	4 1%	2 *	4 *	9 1%j

Q.2a Which of the following do you think best describes how much FRUIT AND VEGETABLES you should eat to ensure a balanced diet?

Base: All adults

	GOVERNMENT REGION												ETHNICITY		MARITAL STATUS				
	Total	Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	East of Engl (f)	Lon-don (g)	S'th East (h)	S'th West (i)	Wa-les (j)	Scot-land (k)	NI (l)	Net: Englan-d (m)	White (n)	Mnty Etn-c (o)	Marr-ied (p)	Sing-le (q)	Sep /Wid /div (r)
Unweighted Base	2094	77	257	168	145	180	198	266	288	177	101	170	67	1756	1883	206	1212	483	399
Weighted Base	2000	78*	253	158	139	170	192	255	275	158	97*	159	65*	1678	1791	202	1165	496	339
You should eat a lot of fruit and vegetables (CORRECT)	1467 73%	68 87% ^{cde} fghkm	199 79% ^{efg}	114 72%	97 70%	117 69%	129 67%	166 65%	208 76% ^{fg}	123 78% ^{fg}	82 84% ^{cde} fgkm	114 72%	50 78%	1220 73% ^g	1322 74%	140 69%	870 75%	360 73%	237 70%
You should eat some fruit and vegetables	460 23%	7 9%	46 18%	41 26% ^{aj}	36 26% ^{aj}	49 29% ^{abi}	52 27% ^{abj}	69 27% ^{abi}	63 23% ^a	29 18%	13 14%	41 25% ^{aj}	14 21%	392 23% ^{aj}	406 23%	53 26%	261 22%	111 22%	88 26%
You should eat a little fruit and vegetables	50 2%	1 1%	4 1%	1 1%	4 3% ^h	3 2%	7 4% ^h	18 7% ^{abce} hijkm	1 1%	5 3% ^h	1 1%	2 1%	1 2%	46 3% ^h	41 2%	9 4%	26 2%	14 3%	10 3%
You should avoid/try not to eat fruit and vegetables at all	8 *	1 2%	-	1 1%	-	-	2 1%	2 1%	1 *	1 *	-	-	-	8 *	7 *	1 1%	4 *	4 1%	-
Don't know	15 1%	1 1%	4 2%	2 1%	1 1%	1 *	2 1%	-	2 1%	-	1 1%	2 2%	-	12 1%	15 1%	-	3 *	7 1% ^p	4 1% ^p

Fieldwork : 22/08/07 - 26/08/07 (Week 34)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o - p/q/r

* small base

Eatwell Omnibus Survey: August 2007

Q.2a Which of the following do you think best describes how much FRUIT AND VEGETABLES you should eat to ensure a balanced diet?

Base: All adults

	Total	WORKING STATUS			CHILDREN IN H/HOLD		PRINCIPAL SHOPPER		CORRECT ANSWER						
		Full time (a)	Part time (b)	Other (c)	Any (d)	None (e)	Yes (f)	No (g)	Q.1 (h)	Q.2a (i)	Q.2b (j)	Q.2c (k)	Q.2d (l)	Q.2e (m)	Q.3 (n)
Unweighted Base	2094	734	248	1112	629	1465	1491	603	2083	1526	221	1383	1322	702	1202
Weighted Base	2000	793	237	970	664	1336	1351	649	1990	1467	215	1331	1260	675	1162
You should eat a lot of fruit and vegetables (CORRECT)	1467 73%	592 75%	188 79% ^c	687 71%	516 78% ^e	952 71%	999 74%	468 72%	1464 74%	1467 100% ^{hjk lmn}	188 87% ^{hkl mn}	961 72%	895 71%	481 71%	908 78% ^{hklm}
You should eat some fruit and vegetables	460 23%	181 23%	41 17%	238 25% ^b	127 19%	333 25% ^d	308 23%	152 23%	456 23% ^{ij}	-	22 10% ⁱ	343 26% ^{ijn}	338 27% ^{hij n}	167 25% ^{ijn}	235 20% ^{ij}
You should eat a little fruit and vegetables	50 2%	17 2%	5 2%	28 3%	13 2%	37 3%	31 2%	19 3%	50 3% ⁱⁿ	-	2 1% ⁱ	22 2% ⁱ	20 2% ⁱ	26 4% ^{ikln}	15 1% ⁱ
You should avoid/try not to eat fruit and vegetables at all	8 *	1 *	1 1%	5 1%	5 1%	3 *	4 *	3 1%	8 * ⁱ	-	1 * ⁱ	3 *	4 * ⁱ	-	3 * ⁱ
Don't know	15 1%	1 *	2 1%	12 1% ^a	4 1%	11 1%	8 1%	7 1%	12 1% ⁱⁿ	-	1 1% ⁱⁿ	2 *	3 *	2 *	1 *

Eatwell Omnibus Survey: August 2007

Q.2b Which of the following do you think best describes how much BREAD, RICE, POTATOES, PASTA AND OTHER STARCHY FOODS you should eat to ensure a balanced diet?

Base: All adults

	Total	SEX		AGE						SOCIAL CLASS		
		Male (a)	Fe- male (b)	16-25 (c)	26-35 (d)	36-45 (e)	46-55 (f)	56-65 (g)	66+ (h)	AB (i)	C1C2 (j)	DE (k)
Unweighted Base	2094	958	1136	305	298	336	289	364	502	376	999	719
Weighted Base	2000	970	1030	307	326	384	273	329	381	379	994	628
You should eat a lot of bread, rice, potatoes, pasta and other starchy foods (CORRECT)	215 11%	122 13%b	92 9%	48 16%eh	34 10%	37 10%	30 11%	34 10%	32 8%	28 7%	100 10%	87 14%ij
You should eat some bread, rice, potatoes, pasta and other starchy foods	1201 60%	592 61%	609 59%	181 59%	205 63%	244 64%	161 59%	190 58%	219 57%	244 64%k	619 62%k	337 54%
You should eat a little bread, rice, potatoes, pasta and other starchy foods	521 26%	220 23%	302 29%a	66 22%	85 26%	93 24%	73 27%	93 28%	111 29%c	95 25%	251 25%	175 28%
You should avoid/try not to eat bread, rice, potatoes, pasta and other starchy foods at all	36 2%	18 2%	18 2%	9 3%d	2 1%	8 2%	5 2%	3 1%	9 2%	8 2%	17 2%	11 2%
Don't know	27 1%	18 2%b	8 1%	3 1%	-	2 1%	3 1%	8 2%d	11 3%de	3 1%	6 1%	17 3%ij

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Q.2b Which of the following do you think best describes how much BREAD, RICE, POTATOES, PASTA AND OTHER STARCHY FOODS you should eat to ensure a balanced diet?

Base: All adults

	Total	GOVERNMENT REGION											ETHNICITY		MARITAL STATUS				
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	East of Engl (f)	Lon-don (g)	S'th East (h)	S'th West (i)	Wa-les (j)	Scot land (k)	NI (l)	Net: Englan d (m)	White (n)	Mnty Etn (o)	Marr -ied (p)	Sing -le (q)	Sep /Wid /div (r)
Unweighted Base	2094	77	257	168	145	180	198	266	288	177	101	170	67	1756	1883	206	1212	483	399
Weighted Base	2000	78*	253	158	139	170	192	255	275	158	97*	159	65*	1678	1791	202	1165	496	339
You should eat a lot of bread, rice, potatoes, pasta and other starchy foods (CORRECT)	215 11%	22 28% bde fghikl m	30 12% g	27 17% efg him	19 13% gh	15 9%	18 9%	15 6%	19 7%	12 8%	17 17% egh im	17 10%	5 8%	176 11% g	190 11%	25 12%	112 10%	73 15% pr	30 9%
You should eat some bread, rice, potatoes, pasta and other starchy foods	1201 60%	34 43%	133 53%	86 54%	81 59% aj	109 64% abj	128 67% abc j	154 61% aj	191 69% abc dijm	93 59% aj	43 44%	108 68% abc j	41 64% aj	1008 60% abj	1078 60%	119 59%	738 63% qr	284 57%	179 53%
You should eat a little bread, rice, potatoes, pasta and other starchy foods	521 26%	18 24%	77 30% fhk	42 26%	34 24%	42 24%	41 21%	76 30% fhk	58 21%	51 32% fhk	33 34% fhk	31 20%	19 29%	438 26%	469 26%	50 25%	285 24%	124 25%	112 33% pq
You should avoid/try not to eat bread, rice, potatoes, pasta and other starchy foods at all	36 2%	3 4%	8 3%	1 1%	2 1%	4 3%	2 1%	8 3%	4 2%	1 1%	2 2%	1 1%	- -	34 2%	31 2%	5 3%	18 2%	8 2%	11 3%
Don't know	27 1%	1 1%	5 2%	2 1%	3 2%	1 *	4 2%	1 1%	3 1%	1 *	3 3%	2 2%	- -	21 1%	24 1%	3 1%	12 1%	7 1%	8 2% p

Fieldwork : 22/08/07 - 26/08/07 (Week 34)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o - p/q/r

* small base

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Q.2b Which of the following do you think best describes how much BREAD, RICE, POTATOES, PASTA AND OTHER STARCHY FOODS you should eat to ensure a balanced diet?

Base: All adults

	Total	WORKING STATUS			CHILDREN IN H/HOLD		PRINCIPAL SHOPPER		CORRECT ANSWER						
		Full time (a)	Part time (b)	Other (c)	Any (d)	None (e)	Yes (f)	No (g)	Q.1 (h)	Q.2a (i)	Q.2b (j)	Q.2c (k)	Q.2d (l)	Q.2e (m)	Q.3 (n)
Unweighted Base	2094	734	248	1112	629	1465	1491	603	2083	1526	221	1383	1322	702	1202
Weighted Base	2000	793	237	970	664	1336	1351	649	1990	1467	215	1331	1260	675	1162
You should eat a lot of bread, rice, potatoes, pasta and other starchy foods (CORRECT)	215 11%	83 10%	18 7%	114 12%	70 11%	144 11%	140 10%	75 11%	212 11%kl	188 13%kl n	215 100%hikl mn	96 7%	105 8%	74 11%k	99 9%
You should eat some bread, rice, potatoes, pasta and other starchy foods	1201 60%	481 61%	161 68%ac	559 58%	423 64%e	778 58%	793 59%	407 63%	1197 60%j	853 58%j	-	911 68%hij mn	866 69%hij mn	423 63%j	741 64%ij
You should eat a little bread, rice, potatoes, pasta and other starchy foods	521 26%	210 26%	52 22%	260 27%	153 23%	369 28%d	375 28%g	147 23%	521 26%jkl	391 27%jkl	-	301 23%j	265 21%j	171 25%jl	295 25%jl
You should avoid/try not to eat bread, rice, potatoes, pasta and other starchy foods at all	36 2%	16 2%	4 2%	16 2%	15 2%	21 2%	24 2%	13 2%	36 2%jm	26 2%	-	17 1%	14 1%	5 1%	20 2%
Don't know	27 1%	3 *	2 1%	22 2%a	3 *	24 2%d	19 1%	8 1%	23 1%k	10 1%	-	6 *	9 1%	2 *	6 1%

Eatwell Omnibus Survey: August 2007

Q.2c Which of the following do you think best describes how much MEAT, FISH, EGGS, AND BEANS (AND OTHER NON-DAIRY SOURCES OF PROTEIN) you should eat to ensure a balanced diet?

Base: All adults

	SEX			AGE						SOCIAL CLASS		
	Total	Male (a)	Fe- male (b)	16-25 (c)	26-35 (d)	36-45 (e)	46-55 (f)	56-65 (g)	66+ (h)	AB (i)	C1C2 (j)	DE (k)
Unweighted Base	2094	958	1136	305	298	336	289	364	502	376	999	719
Weighted Base	2000	970	1030	307	326	384	273	329	381	379	994	628
You should eat lot of meat, fish, eggs, and beans (and other non-dairy sources of protein)	320 16%	161 17%	159 15%	68 22%dfg h	47 14%	67 18%	35 13%	49 15%	53 14%	40 11%	161 16%i	119 19%i
You should eat some meat, fish, eggs, and beans (and other non-dairy sources of protein) (CORRECT)	1331 67%	647 67%	684 66%	186 61%	228 70%c	259 68%	184 67%	228 69%c	246 65%	282 74%jk	669 67%k	380 61%
You should eat a little meat, fish, eggs, and beans (and other non-dairy sources of protein)	289 14%	139 14%	150 15%	41 14%	44 13%	48 12%	44 16%	42 13%	69 18%eg	55 14%	134 13%	100 16%
You should avoid/try not to eat meat, fish, eggs, and beans (and other non-dairy sources of protein) at all	23 1%	6 1%	17 2%a	4 1%	4 1%	4 1%	4 1%	3 1%	5 1%	- -	12 1%i	11 2%i
Don't know	37 2%	17 2%	20 2%	7 2%	3 1%	6 1%	6 2%	8 2%	8 2%	2 *	17 2%	17 3%i

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Q.2c Which of the following do you think best describes how much MEAT, FISH, EGGS, AND BEANS (AND OTHER NON-DAIRY SOURCES OF PROTEIN) you should eat to ensure a balanced diet?

Base: All adults

	Total	GOVERNMENT REGION											ETHNICITY		MARITAL STATUS				
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	East of Engl (f)	Lon-don (g)	S'th East (h)	S'th West (i)	Wa-les (j)	Scot land (k)	NI (l)	Net: Englan-d (m)	White (n)	Mnty Etn (o)	Marr-ied (p)	Sing-le (q)	Sep /Wid /div (r)
Unweighted Base	2094	77	257	168	145	180	198	266	288	177	101	170	67	1756	1883	206	1212	483	399
Weighted Base	2000	78*	253	158	139	170	192	255	275	158	97*	159	65*	1678	1791	202	1165	496	339
You should eat lot of meat, fish, eggs, and beans (and other non-dairy sources of protein)	320 16%	20 26% dfg hlm	45 18% fgl	40 25% def ghklm	16 11%	28 16% g	20 10%	25 10%	41 15%	30 19% fgl	27 28% bde tghklm	25 16%	5 7%	264 16% g	297 17%	23 11%	167 14%	99 20% p	54 16%
You should eat some meat, fish, eggs, and beans (and other non-dairy sources of protein) (CORRECT)	1331 67%	44 57%	165 65% j	99 63% j	103 74% acg j	113 66% j	136 71% aj	158 62% j	192 70% aj	105 66% j	48 50%	119 75% abc gjm	49 75% aj	1115 66% j	1202 67%	126 62%	804 69% q	308 62%	220 65%
You should eat a little meat, fish, eggs, and beans (and other non-dairy sources of protein)	289 14%	11 14%	39 16% ck	12 7%	17 13%	22 13%	32 16% ck	59 23% bcd ehikm	38 14%	20 12%	14 14%	12 8%	12 18% ck	251 15% ck	248 14%	39 19% n	163 14%	72 15%	53 16%
You should avoid/try not to eat meat, fish, eggs, and beans (and other non-dairy sources of protein) at all	23 1%	1 1%	-	2 1%	-	2 1%	2 1%	8 3% bdm	3 1%	3 2% b	-	1 1%	-	22 1%	14 1%	9 4% n	14 1%	5 1%	4 1%
Don't know	37 2%	2 3% h	3 1%	5 3% h	2 2%	5 3% h	3 2%	5 2%	1 *	1 1%	8 8% bdfg hiklm	2 1%	-	27 2%	29 2%	5 3%	17 1%	11 2%	9 3%

Fieldwork : 22/08/07 - 26/08/07 (Week 34)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o - p/q/r

* small base

Eatwell Omnibus Survey: August 2007

Q.2c Which of the following do you think best describes how much MEAT, FISH, EGGS, AND BEANS (AND OTHER NON-DAIRY SOURCES OF PROTEIN) you should eat to ensure a balanced diet?

Base: All adults

	Total	WORKING STATUS			CHILDREN IN H/HOLD		PRINCIPAL SHOPPER		CORRECT ANSWER						
		Full time (a)	Part time (b)	Other (c)	Any (d)	None (e)	Yes (f)	No (g)	Q.1 (h)	Q.2a (i)	Q.2b (j)	Q.2c (k)	Q.2d (l)	Q.2e (m)	Q.3 (n)
Unweighted Base	2094	734	248	1112	629	1465	1491	603	2083	1526	221	1383	1322	702	1202
Weighted Base	2000	793	237	970	664	1336	1351	649	1990	1467	215	1331	1260	675	1162
You should eat lot of meat, fish, eggs, and beans (and other non-dairy sources of protein)	320 16%	116 15%	40 17%	165 17%	107 16%	213 16%	208 15%	112 17%	319 16%kl	277 19%hkl mn	92 43%hikl mn	-	155 12%k	93 14%k	173 15%k
You should eat some meat, fish, eggs, and beans (and other non-dairy sources of protein) (CORRECT)	1331 67%	550 69% ^c	168 71% ^c	614 63%	452 68%	880 66%	893 66%	438 68%	1326 67% ^j	961 65% ^j	96 45%	1331 100% ^{hij} lmn	950 75% ^{hij} mn	473 70% ^{ij}	821 71% ^{hij}
You should eat a little meat, fish, eggs, and beans (and other non-dairy sources of protein)	289 14%	111 14%	25 11%	153 16% ^b	88 13%	200 15%	209 15%	80 12%	287 14% ^{kl}	198 14% ^{kl}	21 10% ^k	-	135 11% ^k	98 15% ^{kl}	145 12% ^k
You should avoid/try not to eat meat, fish, eggs, and beans (and other non-dairy sources of protein) at all	23 1%	8 1%	2 1%	13 1%	7 1%	16 1%	20 2%	3 *	23 1% ^k	16 1% ^k	3 1% ^k	-	13 1% ^k	5 1% ^k	12 1% ^k
Don't know	37 2%	9 1%	3 1%	25 3% ^a	10 1%	27 2%	20 1%	16 3%	35 2% ^{kl}	15 1% ^k	2 1% ^k	-	7 1% ^k	7 1% ^k	11 1% ^k

Eatwell Omnibus Survey: August 2007

Q.2d Which of the following do you think best describes how much MILK AND DAIRY FOODS you should drink or eat to ensure a balanced diet?

Base: All adults

	SEX			AGE						SOCIAL CLASS		
	Total	Male (a)	Fe- male (b)	16-25 (c)	26-35 (d)	36-45 (e)	46-55 (f)	56-65 (g)	66+ (h)	AB (i)	C1C2 (j)	DE (k)
Unweighted Base	2094	958	1136	305	298	336	289	364	502	376	999	719
Weighted Base	2000	970	1030	307	326	384	273	329	381	379	994	628
You should drink/eat a lot of milk and dairy foods	220 11%	106 11%	114 11%	57 19%efg h	41 13%h	48 13%h	23 9%	26 8%	24 6%	23 6%	104 10%i	93 15%ij
You should drink/eat some milk and dairy food (CORRECT)	1260 63%	608 63%	652 63%	181 59%	198 61%	258 67%c	186 68%c	203 62%	235 62%	257 68%k	633 64%	370 59%
You should drink/eat a little milk and dairy foods	446 22%	214 22%	231 22%	63 20%	79 24%e	65 17%	52 19%	85 26%ef	101 27%ef	91 24%	216 22%	138 22%
You should avoid/try not to drink/eat milk and dairy foods at all	43 2%	25 3%	18 2%	4 1%	5 1%	11 3%	4 1%	8 2%	11 3%	5 1%	27 3%	11 2%
Don't know	32 2%	17 2%	15 1%	3 1%	3 1%	2 *	7 2%e	7 2%e	10 3%e	3 1%	13 1%	16 3%i

Q.2d Which of the following do you think best describes how much MILK AND DAIRY FOODS you should drink or eat to ensure a balanced diet?

Base: All adults

	GOVERNMENT REGION												ETHNICITY		MARITAL STATUS				
	Total	Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	East of Engl (f)	Lon-don (g)	S'th East (h)	S'th West (i)	Wa-les (j)	Scot land (k)	NI (l)	Net: Englan d (m)	White (n)	Mnty Etrc (o)	Marr -ied (p)	Sing -le (q)	Sep /Wid /div (r)
Unweighted Base	2094	77	257	168	145	180	198	266	288	177	101	170	67	1756	1883	206	1212	483	399
Weighted Base	2000	78*	253	158	139	170	192	255	275	158	97*	159	65*	1678	1791	202	1165	496	339
You should drink/eat a lot of milk and dairy foods	220 11%	21 26% bce fghikl m	36 14% ceg	8 5%	22 16% cegh m	11 6%	17 9%	17 7%	25 9%	15 9%	22 22% cef ghilm	23 15% ceg	6 9%	170 10% c	192 11%	28 14%	118 10%	75 15% pr	27 8%
You should drink/eat some milk and dairy food (CORRECT)	1260 63%	39 49%	155 62%	99 63%	91 65% aj	112 66% aj	129 67% aj	156 61%	187 68% aj	97 61%	49 50%	102 64% aj	43 66%	1065 63% aj	1133 63%	123 61%	765 66% q	286 58%	209 61%
You should drink/eat a little milk and dairy foods	446 22%	18 22%	53 21%	42 26% d	21 15%	41 24%	39 21%	71 28% dhk	54 19%	41 26% d	23 24%	28 18%	16 25%	379 23% d	406 23%	39 19%	241 21%	118 24%	87 26%
You should avoid/try not to drink/eat milk and dairy foods at all	43 2%	1 1%	4 2%	2 1%	4 3%	4 2%	2 1%	10 4%	7 3%	4 2%	2 2%	4 2%	- -	38 2%	34 2%	9 4% n	24 2%	10 2%	9 3%
Don't know	32 2%	1 1%	4 2%	7 4% ghm	2 1%	3 2%	4 2%	2 1%	3 1%	2 1%	2 2%	2 1%	- -	27 2%	26 1%	3 2%	17 1%	6 1%	8 2%

Fieldwork : 22/08/07 - 26/08/07 (Week 34)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o - p/q/r

* small base

Eatwell Omnibus Survey: August 2007

Q.2d Which of the following do you think best describes how much MILK AND DAIRY FOODS you should drink or eat to ensure a balanced diet?

Base: All adults

	Total	WORKING STATUS			CHILDREN IN H/HOLD		PRINCIPAL SHOPPER		CORRECT ANSWER						
		Full time (a)	Part time (b)	Other (c)	Any (d)	None (e)	Yes (f)	No (g)	Q.1 (h)	Q.2a (i)	Q.2b (j)	Q.2c (k)	Q.2d (l)	Q.2e (m)	Q.3 (n)
Unweighted Base	2094	734	248	1112	629	1465	1491	603	2083	1526	221	1383	1322	702	1202
Weighted Base	2000	793	237	970	664	1336	1351	649	1990	1467	215	1331	1260	675	1162
You should drink/eat a lot of milk and dairy foods	220 11%	69 9%	29 12%	122 13%a	100 15%e	120 9%	136 10%	84 13%	220 11%kl	186 13%kl	68 32%hikl mn	100 8%l	- -	88 13%kl	102 9%l
You should drink/eat some milk and dairy food (CORRECT)	1260 63%	522 66% ^c	160 68% ^c	577 59%	432 65%	828 62%	872 65%	388 60%	1253 63% ^j	895 61% ^j	105 49%	950 71% ^{hi} jn	1260 100% ^{hij} kmn	456 67% ^{hij}	769 66% ^{ij}
You should drink/eat a little milk and dairy foods	446 22%	175 22%	43 18%	228 24%	115 17%	330 25% ^d	293 22%	153 24%	444 22% ^{ijkl} m	342 23% ^{ijkl} m	34 16% ^l	256 19% ^l	- -	122 18% ^l	262 23% ^{ijklm}
You should avoid/try not to drink/eat milk and dairy foods at all	43 2%	20 2%	4 2%	20 2%	10 2%	33 2%	33 2%	10 2%	43 2% ^{lm}	31 2% ^{lm}	7 3% ^{klm}	18 1% ^l	- -	5 1% ^l	22 2% ^l
Don't know	32 2%	7 1%	2 1%	23 2% ^a	6 1%	25 2%	17 1%	14 2%	30 2% ^{kl}	13 1% ^l	1 1% ^l	7 1% ^l	- -	4 1% ^l	7 1% ^l

Eatwell Omnibus Survey: August 2007

Q.2e Which of the following do you think best describes how much FOODS AND DRINKS HIGH IN FAT AND/OR SUGAR you should eat or drink to ensure a balanced diet?

Base: All adults

	SEX			AGE						SOCIAL CLASS		
	Total	Male (a)	Fe- male (b)	16-25 (c)	26-35 (d)	36-45 (e)	46-55 (f)	56-65 (g)	66+ (h)	AB (i)	C1C2 (j)	DE (k)
Unweighted Base	2094	958	1136	305	298	336	289	364	502	376	999	719
Weighted Base	2000	970	1030	307	326	384	273	329	381	379	994	628
You should eat or drink a lot of foods and drinks high in fat and/or sugar	31 2%	16 2%	16 2%	7 2%	4 1%	5 1%	7 3%	3 1%	6 2%	4 1%	17 2%	10 2%
You should eat or drink some foods and drinks high in fat and/or sugar	243 12%	142 15% ^b	101 10%	56 18% ^{defg}	30 9%	38 10%	31 11%	37 11%	51 13%	33 9%	124 13%	86 14% ⁱ
You should eat or drink a little foods and drinks high in fat and/or sugar (CORRECT)	675 34%	319 33%	356 35%	132 43% ^{def} gh	108 33%	129 34%	82 30%	101 31%	123 32%	125 33%	344 35%	207 33%
You should avoid/try not to eat or drink foods and drinks high in fat and/or sugar at all	1017 51%	479 49%	538 52%	109 35%	181 56% ^c	209 54% ^c	148 54% ^c	182 55% ^c	188 49% ^c	216 57% ^{ijk}	499 50%	302 48%
Don't know	33 2%	14 1%	19 2%	3 1%	4 1%	2 *	5 2%	6 2%	14 4% ^{cde}	-	10 1%	23 4% ^{ij}

Q.2e Which of the following do you think best describes how much FOODS AND DRINKS HIGH IN FAT AND/OR SUGAR you should eat or drink to ensure a balanced diet?

Base: All adults

	Total	GOVERNMENT REGION											ETHNICITY		MARITAL STATUS				
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	East of Engl (f)	Lon-don (g)	S'th East (h)	S'th West (i)	Wa-les (j)	Scot land (k)	NI (l)	Net: Englan d (m)	White (n)	Mnty Etn (o)	Marr -ied (p)	Sing -le (q)	Sep /Wid /div (r)
Unweighted Base	2094	77	257	168	145	180	198	266	288	177	101	170	67	1756	1883	206	1212	483	399
Weighted Base	2000	78*	253	158	139	170	192	255	275	158	97*	159	65*	1678	1791	202	1165	496	339
You should eat or drink a lot of foods and drinks high in fat and/or sugar	31 2%	1 1%	2 1%	2 1%	3 2%	2 1%	5 3%	6 2%	4 1%	2 1%	2 2%	3 2%	- -	27 2%	27 2%	4 2%	18 2%	11 2%	3 1%
You should eat or drink some foods and drinks high in fat and/or sugar	243 12%	7 9%	24 9%	9 6%	16 11% ⁱ	30 17% ^{bci} jlm	21 11% ⁱ	52 20% ^{abc} dfhijlm	35 13% ^{ci}	7 4%	6 6%	34 22% ^{abcd} fhijlm	3 4%	200 12% ^{ci}	210 12%	33 16%	134 11%	71 14%	39 11%
You should eat or drink a little foods and drinks high in fat and/or sugar (CORRECT)	675 34%	23 29%	92 36% ^k	52 33%	53 38% ^k	56 33%	73 38% ^k	86 34%	85 31%	60 38% ^k	34 35%	42 27%	20 31%	579 35% ^k	606 34%	68 34%	381 33%	187 38%	107 32%
You should avoid/try not to eat or drink foods and drinks high in fat and/or sugar at all	1017 51%	46 59% ^g	130 52% ^g	89 56% ^g	64 46%	82 48%	90 47%	107 42%	147 54% ^g	88 56% ^g	53 54% ^g	79 50%	42 64% ^{def} gm	844 50% ^g	916 51%	96 47%	623 53% ^q	217 44%	178 52% ^q
Don't know	33 2%	2 2%	6 2%	6 4% ^{ekm}	4 3% ^e	-	3 2%	3 1%	4 1%	1 1%	3 3% ^e	1 1%	1 1%	28 2%	32 2%	1 1%	9 1%	11 2% ^p	13 4% ^p

Fieldwork : 22/08/07 - 26/08/07 (Week 34)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o - p/q/r

* small base

Eatwell Omnibus Survey: August 2007

Q.2e Which of the following do you think best describes how much FOODS AND DRINKS HIGH IN FAT AND/OR SUGAR you should eat or drink to ensure a balanced diet?

Base: All adults

	Total	WORKING STATUS			CHILDREN IN H/HOLD		PRINCIPAL SHOPPER		CORRECT ANSWER						
		Full time (a)	Part time (b)	Other (c)	Any (d)	None (e)	Yes (f)	No (g)	Q.1 (h)	Q.2a (i)	Q.2b (j)	Q.2c (k)	Q.2d (l)	Q.2e (m)	Q.3 (n)
Unweighted Base	2094	734	248	1112	629	1465	1491	603	2083	1526	221	1383	1322	702	1202
Weighted Base	2000	793	237	970	664	1336	1351	649	1990	1467	215	1331	1260	675	1162
You should eat or drink a lot of foods and drinks high in fat and/or sugar	31 2%	11 1%	5 2%	15 2%	15 2%	16 1%	15 1%	16 3% ^f	31 2% ^{mn}	23 2% ^{mn}	12 6% ^{hikl} mn	14 1% ^m	13 1% ^m	-	5 *
You should eat or drink some foods and drinks high in fat and/or sugar	243 12%	96 12%	24 10%	124 13%	76 11%	167 13%	136 10%	107 17% ^f	243 12% ^{imn}	126 9% ^m	23 11% ^m	179 13% ^{imn}	180 14% ^{imn}	-	92 8% ^m
You should eat or drink a little foods and drinks high in fat and/or sugar (CORRECT)	675 34%	267 34%	74 31%	334 34%	224 34%	451 34%	455 34%	220 34%	670 34%	481 33%	74 35%	473 36%	456 36%	675 100% ^{hij} kln	379 33%
You should avoid/try not to eat or drink foods and drinks high in fat and/or sugar at all	1017 51%	414 52%	132 56%	471 49%	344 52%	673 50%	720 53% ^g	297 46%	1017 51% ^m	824 56% ^{hjk} lm	101 47% ^m	658 49% ^m	603 48% ^m	-	677 58% ^{hijklm}
Don't know	33 2%	5 1%	1 1%	26 3% ^a	5 1%	28 2% ^d	24 2%	9 1%	29 1% ^{klm}	12 1% ^m	4 2% ^{km}	7 1%	9 1% ^m	-	9 1% ^m

*Eatwell Omnibus Survey: August 2007***Q.2a-Q.2e - How much think should eat of various food groups to ensure a balanced diet - summary****Base: All adults**

	Total	Eat a lot	Eat some	Eat a little	Avoid/try not to eat	CORRECT	DK
Fruit And Vegetables	2000	1467 73%	460 23%	50 2%	8 *	1467 73%	15 1%
Bread, Rice, Potatoes, Pasta And Other Starchy Foods	2000	215 11%	1201 60%	521 26%	36 2%	215 11%	27 1%
Meat, Fish, Eggs, And Beans (And Other Non-dairy Sources Of Protein)	2000	320 16%	1331 67%	289 14%	23 1%	1331 67%	37 2%
Milk And Dairy Foods	2000	220 11%	1260 63%	446 22%	43 2%	1260 63%	32 2%
Foods And Drinks High In Fat And/or Sugar	2000	31 2%	243 12%	675 34%	1017 51%	675 34%	33 2%

Eatwell Omnibus Survey: August 2007

Q.3 To ensure your diet is balanced, which of the following do you think are best to do when enjoying foods that are high in fat and/or sugar?

Base: All adults

	SEX			AGE						SOCIAL CLASS		
	Total	Male (a)	Fe- male (b)	16-25 (c)	26-35 (d)	36-45 (e)	46-55 (f)	56-65 (g)	66+ (h)	AB (i)	C1C2 (j)	DE (k)
Unweighted Base	2094	958	1136	305	298	336	289	364	502	376	999	719
Weighted Base	2000	970	1030	307	326	384	273	329	381	379	994	628
Eat them occasionally as a treat (CORRECT)	1162 58%	531 55%	630 61%a	162 53%	194 59%	248 65%cgh	181 66%cgh	177 54%	199 52%	259 68%jk	589 59%k	314 50%
Eat plenty of fruit and vegetables to outweigh high fat and high sugar foods	387 19%	190 20%	197 19%	48 16%	53 16%	69 18%	49 18%	79 24%cd	89 23%cd	74 19%	170 17%	143 23%j
Eat them when you like and exercise to burn off the excess calories and fat	336 17%	178 18%	158 15%	80 26%fgh	67 20%fgh	76 20%fgh	37 14%	38 12%	39 10%	64 17%	176 18%	96 15%
Eat an equal amount of all types of food	336 17%	174 18%	162 16%	63 20%f	53 16%	61 16%	32 12%	60 18%f	67 17%f	39 10%	182 18%i	116 18%i
Don't know	56 3%	25 3%	31 3%	3 1%	6 2%	5 1%	8 3%	7 2%	26 7%cd efg	5 1%	19 2%	32 5%ij

Q.3 To ensure your diet is balanced, which of the following do you think are best to do when enjoying foods that are high in fat and/or sugar?

Base: All adults

	Total	GOVERNMENT REGION											ETHNICITY		MARITAL STATUS				
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	East of Engl (f)	Lon-don (g)	S'th East (h)	S'th West (i)	Wa-les (j)	Scot land (k)	NI (l)	Net: Englan d (m)	White (n)	Mnty Etn (o)	Marr -ied (p)	Sing -le (q)	Sep /Wid /div (r)
Unweighted Base	2094	77	257	168	145	180	198	266	288	177	101	170	67	1756	1883	206	1212	483	399
Weighted Base	2000	78*	253	158	139	170	192	255	275	158	97*	159	65*	1678	1791	202	1165	496	339
Eat them occasionally as a treat (CORRECT)	1162 58%	40 52%	152 60%eg	93 59%eg	76 55%	79 46%	116 61%eg	123 48%	176 64%egm	99 63%eg	64 66%eg	99 62%eg	43 67%eg	955 57%eg	1072 60%o	84 42%	707 61%q	263 53%	191 56%
Eat plenty of fruit and vegetables to outweigh high fat and high sugar foods	387 19%	25 32%bcf hijklm	36 14%	30 19%j	31 22%j	49 29%bcf hijklm	30 16%j	60 24%bfi j	51 18%j	25 16%	7 7%	30 19%j	14 21%j	336 20%bj	341 19%	46 23%	224 19%	93 19%	70 21%
Eat them when you like and exercise to burn off the excess calories and fat	336 17%	14 17%	34 13%	17 10%	28 20%c	35 20%c	29 15%	49 19%c	47 17%	26 17%	20 20%c	23 14%	16 24%bc	278 17%c	286 16%	49 24%n	175 15%	119 24%pr	42 12%
Eat an equal amount of all types of food	336 17%	15 20%h	44 17%h	27 17%h	26 19%h	37 22%h	30 16%	47 18%h	28 10%	27 17%h	17 17%	29 18%h	9 15%	280 17%h	280 16%	56 28%n	185 16%	94 19%	57 17%
Don't know	56 3%	-	15 6%aefg hm	6 4%	2 2%	3 1%	3 2%	4 2%	6 2%	6 4%	4 4%	6 4%	-	46 3%	49 3%	7 3%	23 2%	10 2%	23 7%pq

Fieldwork : 22/08/07 - 26/08/07 (Week 34)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o - p/q/r

* small base

Eatwell Omnibus Survey: August 2007

Q.3 To ensure your diet is balanced, which of the following do you think are best to do when enjoying foods that are high in fat and/or sugar?

Base: All adults

	Total	WORKING STATUS			CHILDREN IN H/HOLD		PRINCIPAL SHOPPER		CORRECT ANSWER						
		Full time (a)	Part time (b)	Other (c)	Any (d)	None (e)	Yes (f)	No (g)	Q.1 (h)	Q.2a (i)	Q.2b (j)	Q.2c (k)	Q.2d (l)	Q.2e (m)	Q.3 (n)
Unweighted Base	2094	734	248	1112	629	1465	1491	603	2083	1526	221	1383	1322	702	1202
Weighted Base	2000	793	237	970	664	1336	1351	649	1990	1467	215	1331	1260	675	1162
Eat them occasionally as a treat (CORRECT)	1162 58%	486 61% ^c	147 62% ^c	528 54%	418 63% ^e	744 56%	804 60%	358 55%	1159 58% ^j	908 62% ^{hjm}	99 46%	821 62% ^{jm}	769 61% ^{jm}	379 56% ^j	1162 100% ^{hijklm}
Eat plenty of fruit and vegetables to outweigh high fat and high sugar foods	387 19%	142 18%	36 15%	209 22% ^b	116 17%	271 20%	254 19%	133 20%	384 19% ⁿ	286 19% ⁿ	46 21% ⁿ	247 19% ⁿ	244 19% ⁿ	130 19% ⁿ	74 6%
Eat them when you like and exercise to burn off the excess calories and fat	336 17%	152 19% ^c	54 23% ^c	130 13%	116 17%	221 17%	214 16%	123 19%	335 17% ⁿ	242 16% ⁿ	40 19% ⁿ	228 17% ⁿ	206 16% ⁿ	137 20% ^{hilm}	99 9%
Eat an equal amount of all types of food	336 17%	124 16%	38 16%	174 18%	118 18%	218 16%	219 16%	117 18%	336 17% ⁿ	216 15% ⁿ	51 24% ^{hik} In	223 17% ⁿ	210 17% ⁿ	122 18% ⁿ	43 4%
Don't know	56 3%	11 1%	5 2%	40 4% ^a	13 2%	43 3%	42 3%	14 2%	52 3% ⁿ	28 2% ⁿ	7 3% ⁿ	23 2% ⁿ	23 2% ⁿ	10 1% ⁿ	-

Sample profiles**Base: All adults**

	Weighted	Unweighted
Unweighted Base	2094	2094
Weighted Base	2000	2094
Sex		
Male	970 49%	958 46%
Female	1030 52%	1136 54%
Age		
16-24	276 14%	279 13%
25-34	314 16%	285 14%
35-44	401 20%	348 17%
45-54	276 14%	292 14%
55+	733 37%	890 43%
Class		
AB	379 19%	376 18%
C1	587 29%	551 26%
C2	407 20%	448 21%
DE	628 31%	719 34%
Working status		
Full time	793 40%	734 35%
Part time (8-29 hrs)	237 12%	248 12%
Part time (under 8 hrs)	17 1%	20 1%
Retired	525 26%	660 32%

Sample profiles**Base: All adults**

	Weighted	Unweighted
Weighted Base	2000	2094
Still at school	12 1%	10 *
Full time higher education	99 5%	95 5%
Unemployed (seeking)	79 4%	79 4%
Unemployed (not seeking)	239 12%	248 12%
Male chief income earner	729 36%	728 35%
Female chief income earner	487 24%	548 26%
Male main shopper	486 24%	485 23%
Female main shopper	865 43%	1006 48%
Household size		
1	377 19%	432 21%
2	657 33%	734 35%
3	406 20%	394 19%
4	358 18%	334 16%
5+	203 10%	200 10%
Government region		
North East	78 4%	77 4%
North West	253 13%	257 12%
Yorkshire & Humber	158 8%	168 8%

Sample profiles
Base: All adults

	Weighted	Unweighted
Weighted Base	2000	2094
East Midlands	139 7%	145 7%
West Midlands	170 9%	180 9%
East of England	192 10%	198 9%
London	255 13%	266 13%
South East	275 14%	288 14%
South West	158 8%	177 8%
Wales	97 5%	101 5%
Scotland	159 8%	170 8%
Northern Ireland	65 3%	67 3%

Weighting matrix - weighted respondents**Base: All adults**

	Total	North / Midlands	South
Total	2000.00	1312.15	687.85
Men ABC1 : 16-24	71.08 4%	43.57 3%	27.51 4%
Men ABC1 : 25-44	186.46 9%	107.33 8%	79.13 12%
Men ABC1 : 45-54	77.20 4%	49.72 4%	27.49 4%
Men ABC1 : 55-64	76.65 4%	45.57 3%	31.07 5%
Men ABC1 : 65+	73.21 4%	44.77 3%	28.44 4%
Men C2 : 16-24	29.58 1%	20.90 2%	8.68 1%
Men C2 : 25-44	82.78 4%	56.11 4%	26.67 4%
Men C2 : 45-54	32.07 2%	19.05 1%	13.02 2%
Men C2 : 55-64	38.93 2%	30.25 2%	8.68 1%
Men C2 : 65+	32.55 2%	22.13 2%	10.42 2%
Men DE : 16-24	39.23 2%	28.37 2%	10.86 2%
Men DE : 25-64	165.48 8%	120.93 9%	44.55 6%
Men DE : 65+	64.78 3%	46.86 4%	17.92 3%
Female main shopper ABC1 : 16-24	19.83 1%	11.85 1%	7.98 1%
Female main shopper ABC1 : 25-44	167.22 8%	99.66 8%	67.56 10%
Female main shopper ABC1 : 45-54	80.01 4%	47.31 4%	32.69 5%
Female main shopper ABC1 : 55-64	64.30 3%	42.85 3%	21.46 3%

Weighting matrix - weighted respondents**Base: All adults**

	Total	North / Midlands	South
Total	2000.00	1312.15	687.85
Female main shopper ABC1 : 65+	77.02 4%	46.10 4%	30.92 4%
Female main shopper C2 : 16-24	8.69 *	5.49 *	3.20 *
Female main shopper C2 : 25-44	64.72 3%	43.87 3%	20.85 3%
Female main shopper C2 : 45-54	24.20 1%	17.79 1%	6.41 1%
Female main shopper C2 : 55-64	34.78 2%	22.87 2%	11.91 2%
Female main shopper C2 : 65+	24.91 1%	21.98 2%	2.93 *
Female main shopper DE : 16-24	19.07 1%	14.29 1%	4.78 1%
Female main shopper DE : 25-64	172.59 9%	124.42 9%	48.17 7%
Female main shopper DE : 65+	107.66 5%	77.94 6%	29.72 4%
Female non-main shopper 16-24	88.82 4%	53.79 4%	35.03 5%
Female non-main shopper 25+	76.18 4%	46.38 4%	29.80 4%

Weighting matrix - unweighted respondents**Base: All adults**

	Total	North / Midlands	South
Total	2094	1363	731
Men ABC1 : 16-24	52 2%	29 2%	23 3%
Men ABC1 : 25-44	155 7%	73 5%	82 11%
Men ABC1 : 45-54	71 3%	48 4%	23 3%
Men ABC1 : 55-64	70 3%	44 3%	26 4%
Men ABC1 : 65+	95 5%	55 4%	40 5%
Men C2 : 16-24	28 1%	19 1%	9 1%
Men C2 : 25-44	69 3%	50 4%	19 3%
Men C2 : 45-54	26 1%	17 1%	9 1%
Men C2 : 55-64	33 2%	27 2%	6 1%
Men C2 : 65+	55 3%	43 3%	12 2%
Men DE : 16-24	58 3%	42 3%	16 2%
Men DE : 25-64	161 8%	119 9%	42 6%
Men DE : 65+	85 4%	58 4%	27 4%
Female main shopper ABC1 : 16-24	23 1%	10 1%	13 2%
Female main shopper ABC1 : 25-44	150 7%	79 6%	71 10%
Female main shopper ABC1 : 45-54	85 4%	53 4%	32 4%
Female main shopper ABC1 : 55-64	69 3%	48 4%	21 3%

Weighting matrix - unweighted respondents**Base: All adults**

	Total	North / Midlands	South
Total	2094	1363	731
Female main shopper	104	61	43
ABC1 : 65+	5%	4%	6%
Female main shopper	19	12	7
C2 : 16-24	1%	1%	1%
Female main shopper	74	52	22
C2 : 25-44	4%	4%	3%
Female main shopper	35	28	7
C2 : 45-54	2%	2%	1%
Female main shopper	49	36	13
C2 : 55-64	2%	3%	2%
Female main shopper	34	30	4
C2 : 65+	2%	2%	1%
Female main shopper	28	15	13
DE : 16-24	1%	1%	2%
Female main shopper	204	143	61
DE : 25-64	10%	10%	8%
Female main shopper	132	91	41
DE : 65+	6%	7%	6%
Female non-main shopper	71	43	28
16-24	3%	3%	4%
Female non-main shopper	59	38	21
25+	3%	3%	3%

Weighting matrix - weights**Base: All adults**

	Total	North / Midlands	South
Total	0.96	0.96	0.94
Men ABC1 : 16-24	1.37	1.50	1.20
Men ABC1 : 25-44	1.20	1.47	0.96
Men ABC1 : 45-54	1.09	1.04	1.20
Men ABC1 : 55-64	1.09	1.04	1.20
Men ABC1 : 65+	0.77	0.81	0.71
Men C2 : 16-24	1.06	1.10	0.96
Men C2 : 25-44	1.20	1.12	1.40
Men C2 : 45-54	1.23	1.12	1.45
Men C2 : 55-64	1.18	1.12	1.45
Men C2 : 65+	0.59	0.51	0.87
Men DE : 16-24	0.68	0.68	0.68
Men DE : 25-64	1.03	1.02	1.06
Men DE : 65+	0.76	0.81	0.66
Female main shopper ABC1 : 16-24	0.86	1.19	0.61
Female main shopper ABC1 : 25-44	1.11	1.26	0.95
Female main shopper ABC1 : 45-54	0.94	0.89	1.02
Female main shopper ABC1 : 55-64	0.93	0.89	1.02
Female main shopper ABC1 : 65+	0.74	0.76	0.72
Female main shopper C2 : 16-24	0.46	0.46	0.46
Female main shopper C2 : 25-44	0.87	0.84	0.95
Female main shopper C2 : 45-54	0.69	0.64	0.92
Female main shopper C2 : 55-64	0.71	0.64	0.92

Weighting matrix - weights
Base: All adults

	Total	North / Midlands	South
Total	0.96	0.96	0.94
Female main shopper C2 : 65+	0.73	0.73	0.73
Female main shopper DE : 16-24	0.68	0.95	0.37
Female main shopper DE : 25-64	0.85	0.87	0.79
Female main shopper DE : 65+	0.82	0.86	0.72
Female non-main shopper 16-24	1.25	1.25	1.25
Female non-main shopper 25+	1.29	1.22	1.42

	Page	Table	Title	Base Description	Base
●	1	1	Q.1 As part of the recommended five portions of different fruit and vegetables we should eat a day, which of the following do you think count towards that target?	Base: All adults	2094
●	4	2	Q.2a Which of the following do you think best describes how much FRUIT AND VEGETABLES you should eat to ensure a balanced diet?	Base: All adults	2094
●	7	3	Q.2b Which of the following do you think best describes how much BREAD, RICE, POTATOES, PASTA AND OTHER STARCHY FOODS you should eat to ensure a balanced diet?	Base: All adults	2094
●	10	4	Q.2c Which of the following do you think best describes how much MEAT, FISH, EGGS, AND BEANS (AND OTHER NON-DAIRY SOURCES OF PROTEIN) you should eat to ensure a balanced diet?	Base: All adults	2094
●	13	5	Q.2d Which of the following do you think best describes how much MILK AND DAIRY FOODS you should drink or eat to ensure a balanced diet?	Base: All adults	2094
●	16	6	Q.2e Which of the following do you think best describes how much FOODS AND DRINKS HIGH IN FAT AND/OR SUGAR you should eat or drink to ensure a balanced diet?	Base: All adults	2094
	19	7	Q.2a-Q.2e - How much think should eat of various food groups to ensure a balanced diet - summary	Base: All adults	2000
●	20	8	Q.3 To ensure your diet is balanced, which of the following do you think are best to do when enjoying foods that are high in fat and/or sugar?	Base: All adults	2094
	23	9	Sample profiles	Base: All adults	2094
	26	10	Weighting matrix - weighted respondents	Base: All adults	2000
	28	11	Weighting matrix - unweighted respondents	Base: All adults	2094
	30	12	Weighting matrix - weights	Base: All adults	0.96