

Eating habits Omnibus survey: December 2008

Q.3 When you are shopping for, preparing or cooking meat, which of the following, if any, do you do?

Base: All adults

	SEX		AGE					WORKING STATUS			SOCIAL CLASS			CHILDREN IN H/HOLD		PRINCIPAL SHOPPER		
	Total	Male (a)	Female (b)	16-25 (c)	26-35 (d)	36-49 (e)	50-65 (f)	66+ (g)	Full time (h)	Part time (i)	Other (j)	AB (k)	C1C2 (l)	DE (m)	Any (n)	None (o)	Yes (p)	No (q)
Unweighted Base	2305	1041	1264	353	335	556	521	540	759	258	1288	378	985	942	697	1608	1639	666
Weighted Base	2000	971	1029	309	317	526	484	364	798	230	972	392	1014	594	624	1376	1394	606
Grill it	854	383	471	94	146	255	228	130	388	123	343	193	453	208	266	588	637	217
	43%	39%	46%a	31%	46%cg	48%cg	47%cg	36%	49%j	53%j	35%	49%lm	45%lm	35%	43%	43%	46%q	36%
Buy lean mince	831	317	514	69	126	243	233	160	351	120	360	192	444	196	258	574	660	172
	42%	33%	50%a	22%	40%c	46%c	48%cd	44%c	44%j	52%hj	37%	49%lm	44%lm	33%	41%	42%	47%q	28%
Take the skin off chicken \ poultry (or buy without the skin)	585	231	354	56	88	155	162	124	221	82	282	115	298	172	180	405	459	126
	29%	24%	34%a	18%	28%c	30%c	33%c	34%c	28%	35%h	29%	29%	29%	29%	29%	29%	33%q	21%
Drain the juices from mince	493	174	319	42	88	159	139	64	225	78	190	89	282	122	178	315	389	103
	25%	18%	31%a	14%	28%cg	30%cg	29%cg	18%	28%j	34%j	20%	23%	28%lm	20%	29%o	23%	28%q	17%
Cut the white bits off the meat	474	181	292	52	84	123	125	91	169	66	238	107	232	135	142	331	368	105
	24%	19%	28%a	17%	26%c	23%c	26%c	25%c	21%	29%h	24%	27%	23%	23%	23%	24%	26%q	17%
Keeping the juices to use again, eg for gravy	448	177	271	36	59	124	132	97	176	54	218	108	234	107	123	325	355	93
	22%	18%	26%a	12%	19%c	24%c	27%cd	27%cd	22%	23%	22%	27%lm	23%lm	18%	20%	24%	25%q	15%
Choose meat with less white on it	394	169	226	35	68	103	111	78	156	43	195	81	198	115	107	287	307	87
	20%	17%	22%a	11%	22%c	19%c	23%c	21%c	20%	19%	20%	21%	20%	19%	17%	21%	22%q	14%
Prefer to choose fish or poultry instead of red meat	393	159	235	28	57	102	130	76	158	57	179	119	181	94	102	292	304	89
	20%	16%	23%a	9%	18%c	19%c	27%cd	21%c	20%	25%j	18%	30%lm	18%	16%	16%	21%n	22%q	15%
Take the skin and white bits off the joint and roast it for crackling	231	92	138	29	41	56	58	47	89	25	117	32	129	69	67	163	178	53
	12%	10%	13%a	9%	13%	11%	12%	13%	11%	11%	12%	8%	13%k	12%	11%	12%	13%q	9%
Fry for extra taste	220	126	95	41	34	69	45	32	96	28	96	34	122	64	70	150	162	59
	11%	13%b	9%	13%	11%	13%g	9%	9%	12%	12%	10%	9%	12%	11%	11%	11%	12%	10%
Net: Do anything	1628	733	894	210	265	453	402	298	661	200	766	332	817	480	519	1109	1221	407
	81%	76%	87%a	68%	84%c	86%c	83%c	82%c	83%j	87%j	79%	84%	81%	81%	83%	81%	88%q	67%
None of the above	229	145	83	55	22	50	55	47	83	17	129	41	114	73	61	168	113	116
	11%	15%b	8%	18%def	7%	9%	11%d	13%d	10%	7%	13%i	11%	11%	12%	10%	12%	8%	19%p
Don't know	144	92	51	45	30	24	26	19	54	14	76	20	83	41	45	99	61	83
	7%	10%b	5%	14%efg	9%efg	4%	5%	5%	7%	6%	8%	5%	8%	7%	7%	7%	4%	14%p

Fieldwork : 10/12/2008 - 21/12/2008 (Week 50 & 51)

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

Eating habits Omnibus survey: December 2008

Q.3 When you are shopping for, preparing or cooking meat, which of the following, if any, do you do?

Base: All adults

	GOVERNMENT REGION										COUNTRY			
	Total	Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	London (h)	S'th East (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	2305	181	227	146	149	191	178	194	254	281	1801	168	212	124
Weighted Base	2000	88	236	151	133	172	168	196	250	273	1668	173	101	58*
Grill it	854	38	122	69	48	75	85	79	88	103	706	86	38	24
	43%	43%	52% ^{dg}	45%	36%	43%	51% ^{dh}	40%	35%	38%	42%	50% ^l	38%	41%
Buy lean mince	831	41	93	74	49	69	79	91	59	120	676	93	38	25
	42%	47% ^h	39% ^h	49% ^{dh}	37% ^h	40% ^h	47% ^h	47% ^h	24%	44% ^h	41%	54% ^{jl}	38%	42%
Take the skin off chicken \ poultry (or buy without the skin)	585	21	72	43	37	54	45	56	59	90	477	69	25	14
	29%	24%	30%	29%	27%	32%	27%	29%	23%	33% ^h	29%	40% ^{jl}	25%	24%
Drain the juices from mince	493	22	62	45	28	31	48	50	42	70	397	61	21	13
	25%	25% ^h	26% ^h	30% ^{eh}	21%	18%	28% ^{eh}	25% ^h	17%	26% ^h	24%	36% ^{jl}	21%	23%
Cut the white bits off the meat	474	11	61	42	27	49	39	45	46	57	376	64	21	12
	24%	12%	26% ^a	27% ^{ah}	21%	28% ^{ah}	23% ^a	23% ^a	18%	21% ^a	23%	37% ^{jl}	21%	20%
Keeping the juices to use again, eg for gravy	448	16	52	42	23	32	58	49	43	52	366	41	30	11
	22%	18%	22%	28% ^{ad}	17%	19%	34% ^{ab}	25%	17%	19%	22%	23%	30% ^j	20%
Choose meat with less white on it	394	11	50	34	28	34	33	36	42	51	318	43	18	15
	20%	12%	21% ^a	22% ^a	21% ^a	20%	20%	18%	17%	19%	19%	25%	18%	26%
Prefer to choose fish or poultry instead of red meat	393	24	29	44	25	27	37	36	47	53	322	42	16	13
	20%	28% ^{be}	12%	29% ^{bd}	19%	16%	22% ^b	18%	19%	19% ^b	19%	24%	16%	22%
Take the skin and white bits off the joint and roast it for crackling	231	10	34	27	20	23	15	15	30	29	203	12	10	6
	12%	11%	14% ^g	18% ^{fg}	15% ^g	14%	9%	8%	12%	11%	12%	7%	10%	10%
Fry for extra taste	220	12	24	14	8	21	20	21	37	18	177	19	10	15
	11%	14% ^{di}	10%	9%	6%	12% ⁱ	12% ⁱ	11%	15% ^{di}	6%	11%	11%	10%	26% ^{ijkl}
Net: Do anything	1628	74	198	135	113	142	138	156	181	213	1350	148	77	53
	81%	84% ^h	84% ^h	89% ^{gh}	85% ^h	82% ^h	82% ^h	80%	72%	78%	81%	85% ^l	76%	92% ^{jl}

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Fieldwork : 10/12/2008 - 21/12/2008 (Week 50 & 51)

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

* small base

Eating habits Omnibus survey: December 2008

Q.3 When you are shopping for, preparing or cooking meat, which of the following, if any, do you do?

Base: All adults

	GOVERNMENT REGION									COUNTRY				
	Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	London (h)	S'th East (i)	England (j)	Sctland (k)	Wales (l)	NI (m)	
Weighted Base	2000	88	236	151	133	172	168	196	250	273	1668	173	101	58*
None of the above	229	13	24	12	16	22	18	19	20	47	191	20	15	3
Don't know	144	2	13	4	4	9	13	21	50	13	128	5	9	2
	7%	2%	6%	3%	3%	5%	7%a	11%ac	20%abc	5%	8%k	3%	8%k	3%

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Fieldwork : 10/12/2008 - 21/12/2008 (Week 50 & 51)

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

* small base

Q.4a What do you think is the BIGGEST health concern facing the UK at the moment?

Base: All adults

	SEX		AGE					WORKING STATUS			SOCIAL CLASS			CHILDREN IN H/HOLD		PRINCIPAL SHOPPER		
	Total	Male (a)	Female (b)	16-25 (c)	26-35 (d)	36-49 (e)	50-65 (f)	66+ (g)	Full time (h)	Part time (i)	Other (j)	AB (k)	C1C2 (l)	DE (m)	Any (n)	None (o)	Yes (p)	No (q)
Unweighted Base	2305	1041	1264	353	335	556	521	540	759	258	1288	378	985	942	697	1608	1639	666
Weighted Base	2000	971	1029	309	317	526	484	364	798	230	972	392	1014	594	624	1376	1394	606
Obesity/being overweight	623	270	353	107	104	184	149	79	274	81	268	162	331	130	223	400	454	169
	31%	28%	34%a	35%g	33%g	35%g	31%g	22%	34%j	35%j	28%	41%lm	33%lm	22%	36%o	29%	33%q	28%
Cancers	580	290	291	106	96	146	120	113	245	57	278	90	294	196	180	401	391	190
	29%	30%	28%	34%f	30%	28%	25%	31%f	31%	25%	29%	23%	29%k	33%k	29%	29%	28%	31%
Heart disease	412	209	204	44	58	108	126	77	164	48	200	90	201	122	116	296	282	130
	21%	22%	20%	14%	18%	20%c	26%cd	21%ce	21%	21%	21%	23%	20%	21%	19%	22%	20%	22%
Diabetes	128	65	63	20	22	37	21	28	40	17	71	15	73	40	45	84	88	41
	6%	7%	6%	7%	7%	7%	4%	8%f	5%	8%	7%	4%	7%k	7%	7%	6%	6%	7%
Strokes	62	31	31	5	7	11	24	15	14	8	40	9	21	32	10	52	48	14
	3%	3%	3%	2%	2%	2%	5%ce	4%	2%	4%	4%h	2%	2%	5%kl	2%	4%n	3%	2%
Alzheimers	45	17	28	2	3	2	17	22	9	3	33	7	22	16	5	40	35	10
	2%	2%	3%	1%	1%	*	3%cde	6%cde	1%	1%	3%h	2%	2%	3%	1%	3%n	3%	2%
Food poisoning	23	15	7	4	2	11	3	3	11	1	10	1	10	11	13	10	14	8
	1%	2%	1%	1%	1%	2%	1%	1%	1%	*	1%	*	1%	2%k	2%o	1%	1%	1%
Other	41	30	12	6	3	14	10	9	19	4	19	12	17	12	10	31	27	14
	2%	3%b	1%	2%	1%	3%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%
Don't know	85	44	41	15	22	15	15	17	21	10	54	5	45	35	23	62	56	28
	4%	5%	4%	5%	7%ef	3%	3%	5%	3%	5%	6%h	1%	4%k	6%k	4%	4%	4%	5%

Fieldwork : 10/12/2008 - 21/12/2008 (Week 50 & 51)

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

Eating habits Omnibus survey: December 2008

Q.4a What do you think is the BIGGEST health concern facing the UK at the moment?

Base: All adults

	GOVERNMENT REGION										COUNTRY			
	Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	London (h)	S'th East (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	
Unweighted Base	2305	181	227	146	149	191	178	194	254	281	1801	168	212	124
Weighted Base	2000	88	236	151	133	172	168	196	250	273	1668	173	101	58*
Obesity/being overweight	623	30	85	66	41	36	57	72	59	93	540	52	23	9
	31%	34%eh	36%eh	44%de	31%	21%	34%eh	37%eh	24%	34%eh	32%lm	30%am	22%	15%
Cancers	580	25	63	32	48	71	32	52	62	71	456	61	34	29
	29%	29%f	27%	21%	36%cf	41%ab	19%	26%	25%	26%	27%	35%j	34%	50%jkl
Heart disease	412	19	51	36	25	34	42	38	37	60	342	31	28	11
	21%	22%	22%	24%h	19%	20%	25%h	19%	15%	22%h	21%	18%	28%jk	20%
Diabetes	128	4	11	8	6	13	12	9	33	14	109	9	6	3
	6%	4%	5%	5%	5%	8%	7%	5%	13%abc	5%	7%	5%	6%	6%
Strokes	62	3	10	2	5	6	7	7	8	6	53	4	3	2
	3%	3%	4%	1%	4%	4%	4%	3%	3%	2%	3%	3%	3%	3%
Alzheimers	45	1	4	2	3	6	4	8	1	9	37	2	5	1
	2%	1%	2%	2%	2%	3%h	2%	4%h	*	3%h	2%	1%	5%jk	2%
Food poisoning	23	*	3	-	1	1	3	2	4	3	18	3	*	1
	1%	*	1%	-	1%	1%	2%	1%	2%	1%	1%	2%	*	2%
Other	41	1	4	4	1	1	6	5	6	9	37	4	-	1
	2%	1%	2%	2%	1%	1%	4%	3%	2%	3%	2%	2%	-	2%
Don't know	85	4	5	1	4	5	4	4	40	9	75	7	2	1
	4%	4%c	2%	1%	3%	3%	3%	2%	16%abc	3%	5%	4%	2%	1%

defgi

Fieldwork : 10/12/2008 - 21/12/2008 (Week 50 & 51)

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

* small base

Eating habits Omnibus survey: December 2008

Q.4b What do you think is the SECOND biggest health concern facing the UK at the moment?

Base: All adults

	SEX		AGE					WORKING STATUS			SOCIAL CLASS			CHILDREN IN H/HOLD		PRINCIPAL SHOPPER		
	Total	Male (a)	Female (b)	16-25 (c)	26-35 (d)	36-49 (e)	50-65 (f)	66+ (g)	Full time (h)	Part time (i)	Other (j)	AB (k)	C1C2 (l)	DE (m)	Any (n)	None (o)	Yes (p)	No (q)
Unweighted Base	2305	1041	1264	353	335	556	521	540	759	258	1288	378	985	942	697	1608	1639	666
Weighted Base	2000	971	1029	309	317	526	484	364	798	230	972	392	1014	594	624	1376	1394	606
Heart disease	608	293	315	86	93	172	163	93	262	71	275	116	335	156	199	409	418	189
	30%	30%	31%	28%	29%	33%g	34%g	26%	33%j	31%	28%	30%	33% <i>m</i>	26%	32%	30%	30%	31%
Cancers	457	228	229	82	67	123	106	79	183	63	212	96	216	145	145	313	312	145
	23%	23%	22%	27%	21%	23%	22%	22%	23%	27%	22%	24%	21%	24%	23%	23%	22%	24%
Obesity/being overweight	274	138	135	52	51	75	63	33	119	36	118	59	150	65	98	176	192	82
	14%	14%	13%	17%g	16%g	14%g	13%g	9%	15%	16%	12%	15%	15% <i>m</i>	11%	16%	13%	14%	13%
Diabetes	262	122	140	37	55	64	55	49	113	23	126	50	137	75	85	177	184	77
	13%	13%	14%	12%	17% <i>ef</i>	12%	11%	14%	14%	10%	13%	13%	13%	13%	14%	13%	13%	13%
Strokes	133	59	74	8	10	38	32	45	48	10	76	26	53	54	32	101	99	34
	7%	6%	7%	3%	3%	7% <i>cd</i>	7% <i>cd</i>	12% <i>cde</i>	6%	4%	8%	7%	5%	9% <i>l</i>	5%	7%	7%	6%
								f										
Alzheimers	90	35	55	5	7	13	32	33	17	12	61	23	36	31	12	78	71	20
	5%	4%	5%	2%	2%	3%	7% <i>cde</i>	9% <i>cde</i>	2%	5% <i>h</i>	6% <i>h</i>	6%	4%	5%	2%	6% <i>n</i>	5%	3%
Food poisoning	23	11	12	10	2	5	4	2	9	3	11	5	12	6	8	15	12	11
	1%	1%	1%	3% <i>def</i>	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
				g														
Other	17	10	6	2	1	5	4	3	8	-	8	6	8	3	6	11	13	4
	1%	1%	1%	1%	*	1%	1%	1%	1%	-	1%	2%	1%	*	1%	1%	1%	1%
Don't know	137	75	62	26	31	30	23	27	39	13	85	11	68	58	40	96	93	43
	7%	8%	6%	8% <i>f</i>	10% <i>ef</i>	6%	5%	7%	5%	5%	9% <i>h</i>	3%	7% <i>k</i>	10% <i>kl</i>	6%	7%	7%	7%

Fieldwork : 10/12/2008 - 21/12/2008 (Week 50 & 51)

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

Eating habits Omnibus survey: December 2008

Q.4b What do you think is the SECOND biggest health concern facing the UK at the moment?

Base: All adults

	GOVERNMENT REGION										COUNTRY			
	Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	London (h)	S'th East (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	
Unweighted Base	2305	181	227	146	149	191	178	194	254	281	1801	168	212	124
Weighted Base	2000	88	236	151	133	172	168	196	250	273	1668	173	101	58*
Heart disease	608	31	63	52	47	65	43	52	68	77	498	66	28	17
	30%	35%	27%	34%	35%	38% ^{bf}	25%	27%	27%	28%	30%	38% ^j	28%	29%
						ghi								
Cancers	457	21	55	49	25	35	34	53	36	62	371	47	29	11
	23%	24% ^h	24% ^h	33% ^{de}	19%	20%	20%	27% ^h	14%	23% ^h	22%	27%	29% ^j	19%
				fhi										
Obesity/being overweight	274	9	45	20	18	15	31	26	35	33	231	17	16	9
	14%	10%	19% ^{ae}	13%	14%	9%	18% ^e	13%	14%	12%	14%	10%	16%	16%
			i											
Diabetes	262	7	37	9	15	31	24	29	42	34	228	12	13	9
	13%	8%	15% ^c	6%	11%	18% ^{ac}	14% ^c	15% ^c	17% ^{ac}	12% ^c	14% ^k	7%	13%	15% ^k
Strokes	133	8	15	10	16	8	15	14	10	15	111	11	6	6
	7%	9% ^h	6%	7%	12% ^{ehi}	5%	9% ^h	7%	4%	5%	7%	6%	6%	10%
Alzheimers	90	3	7	8	3	7	13	11	6	16	74	10	5	1
	5%	4%	3%	5%	2%	4%	8% ^{bh}	5%	2%	6% ^h	4%	6%	4%	2%
Food poisoning	23	1	3	-	2	1	1	2	3	7	19	1	-	3
	1%	1%	1%	-	1%	*	1%	1%	1%	3%	1%	*	-	5% ^{ijkl}
Other	17	*	-	-	-	1	-	4	1	7	14	2	1	-
	1%	*	-	-	-	1%	-	2% ^b	*	3% ^{bfi}	1%	1%	1%	-
Don't know	137	7	11	3	8	9	8	4	49	24	123	7	4	3
	7%	8% ^{cg}	5%	2%	6%	5%	5%	2%	20% ^{abc}	9% ^{cg}	7%	4%	4%	5%

defgi

Fieldwork : 10/12/2008 - 21/12/2008 (Week 50 & 51)

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

* small base

Q.4c What do you think is the THIRD biggest health concern facing the UK at the moment?

Base: All adults

	SEX		AGE					WORKING STATUS			SOCIAL CLASS			CHILDREN IN H/HOLD		PRINCIPAL SHOPPER		
	Total	Male (a)	Female (b)	16-25 (c)	26-35 (d)	36-49 (e)	50-65 (f)	66+ (g)	Full time (h)	Part time (i)	Other (j)	AB (k)	C1C2 (l)	DE (m)	Any (n)	None (o)	Yes (p)	No (q)
Unweighted Base	2305	1041	1264	353	335	556	521	540	759	258	1288	378	985	942	697	1608	1639	666
Weighted Base	2000	971	1029	309	317	526	484	364	798	230	972	392	1014	594	624	1376	1394	606
Heart disease	419	195	224	73	67	116	89	74	174	54	191	81	211	127	137	282	308	111
	21%	20%	22%	24%	21%	22%	18%	20%	22%	23%	20%	21%	21%	21%	22%	20%	22%	18%
Cancers	369	180	190	53	56	108	101	52	162	44	164	83	200	86	132	237	260	109
	18%	19%	18%	17%	18%	20%g	21%g	14%	20%	19%	17%	21%m	20%m	14%	21%o	17%	19%	18%
Diabetes	284	123	162	51	55	77	56	45	110	30	144	66	127	91	97	188	195	90
	14%	13%	16%	17%	17%f	15%	12%	12%	14%	13%	15%	17%	13%	15%	15%	14%	14%	15%
Strokes	277	140	137	35	26	68	87	60	97	35	145	57	141	79	73	203	187	90
	14%	14%	13%	11%	8%	13%d	18%cd	17%cd	12%	15%	15%	15%	14%	13%	12%	15%	13%	15%
							e											
Obesity/being overweight	257	139	118	27	52	77	67	33	131	25	101	45	134	78	79	178	178	79
	13%	14%	11%	9%	17%cg	15%cg	14%cg	9%	16%ij	11%	10%	11%	13%	13%	13%	13%	13%	13%
Alzheimers	132	55	77	14	11	27	39	41	39	17	76	36	64	32	26	106	101	31
	7%	6%	7%	4%	3%	5%	8%d	11%cde	5%	7%	8%h	9%m	6%	5%	4%	8%n	7%	5%
Food poisoning	37	21	16	9	4	10	9	5	16	4	16	4	18	15	13	23	20	16
	2%	2%	2%	3%	1%	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%	1%	3%
Other	12	8	4	2	1	3	3	3	7	2	3	4	5	2	5	7	9	3
	1%	1%	*	1%	*	1%	1%	1%	1%	1%	*	1%	1%	*	1%	1%	1%	1%
Don't know	213	110	103	45	44	41	33	49	60	21	132	16	113	84	63	150	137	76
	11%	11%	10%	15%ef	14%ef	8%	7%	14%ef	8%	9%	14%h	4%	11%k	14%k	10%	11%	10%	13%

Fieldwork : 10/12/2008 - 21/12/2008 (Week 50 & 51)

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

Q.4c What do you think is the THIRD biggest health concern facing the UK at the moment?

Base: All adults

	GOVERNMENT REGION										COUNTRY			
	Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	London (h)	S'th East (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	
Unweighted Base	2305	181	227	146	149	191	178	194	254	281	1801	168	212	124
Weighted Base	2000	88	236	151	133	172	168	196	250	273	1668	173	101	58*
Heart disease	419	18	63	35	28	36	29	40	53	49	351	32	21	15
	21%	20%	27% ^{fi}	23%	21%	21%	17%	21%	21%	18%	21%	19%	20%	26%
Cancers	369	14	52	34	27	24	34	38	46	51	321	22	18	9
	18%	16%	22% ^e	23% ^e	20%	14%	20%	20%	18%	19%	19%	13%	18%	15%
Diabetes	284	9	28	21	24	28	22	37	38	35	243	22	11	8
	14%	10%	12%	14%	18%	16%	13%	19% ^a	15%	13%	15%	13%	11%	14%
Strokes	277	10	27	28	14	27	22	25	22	28	203	43	18	13
	14%	12%	11%	18% ^{chi}	11%	16% ^h	13%	13%	9%	10%	12%	25% ^j	18% ^j	22% ^j
Obesity/being overweight	257	17	32	16	18	24	19	28	27	34	214	26	12	5
	13%	19% ^{ch}	14%	10%	13%	14%	11%	14%	11%	12%	13%	15%	12%	8%
Alzheimers	132	7	12	9	8	17	20	12	7	25	117	6	6	3
	7%	8% ^h	5%	6%	6%	10% ^h	12% ^{bh}	6%	3%	9% ^h	7%	4%	6%	5%
Food poisoning	37	2	3	1	4	4	5	8	3	1	31	2	2	2
	2%	2%	1%	*	3% ⁱ	2%	3% ⁱ	4% ^{chi}	1%	*	2%	1%	2%	4%
Other	12	-	1	1	-	1	-	1	-	5	8	2	2	-
	1%	-	*	1%	-	*	-	*	-	2% ^h	*	1%	2% ^j	-
Don't know	213	12	17	6	10	12	16	6	56	46	182	17	11	4
	11%	14% ^{bce}	7%	4%	8%	7%	10% ^g	3%	22% ^{ab}	17% ^{bcde}	11%	10%	10%	7%
		g						cdefg	fg					

Fieldwork : 10/12/2008 - 21/12/2008 (Week 50 & 51)

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

* small base

Q4a-c - Biggest three health concerns facing UK at the moment - summary

Base: All adults

	Total	BIGGEST CONCERN (3)	2ND BIGGEST CONCERN (2)	3RD BIGGEST CONCERN (1)	NOT MENTIONED (0)	Mean
Obesity/being overweight	2000	623	274	257	846	1.34
		31%	14%	13%	42%	
Cancers	2000	580	457	369	594	1.51
		29%	23%	18%	30%	
Heart disease	2000	412	608	419	561	1.44
		21%	30%	21%	28%	
Strokes	2000	62	133	277	1528	0.36
		3%	7%	14%	76%	
Diabetes	2000	128	262	284	1325	0.6
		6%	13%	14%	66%	
Alzheimers	2000	45	90	132	1732	0.22
		2%	5%	7%	87%	
Food poisoning	2000	23	23	37	1919	0.08
		1%	1%	2%	96%	
Other	2000	41	17	12	1937	0.08
		2%	1%	1%	97%	

Fieldwork : 10/12/2008 - 21/12/2008 (Week 50 & 51)

Q.5a Which food in this group do you think usually has the MOST saturated fat?

Base: All adults

	SEX		AGE					WORKING STATUS			SOCIAL CLASS			CHILDREN IN H/HOLD		PRINCIPAL SHOPPER		
	Total	Male (a)	Female (b)	16-25 (c)	26-35 (d)	36-49 (e)	50-65 (f)	66+ (g)	Full time (h)	Part time (i)	Other (j)	AB (k)	C1C2 (l)	DE (m)	Any (n)	None (o)	Yes (p)	No (q)
Unweighted Base	2305	1041	1264	353	335	556	521	540	759	258	1288	378	985	942	697	1608	1639	666
Weighted Base	2000	971	1029	309	317	526	484	364	798	230	972	392	1014	594	624	1376	1394	606
Sausage	1367	634	733	168	200	374	368	257	567	157	642	296	703	368	403	964	984	383
	68%	65%	71%a	54%	63%c	71%cd	76%cd	71%cd	71%j	68%	66%	76%lm	69%lm	62%	64%	70%n	71%q	63%
Minced beef	213	119	94	28	41	58	51	35	78	30	105	33	103	77	75	138	152	61
	11%	12%b	9%	9%	13%	11%	10%	10%	10%	13%	11%	8%	10%	13%k	12%	10%	11%	10%
Steak (all varieties)	197	107	90	69	31	51	27	20	87	23	87	43	102	52	78	119	108	89
	10%	11%	9%	22%de	10%fg	10%fg	5%	5%	11%	10%	9%	11%	10%	9%	12%o	9%	8%	15%p
Chicken	57	32	25	15	11	14	7	10	26	3	27	7	22	28	19	37	38	19
	3%	3%	2%	5%f	3%	3%	2%	3%	3%	1%	3%	2%	2%	5%kl	3%	3%	3%	3%
Turkey	23	10	13	6	4	5	3	5	8	3	12	*	13	9	8	15	17	6
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	*	1%k	2%k	1%	1%	1%	1%
It depends	30	17	12	3	8	2	10	7	6	5	18	1	16	13	5	25	19	10
	1%	2%	1%	1%	2%e	*	2%e	2%e	1%	2%	2%	*	2%k	2%k	1%	2%	1%	2%
Don't know	113	53	61	21	22	22	18	30	25	8	81	11	56	46	37	77	77	37
	6%	5%	6%	7%	7%	4%	4%	8%ef	3%	4%	8%hi	3%	5%	8%k	6%	6%	6%	6%

Fieldwork : 10/12/2008 - 21/12/2008 (Week 50 & 51)

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

Eating habits Omnibus survey: December 2008

Q.5a Which food in this group do you think usually has the MOST saturated fat?

Base: All adults

	GOVERNMENT REGION									COUNTRY				
	Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	London (h)	S'th East (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	
Unweighted Base	2305	181	227	146	149	191	178	194	254	281	1801	168	212	124
Weighted Base	2000	88	236	151	133	172	168	196	250	273	1668	173	101	58*
Sausage	1367	65	167	112	98	126	132	141	120	182	1142	123	67	35
	68%	74%h	71%h	74%h	74%h	73%h	78%hi	72%h	48%	66%h	68%	71%	66%	60%
Minced beef	213	8	30	22	14	16	14	18	14	33	169	16	15	14
	11%	9%	13%h	14%h	11%	9%	8%	9%	6%	12%h	10%	9%	15%	23%jk
Steak (all varieties)	197	7	20	10	13	13	12	25	31	30	162	15	12	7
	10%	8%	9%	7%	9%	8%	7%	13%	12%	11%	10%	9%	12%	13%
Chicken	57	*	5	2	2	7	1	5	19	10	50	4	2	*
	3%	*	2%	1%	1%	4%a	1%	3%	8%abc	4%	3%	2%	2%	1%
									dfgi					
Turkey	23	*	4	-	2	2	1	2	8	2	20	1	*	1
	1%	*	2%	-	1%	1%	1%	1%	3%ci	1%	1%	*	*	2%
It depends	30	1	2	2	1	5	1	3	9	3	27	2	*	-
	1%	1%	1%	1%	1%	3%	*	2%	4%fi	1%	2%	1%	*	-
Don't know	113	7	8	3	4	4	7	2	49	15	98	11	4	1
	6%	7%ceg	3%	2%	3%	2%	4%g	1%	20%abc	5%g	6%	6%	4%	1%

defgi

Fieldwork : 10/12/2008 - 21/12/2008 (Week 50 & 51)

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

* small base

Eating habits Omnibus survey: December 2008

Q.5d Which food in this group do you think usually has the MOST saturated fat?

Base: All adults

	SEX		AGE					WORKING STATUS			SOCIAL CLASS			CHILDREN IN H/HOLD		PRINCIPAL SHOPPER		
	Total	Male (a)	Female (b)	16-25 (c)	26-35 (d)	36-49 (e)	50-65 (f)	66+ (g)	Full time (h)	Part time (i)	Other (j)	AB (k)	C1C2 (l)	DE (m)	Any (n)	None (o)	Yes (p)	No (q)
Unweighted Base	2305	1041	1264	353	335	556	521	540	759	258	1288	378	985	942	697	1608	1639	666
Weighted Base	2000	971	1029	309	317	526	484	364	798	230	972	392	1014	594	624	1376	1394	606
Cream cake	1246	596	650	173	205	308	315	245	489	141	616	257	624	365	390	856	875	371
	62%	61%	63%	56%	65% ^c	59%	65% ^{ce}	67% ^{ce}	61%	61%	63%	66%	62%	61%	62%	62%	63%	61%
Flapjack	353	162	191	68	44	114	89	39	166	47	141	68	205	80	119	235	248	106
	18%	17%	19%	22% ^{dg}	14%	22% ^{dg}	18% ^g	11%	21% ^j	20% ^j	15%	17%	20% ^m	14%	19%	17%	18%	17%
Muffin	172	98	74	38	32	54	31	15	77	22	73	41	81	50	55	117	111	60
	9%	10% ^b	7%	12% ^{fg}	10% ^g	10% ^{fg}	7%	4%	10%	9%	8%	10%	8%	8%	9%	8%	8%	10%
Currant bun	40	20	20	4	8	15	6	7	15	4	22	3	22	16	13	27	26	14
	2%	2%	2%	1%	3%	3%	1%	2%	2%	2%	2%	1%	2%	3% ^k	2%	2%	2%	2%
It depends	21	7	14	2	3	4	5	6	3	4	13	5	6	10	4	17	14	7
	1%	1%	1%	1%	1%	1%	1%	2%	*	2% ^h	1% ^h	1%	1%	2% ^l	1%	1%	1%	1%
Don't know	168	89	79	25	24	31	37	51	48	13	107	18	77	73	44	124	120	48
	8%	9%	8%	8%	8%	6%	8%	14% ^{ode}	6%	6%	11% ^{hi}	5%	8%	12% ^{kl}	7%	9%	9%	8%

f

Fieldwork : 10/12/2008 - 21/12/2008 (Week 50 & 51)

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

Eating habits Omnibus survey: December 2008

Q.5d Which food in this group do you think usually has the MOST saturated fat?

Base: All adults

	GOVERNMENT REGION									COUNTRY				
	Total	Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	London (h)	S'th East (i)	England (j)	Sctland (k)	Wales (l)	NI (m)
Unweighted Base	2305	181	227	146	149	191	178	194	254	281	1801	168	212	124
Weighted Base	2000	88	236	151	133	172	168	196	250	273	1668	173	101	58*
Cream cake	1246	50	154	98	84	120	113	124	130	169	1042	102	60	41
	62%	57%	66%h	65%h	63%h	70%ah	67%h	63%h	52%	62%h	62%	59%	60%	71%
Flapjack	353	18	54	37	25	24	31	38	24	47	298	25	23	7
	18%	20%h	23%eh	24%eh	19%h	14%	18%h	19%h	10%	17%h	18%	15%	22% ^m	13%
Muffin	172	7	14	11	12	14	8	24	26	26	142	16	9	5
	9%	8%	6%	7%	9%	8%	5%	12% ^{bf}	10%	9%	8%	9%	8%	9%
Currant bun	40	1	5	1	1	3	2	4	8	4	29	5	3	2
	2%	1%	2%	1%	1%	2%	1%	2%	3%	2%	2%	3%	3%	3%
It depends	21	1	1	-	2	6	2	-	7	1	20	1	1	-
	1%	1%	1%	-	1%	3% ^{bcg}	1%	-	3% ^{gi}	1%	1%	*	1%	-
Don't know	168	12	7	4	9	6	12	7	55	26	137	23	6	2
	8%	13% ^{bce}	3%	2%	7%	3%	7%	3%	22% ^{ab}	10% ^{bceg}	8%	13% ^{ilm}	6%	4%
		g				i			cdefg					

i

Fieldwork : 10/12/2008 - 21/12/2008 (Week 50 & 51)

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

* small base

Eating habits Omnibus survey: December 2008

Q.7 Please can you tell me how much you agree or disagree that ...

Healthier foods are generally more expensive than unhealthier foods?

Base: All adults

	SEX		AGE					WORKING STATUS			SOCIAL CLASS			CHILDREN IN H/HOLD		PRINCIPAL SHOPPER		
	Total	Male (a)	Female (b)	16-25 (c)	26-35 (d)	36-49 (e)	50-65 (f)	66+ (g)	Full time (h)	Part time (i)	Other (j)	AB (k)	C1C2 (l)	DE (m)	Any (n)	None (o)	Yes (p)	No (q)
Unweighted Base	2305	1041	1264	353	335	556	521	540	759	258	1288	378	985	942	697	1608	1639	666
Weighted Base	2000	971	1029	309	317	526	484	364	798	230	972	392	1014	594	624	1376	1394	606
Agree strongly (2)	667	307	360	95	127	185	154	106	279	68	319	103	356	209	224	444	471	196
	33%	32%	35%	31%	40%cf	35%g	32%	29%	35%	30%	33%	26%	35%k	35%k	36%	32%	34%	32%
					g													
Agree slightly (1)	588	293	294	110	88	154	126	110	226	72	290	112	293	182	173	415	400	187
	29%	30%	29%	35%df	28%	29%	26%	30%	28%	31%	30%	29%	29%	31%	28%	30%	29%	31%
Neither agree nor disagree (0)	245	121	124	30	43	65	52	54	92	35	117	45	121	78	73	171	164	81
	12%	12%	12%	10%	14%	12%	11%	15%c	12%	15%	12%	12%	12%	13%	12%	12%	12%	13%
Disagree slightly (-1)	288	145	142	39	31	75	96	45	125	31	132	84	144	60	93	195	213	75
	14%	15%	14%	13%	10%	14%	20%cd	12%	16%	14%	14%	21%lm	14%lm	10%	15%	14%	15%	12%
							eg											
Disagree strongly (-2)	155	75	80	19	20	37	48	31	61	20	74	38	74	42	48	107	112	43
	8%	8%	8%	6%	6%	7%	10%	9%	8%	9%	8%	10%	7%	7%	8%	8%	8%	7%
Net: Agree	1255	600	655	205	215	339	280	216	505	140	610	216	649	390	396	858	871	384
	63%	62%	64%	66%f	68%fg	64%f	58%	59%	63%	61%	63%	55%	64%k	66%k	64%	62%	62%	63%
Net: Disagree	443	220	223	58	51	112	145	76	185	51	206	122	218	103	140	303	325	118
	22%	23%	22%	19%	16%	21%	30%cd	21%	23%	22%	21%	31%lm	22%lm	17%	22%	22%	23%	19%
							eg											
Don't know	58	30	28	16	7	9	7	18	15	4	39	10	26	22	14	43	34	24
	3%	3%	3%	5%ef	2%	2%	1%	5%ef	2%	2%	4%h	2%	3%	4%	2%	3%	2%	4%
Mean score	0.68	0.65	0.71	0.76f	0.88f	0.73f	0.51	0.62	0.69	0.61	0.7	0.41	0.72k	0.79k	0.71	0.67	0.66	0.72
					g													
Standard deviation	1.3	1.29	1.3	1.22	1.23	1.28	1.38	1.28	1.31	1.29	1.29	1.35	1.29	1.25	1.31	1.29	1.31	1.26
Standard error	0.03	0.04	0.04	0.07	0.07	0.05	0.06	0.06	0.05	0.08	0.04	0.07	0.04	0.04	0.05	0.03	0.03	0.05

Fieldwork : 10/12/2008 - 21/12/2008 (Week 50 & 51)

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

Eating habits Omnibus survey: December 2008

Q.7 Please can you tell me how much you agree or disagree that ...

Healthier foods are generally more expensive than unhealthier foods?

Base: All adults

	GOVERNMENT REGION									COUNTRY				
	Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	London (h)	S'th East (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	
Unweighted Base	2305	181	227	146	149	191	178	194	254	281	1801	168	212	124
Weighted Base	2000	88	236	151	133	172	168	196	250	273	1668	173	101	58*
Agree strongly (2)	667	31	82	34	61	62	52	63	77	74	536	63	41	26
	33%	35% ^c	35% ^c	23%	46% ^{cf}	36% ^{ci}	31%	32%	31%	27%	32%	37%	41% ^j	46% ^j
				ghi										
Agree slightly (1)	588	21	64	51	36	53	44	61	76	88	494	48	29	17
	29%	23%	27%	33%	27%	31%	26%	31%	30%	32%	30%	28%	29%	29%
Neither agree nor disagree (0)	245	10	20	20	14	18	23	19	50	35	209	20	9	7
	12%	11%	8%	13%	10%	11%	14%	10%	20% ^{ab}	13%	13%	12%	9%	12%
									degi					
Disagree slightly (-1)	288	12	34	26	14	24	27	35	29	42	243	25	14	5
	14%	13%	14%	17%	11%	14%	16%	18%	12%	15%	15%	14%	14%	9%
Disagree strongly (-2)	155	11	24	19	6	11	16	16	7	22	132	15	6	1
	8%	13% ^{de}	10% ^h	13% ^{dh}	5%	7%	10% ^h	8% ^h	3%	8% ^h	8% ^m	8%	6%	2%
		h												
Net: Agree	1255	51	146	85	97	115	96	124	153	162	1030	111	71	43
	63%	58%	62%	56%	73% ^{ab}	67%	57%	63%	61%	59%	62%	64%	70% ^j	74% ^j
				cfhi										
Net: Disagree	443	23	57	45	20	35	43	51	37	64	376	40	20	7
	22%	26% ^{dh}	24% ^{dh}	30% ^{dh}	15%	21%	26% ^{dh}	26% ^{dh}	15%	23% ^h	23% ^m	23% ^m	20%	12%
Don't know	58	4	12	2	2	3	5	2	10	13	54	2	1	1
	3%	4% ^g	5% ^g	1%	1%	2%	3%	1%	4%	5% ^g	3%	1%	1%	2%
Mean score	0.68	0.57	0.66	0.37	1.00 ^a	0.77 ^c	0.54	0.62	0.78 ^c	0.58	0.66	0.7	0.85	1.07 ^{jk}
				bcfgi										
Standard deviation	1.3	1.45	1.38	1.35	1.2	1.27	1.35	1.32	1.12	1.28	1.3	1.33	1.28	1.1
Standard error	0.03	0.11	0.09	0.11	0.1	0.09	0.1	0.1	0.07	0.08	0.03	0.1	0.09	0.1

Fieldwork : 10/12/2008 - 21/12/2008 (Week 50 & 51)

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

* small base

Eating habits Omnibus survey: December 2008**Sample profiles****Base: All adults**

	Weighted	Unweighted
Unweighted Base	2305	2305
Weighted Base	2000	2305
Sex		
Male	971	1041
	49%	45%
Female	1029	1264
	51%	55%
Age		
16-24	282	323
	14%	14%
25-34	308	328
	15%	14%
35-44	394	415
	20%	18%
45-54	313	328
	16%	14%
55+	703	911
	35%	40%
Class		
AB	392	378
	20%	16%
C1	600	541
	30%	23%
C2	414	444
	21%	19%
DE	594	942
	30%	41%
Working status		
Full time	798	759
	40%	33%
Part time (8-29 hrs)	230	258
	12%	11%
Part time (under 8 hrs)	10	12
	1%	1%
Retired	498	688
	25%	30%

Eating habits Omnibus survey: December 2008**Sample profiles****Base: All adults**

	Weighted	Unweighted
Weighted Base	2000	2305
Still at school	13	16
	1%	1%
Full time higher education	99	99
	5%	4%
Unemployed (seeking)	131	165
	7%	7%
Unemployed (not seeking)	220	308
	11%	13%
Male chief income earner	752	821
	38%	36%
Female chief income earner	538	702
	27%	30%
Male main shopper	502	537
	25%	23%
Female main shopper	893	1102
	45%	48%
Household size		
1	364	466
	18%	20%
2	670	802
	33%	35%
3	360	391
	18%	17%
4	364	374
	18%	16%
5+	242	272
	12%	12%
Government region		
North East	88	181
	4%	8%
North West	236	227
	12%	10%
Yorkshire & Humber	151	146
	8%	6%

*Eating habits Omnibus survey: December 2008**Sample profiles**Base: All adults*

	Weighted	Unweighted
Weighted Base	2000	2305
East Midlands	133	149
	7%	6%
West Midlands	172	191
	9%	8%
East of England	196	194
	10%	8%
London	250	254
	13%	11%
South East	273	281
	14%	12%
South West	168	178
	8%	8%
Wales	101	212
	5%	9%
Scotland	173	168
	9%	7%
Northern Ireland	58	124
	3%	5%

Fieldwork : 10/12/2008 - 21/12/2008 (Week 50 & 51)

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

	Total	North	Midlands	South
Total	2000	705.75	602.21	692.05
Men ABC1 : 16-24	72.45	24.99	20.38	27.08
	4%	4%	3%	4%
Men ABC1 : 25-44	183.81	57.81	48.06	77.94
	9%	8%	8%	11%
Men ABC1 : 45-64	159.01	51.99	48.45	58.57
	8%	7%	8%	8%
Men ABC1 : 65+	71.17	21.31	21.92	27.93
	4%	3%	4%	4%
Men C2 : 16-24	29.41	10.27	9.84	9.29
	1%	1%	2%	1%
Men C2 : 25-44	79.25	27.79	25.28	26.17
	4%	4%	4%	4%
Men C2 : 45-64	71.99	25.66	24.63	21.69
	4%	4%	4%	3%
Men C2 : 65+	37.18	13.7	12.22	11.26
	2%	2%	2%	2%
Men DE : 16-24	39.82	15.86	12.39	11.57
	2%	2%	2%	2%
Men DE : 25-44	83.49	33.23	23.35	26.91
	4%	5%	4%	4%
Men DE : 45-64	79.65	33	24.69	21.96
	4%	5%	4%	3%
Men DE : 65+	63.6	24.38	21.68	17.55
	3%	3%	4%	3%
Female ABC1 : 16-24	69.56	24.2	19.42	25.94
	3%	3%	3%	4%
Female ABC1 : 25-44	194.9	61.03	54.62	79.25
	10%	9%	9%	11%
Female ABC1 : 45-64	159.55	51.68	45.69	62.18
	8%	7%	8%	9%
Female ABC1 : 65+	81.84	23.56	24.95	33.33
	4%	3%	4%	5%
Female C2 : 16-24	29.41	11.27	9.76	8.38
	1%	2%	2%	1%
Female C2 : 25-44	69.78	24.41	22.92	22.45
	3%	3%	4%	3%

Fieldwork : 10/12/2008 - 21/12/2008 (Week 50 & 51)

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

	Total	North	Midlands	South
Total	2000	705.75	602.21	692.05
Female C2 : 45-64	66.74	24.44	23	19.3
	3%	3%	4%	3%
Female C2 : 65+	30.4	10.47	10.78	9.15
	2%	1%	2%	1%
Female DE : 16-24	41.59	16.54	12.9	12.16
	2%	2%	2%	2%
Female DE : 25-44	90.68	37.33	25.03	28.32
	5%	5%	4%	4%
Female DE : 45-64	90.24	38.31	27.29	24.64
	5%	5%	5%	4%
Female DE : 65+	104.5	42.53	32.97	29
	5%	6%	5%	4%

Fieldwork : 10/12/2008 - 21/12/2008 (Week 50 & 51)

Weighting matrix - unweighted respondents

Base: All adults

	Total	North	Midlands	South
Total	2305	846	746	713
Men ABC1 : 16-24	58	18	14	26
	3%	2%	2%	4%
Men ABC1 : 25-44	139	42	42	55
	6%	5%	6%	8%
Men ABC1 : 45-64	113	39	30	44
	5%	5%	4%	6%
Men ABC1 : 65+	113	37	38	38
	5%	4%	5%	5%
Men C2 : 16-24	27	11	9	7
	1%	1%	1%	1%
Men C2 : 25-44	78	25	25	28
	3%	3%	3%	4%
Men C2 : 45-64	68	18	24	26
	3%	2%	3%	4%
Men C2 : 65+	43	15	17	11
	2%	2%	2%	2%
Men DE : 16-24	67	23	24	20
	3%	3%	3%	3%
Men DE : 25-44	104	41	33	30
	5%	5%	4%	4%
Men DE : 45-64	111	55	35	21
	5%	7%	5%	3%
Men DE : 65+	120	58	41	21
	5%	7%	5%	3%
Female ABC1 : 16-24	62	18	22	22
	3%	2%	3%	3%
Female ABC1 : 25-44	179	58	51	70
	8%	7%	7%	10%
Female ABC1 : 45-64	143	50	40	53
	6%	6%	5%	7%
Female ABC1 : 65+	112	38	32	42
	5%	4%	4%	6%
Female C2 : 16-24	33	11	16	6
	1%	1%	2%	1%
Female C2 : 25-44	81	24	27	30
	4%	3%	4%	4%

Fieldwork : 10/12/2008 - 21/12/2008 (Week 50 & 51)

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

	Total	North	Midlands	South
Total	2305	846	746	713
Female C2 : 45-64	75	28	28	19
	3%	3%	4%	3%
Female C2 : 65+	39	18	11	10
	2%	2%	1%	1%
Female DE : 16-24	76	34	26	16
	3%	4%	3%	2%
Female DE : 25-44	162	59	58	45
	7%	7%	8%	6%
Female DE : 45-64	152	64	46	42
	7%	8%	6%	6%
Female DE : 65+	150	62	57	31
	7%	7%	8%	4%

Fieldwork : 10/12/2008 - 21/12/2008 (Week 50 & 51)

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

	Total	North	Midlands	South
Total	0.87	0.83	0.81	0.97
Men ABC1 : 16-24	1.25	1.39	1.46	1.04
Men ABC1 : 25-44	1.32	1.38	1.14	1.42
Men ABC1 : 45-64	1.41	1.33	1.61	1.33
Men ABC1 : 65+	0.63	0.58	0.58	0.74
Men C2 : 16-24	1.09	0.93	1.09	1.33
Men C2 : 25-44	1.02	1.11	1.01	0.93
Men C2 : 45-64	1.06	1.43	1.03	0.83
Men C2 : 65+	0.86	0.91	0.72	1.02
Men DE : 16-24	0.59	0.69	0.52	0.58
Men DE : 25-44	0.8	0.81	0.71	0.9
Men DE : 45-64	0.72	0.6	0.71	1.05
Men DE : 65+	0.53	0.42	0.53	0.84
Female ABC1 : 16-24	1.12	1.34	0.88	1.18
Female ABC1 : 25-44	1.09	1.05	1.07	1.13
Female ABC1 : 45-64	1.12	1.03	1.14	1.17
Female ABC1 : 65+	0.73	0.62	0.78	0.79
Female C2 : 16-24	0.89	1.02	0.61	1.4
Female C2 : 25-44	0.86	1.02	0.85	0.75
Female C2 : 45-64	0.89	0.87	0.82	1.02
Female C2 : 65+	0.78	0.58	0.98	0.92
Female DE : 16-24	0.55	0.49	0.5	0.76
Female DE : 25-44	0.56	0.63	0.43	0.63
Female DE : 45-64	0.59	0.6	0.59	0.59
Female DE : 65+	0.7	0.69	0.58	0.94

Fieldwork : 10/12/2008 - 21/12/2008 (Week 50 & 51)