

Diets and Advice Survey
ONLINE Fieldwork: 8th-9th March 2017

Absolutes/col percents

Table 1
Q.1 Have you ever followed or tried to follow any of the following diets in an attempt to lose weight?
Summary Table
Base: All respondents

	Diets										
	Any diet (Net)	Sugar-free diet	Paleo diet	Alkaline diet	Detox	Juice diet	Dopamine diet	Dairy-free diet	Gluten-free diet	Raw-food diet	Dukan diet
Unweighted base	2068	2068	2068	2068	2068	2068	2068	2068	2068	2068	2068
Weighted base	2068	2068	2068	2068	2068	2068	2068	2068	2068	2068	2068
NET: Yes/Considered it but not yet	827 40%	540 26%	135 7%	97 5%	401 19%	275 13%	51 2%	293 14%	274 13%	163 8%	107 5%
Yes	541 26%	292 14%	52 3%	21 1%	172 8%	116 6%	14 1%	141 7%	129 6%	57 3%	37 2%
I have considered it, but not yet	286 14%	249 12%	84 4%	76 4%	229 11%	159 8%	37 2%	153 7%	145 7%	107 5%	70 3%
No	1193 58%	1414 68%	1078 52%	1035 50%	1518 73%	1504 73%	962 47%	1585 77%	1656 80%	1507 73%	1057 51%
I have never heard of this diet	48 2%	113 5%	854 41%	936 45%	150 7%	289 14%	1055 51%	190 9%	138 7%	398 19%	904 44%

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Table 2

Q.1 Have you ever followed or tried to follow any of the following diets in an attempt to lose weight?**Any diet (Net)****Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
NET: Yes/Considered it but not yet	827	312	515	137	163	149	130	95	153	228	231	183	185	55	33	94	61	79	58	36	62	123	124	82	20	109	364
	40%	31%	49%	57%	46%	44%	35%	32%	33%	41%	42%	41%	37%	31%	40%	41%	36%	44%	39%	35%	32%	47%	44%	46%	33%	45%	39%
Yes	541	213	328	90	118	101	84	57	91	169	151	112	109	34	19	64	36	54	32	21	41	89	85	54	12	60	252
	26%	21%	31%	38%	33%	30%	23%	19%	20%	30%	27%	25%	22%	20%	23%	28%	21%	30%	21%	20%	21%	33%	30%	31%	21%	24%	27%
I have considered it, but not yet	286	99	187	47	45	48	47	38	62	58	81	71	76	20	14	30	25	25	27	15	21	35	39	27	8	49	111
	14%	10%	18%	20%	13%	14%	13%	13%	13%	11%	14%	16%	15%	12%	17%	13%	15%	14%	18%	15%	11%	13%	14%	15%	12%	20%	12%
No	1193	668	526	102	190	183	231	195	292	320	312	258	303	110	47	131	106	99	85	62	131	135	154	93	40	128	551
	58%	66%	50%	43%	53%	54%	63%	66%	63%	58%	56%	57%	60%	63%	56%	57%	62%	55%	58%	61%	67%	51%	55%	52%	67%	52%	60%
I have never heard of this diet	48	28	20	1	5	7	7	8	19	8	13	9	17	10	3	6	4	2	5	4	2	6	3	2	-	7	11
	2%	3%	2%	*	1%	2%	2%	3%	4%	1%	2%	2%	3%	6%	4%	3%	2%	1%	3%	4%	1%	2%	1%	1%	-	3%	1%

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Table 3

Q.1 Have you ever followed or tried to follow any of the following diets in an attempt to lose weight?

Sugar-free diet

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
NET: Yes/Considered it but not yet	540	223	317	84	105	90	93	63	106	137	151	121	132	37	25	70	42	50	40	24	42	81	65	52	12	69	235
	26%	22%	30%	35%	29%	26%	25%	21%	23%	25%	27%	27%	26%	21%	30%	30%	25%	28%	27%	24%	22%	30%	23%	29%	21%	28%	25%
Yes	292	135	157	44	56	48	43	36	66	78	76	68	69	18	13	38	23	32	20	10	22	45	34	29	7	29	120
	14%	13%	15%	18%	16%	14%	12%	12%	14%	14%	14%	15%	14%	10%	15%	16%	14%	18%	14%	10%	11%	17%	12%	17%	12%	12%	13%
I have considered it, but not yet	249	89	160	40	49	42	50	28	40	59	74	53	63	20	13	32	19	18	19	14	20	36	31	23	5	41	115
	12%	9%	15%	17%	14%	12%	14%	9%	9%	11%	13%	12%	12%	11%	15%	14%	11%	10%	13%	13%	10%	13%	11%	13%	9%	17%	12%
No	1414	720	694	148	240	232	257	221	316	400	378	303	332	123	55	148	118	126	97	72	145	165	207	112	48	159	659
	68%	71%	65%	62%	67%	68%	70%	74%	68%	72%	68%	67%	66%	70%	65%	64%	69%	70%	65%	70%	75%	62%	74%	63%	79%	65%	71%
I have never heard of this diet	113	64	50	9	13	18	18	13	42	19	27	26	41	14	4	13	10	4	12	7	7	20	10	13	-	16	32
	5%	6%	5%	4%	4%	5%	5%	4%	9%	3%	5%	6%	8%	8%	5%	5%	6%	2%	8%	6%	4%	7%	3%	7%	-	7%	4%

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Table 4

Q.1 Have you ever followed or tried to follow any of the following diets in an attempt to lose weight?

Paleo diet

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
NET: Yes/Considered it but not yet	135	48	87	29	44	26	15	9	12	48	35	21	32	11	4	15	13	12	9	3	12	27	15	9	6	20	67
	7%	5%	8%	12%	12%	8%	4%	3%	3%	9%	6%	5%	6%	6%	4%	6%	8%	6%	6%	3%	6%	10%	5%	5%	9%	8%	7%
Yes	52	28	24	11	23	9	5	3	1	20	16	8	9	7	1	4	5	3	1	-	5	11	7	6	2	8	29
	3%	3%	2%	4%	6%	3%	1%	1%	*	4%	3%	2%	2%	4%	1%	2%	3%	2%	1%	-	2%	4%	2%	3%	3%	3%	3%
I have considered it, but not yet	84	20	63	18	21	16	10	7	12	28	19	13	23	4	3	10	8	8	8	3	7	16	8	4	4	12	38
	4%	2%	6%	8%	6%	5%	3%	2%	2%	5%	3%	3%	5%	2%	3%	4%	5%	5%	6%	3%	4%	6%	3%	2%	6%	5%	4%
No	1078	533	546	141	222	186	197	140	193	312	304	243	220	85	41	118	84	105	67	52	111	146	154	86	31	123	539
	52%	53%	51%	59%	62%	55%	53%	47%	42%	56%	55%	54%	44%	49%	49%	51%	49%	58%	45%	51%	57%	55%	55%	49%	51%	50%	58%
I have never heard of this diet	854	426	428	70	92	128	157	149	258	196	218	187	253	79	40	98	73	64	73	47	72	92	112	81	24	102	320
	41%	42%	40%	29%	26%	38%	43%	50%	56%	35%	39%	41%	50%	45%	47%	43%	43%	35%	49%	46%	37%	35%	40%	46%	40%	42%	35%

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Table 5
Q.1 Have you ever followed or tried to follow any of the following diets in an attempt to lose weight?

Alkaline diet

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
NET: Yes/Considered it but not yet	97	41	57	19	19	25	13	10	11	23	27	17	30	7	3	13	9	9	7	1	9	21	11	8	1	9	54
	5%	4%	5%	8%	5%	7%	4%	3%	2%	4%	5%	4%	6%	4%	3%	6%	5%	5%	5%	1%	5%	8%	4%	4%	2%	4%	6%
Yes	21	10	11	3	4	8	4	2	-	6	10	2	3	2	-	1	1	1	1	-	3	8	3	1	-	3	16
	1%	1%	1%	1%	1%	2%	1%	1%	-	1%	2%	*	1%	1%	-	1%	1%	*	1%	-	1%	3%	1%	1%	-	1%	2%
I have considered it, but not yet	76	30	45	16	15	17	9	8	11	17	17	15	27	5	3	11	8	8	6	1	6	13	8	6	1	6	38
	4%	3%	4%	7%	4%	5%	2%	3%	2%	3%	3%	3%	5%	3%	3%	5%	4%	4%	4%	1%	3%	5%	3%	4%	2%	3%	4%
No	1035	536	499	132	228	180	178	132	186	303	287	230	216	86	40	120	79	95	58	47	103	139	153	84	33	125	523
	50%	53%	47%	55%	64%	53%	48%	44%	40%	54%	52%	51%	43%	49%	47%	52%	46%	52%	39%	46%	53%	52%	55%	47%	55%	51%	56%
I have never heard of this diet	936	431	505	90	111	134	177	156	267	230	243	204	259	82	41	98	83	77	84	54	83	106	116	85	26	110	349
	45%	43%	48%	37%	31%	40%	48%	52%	58%	41%	44%	45%	51%	47%	49%	43%	49%	43%	56%	53%	43%	40%	41%	48%	43%	45%	38%

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Table 6

Q.1 Have you ever followed or tried to follow any of the following diets in an attempt to lose weight?

Detox

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-ate
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
NET: Yes/Considered it but not yet	401	146	254	70	80	80	64	45	62	116	100	93	92	26	17	42	35	39	30	13	29	60	62	38	9	68	184
	19%	15%	24%	29%	22%	23%	17%	15%	13%	21%	18%	21%	18%	15%	20%	18%	21%	21%	20%	13%	15%	23%	22%	21%	15%	28%	20%
Yes	172	70	101	28	39	36	34	16	19	55	48	41	29	15	7	15	12	21	5	6	10	31	30	16	4	30	90
	8%	7%	10%	12%	11%	11%	9%	5%	4%	10%	9%	9%	6%	9%	8%	6%	7%	12%	4%	6%	5%	12%	11%	9%	6%	12%	10%
I have considered it, but not yet	229	76	153	42	41	43	30	29	43	61	52	52	63	11	10	27	23	18	25	7	20	29	32	22	5	38	94
	11%	8%	14%	18%	11%	13%	8%	10%	9%	11%	9%	12%	13%	6%	12%	12%	14%	10%	17%	7%	10%	11%	11%	12%	9%	16%	10%
No	1518	775	743	150	263	241	289	233	343	404	420	327	368	134	57	172	125	128	104	78	158	184	204	125	48	158	703
	73%	77%	70%	62%	73%	71%	78%	78%	74%	73%	75%	72%	73%	77%	68%	75%	73%	71%	70%	76%	81%	70%	73%	71%	80%	65%	76%
I have never heard of this diet	150	86	64	20	16	19	15	21	59	36	37	31	45	15	10	17	11	14	14	11	7	20	15	13	3	18	40
	7%	9%	6%	8%	4%	5%	4%	7%	13%	7%	7%	7%	9%	8%	12%	7%	6%	8%	9%	11%	4%	8%	5%	8%	5%	7%	4%

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Table 7

Q.1 Have you ever followed or tried to follow any of the following diets in an attempt to lose weight?

Juice diet

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-ate
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
NET: Yes/Considered it but not yet	275	112	163	44	71	62	37	29	33	86	68	62	59	22	15	30	24	28	18	10	20	48	27	27	4	40	145
	13%	11%	15%	18%	20%	18%	10%	10%	7%	15%	12%	14%	12%	12%	18%	13%	14%	16%	12%	10%	10%	18%	10%	15%	7%	16%	16%
Yes	116	61	55	19	37	28	16	6	10	33	34	22	27	10	7	14	6	14	8	5	6	25	11	11	-	18	62
	6%	6%	5%	8%	10%	8%	4%	2%	2%	6%	6%	5%	5%	6%	9%	6%	4%	8%	5%	5%	3%	9%	4%	6%	-	7%	7%
I have considered it, but not yet	159	51	108	26	33	34	21	23	22	53	34	40	32	12	8	17	18	14	10	6	14	23	17	17	4	23	83
	8%	5%	10%	11%	9%	10%	6%	8%	5%	10%	6%	9%	6%	7%	9%	7%	10%	8%	7%	5%	7%	9%	6%	9%	7%	9%	9%
No	1504	731	773	178	263	246	280	226	312	397	416	334	357	124	56	165	122	137	105	77	151	189	211	121	49	171	699
	73%	73%	73%	74%	73%	73%	76%	76%	67%	71%	75%	74%	71%	71%	67%	71%	71%	76%	70%	75%	77%	71%	75%	68%	81%	70%	75%
I have never heard of this diet	289	164	125	19	24	31	52	44	120	73	72	54	89	29	13	36	24	16	26	15	23	28	43	29	7	33	82
	14%	16%	12%	8%	7%	9%	14%	15%	26%	13%	13%	12%	18%	16%	15%	15%	14%	9%	17%	15%	12%	11%	15%	16%	12%	14%	9%

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Table 8

Q.1 Have you ever followed or tried to follow any of the following diets in an attempt to lose weight?

Dopamine diet

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
NET: Yes/Considered it but not yet	51	28	23	12	12	16	4	3	5	15	17	6	13	3	-	6	4	6	3	1	4	12	9	3	-	12	29
	2%	3%	2%	5%	3%	5%	1%	1%	1%	3%	3%	1%	2%	2%	-	3%	2%	3%	2%	1%	2%	5%	3%	2%	-	5%	3%
Yes	14	9	6	7	3	4	1	-	-	3	8	2	1	2	-	3	1	1	-	-	-	4	3	1	-	6	8
	1%	1%	1%	3%	1%	1%	*	-	-	1%	1%	1%	*	1%	-	1%	1%	*	-	-	-	2%	1%	*	-	2%	1%
I have considered it, but not yet	37	20	17	6	9	12	3	3	5	12	9	4	12	1	-	4	3	5	3	1	4	8	6	2	-	6	21
	2%	2%	2%	2%	2%	4%	1%	1%	1%	2%	2%	1%	2%	1%	-	2%	2%	3%	2%	1%	2%	3%	2%	1%	-	2%	2%
No	962	504	458	120	209	164	174	122	173	280	266	216	200	79	38	103	68	85	62	44	104	129	140	79	32	111	487
	47%	50%	43%	50%	58%	48%	47%	41%	37%	50%	48%	48%	40%	46%	45%	45%	40%	47%	41%	43%	53%	49%	50%	45%	52%	46%	53%
I have never heard of this diet	1055	474	580	108	138	160	190	173	286	261	273	229	293	92	46	121	99	90	84	58	87	123	131	95	29	121	410
	51%	47%	55%	45%	38%	47%	52%	58%	62%	47%	49%	51%	58%	53%	55%	53%	58%	50%	57%	56%	44%	47%	47%	54%	48%	50%	44%

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Table 9

Q.1 Have you ever followed or tried to follow any of the following diets in an attempt to lose weight?

Dairy-free diet

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
NET: Yes/Considered it but not yet	293	113	180	56	57	53	46	35	46	90	71	57	75	21	10	36	23	24	19	6	22	55	42	32	3	47	133
	14%	11%	17%	23%	16%	16%	12%	12%	10%	16%	13%	13%	15%	12%	12%	15%	13%	13%	13%	6%	11%	21%	15%	18%	5%	19%	14%
Yes	141	52	88	32	32	26	23	9	18	46	36	27	33	9	4	17	12	14	6	4	14	27	20	10	2	20	64
	7%	5%	8%	13%	9%	8%	6%	3%	4%	8%	6%	6%	6%	5%	5%	8%	7%	8%	4%	4%	7%	10%	7%	6%	3%	8%	7%
I have considered it, but not yet	153	61	92	24	24	27	22	26	29	44	35	30	43	12	6	18	11	10	14	2	8	27	22	22	1	27	69
	7%	6%	9%	10%	7%	8%	6%	9%	6%	8%	6%	7%	8%	7%	7%	8%	6%	5%	9%	2%	4%	10%	8%	12%	2%	11%	7%
No	1585	803	782	170	279	250	292	240	354	426	440	351	368	133	65	171	133	148	111	81	159	191	212	127	54	171	741
	77%	80%	74%	71%	78%	74%	79%	81%	76%	77%	79%	78%	73%	76%	77%	74%	78%	82%	74%	79%	82%	72%	76%	72%	90%	70%	80%
I have never heard of this diet	190	91	99	15	22	36	31	22	64	40	45	43	62	20	10	24	15	8	19	15	13	19	26	17	3	26	53
	9%	9%	9%	6%	6%	11%	8%	7%	14%	7%	8%	9%	12%	12%	12%	10%	9%	4%	13%	15%	7%	9%	10%	4%	11%	6%	

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Table 10
Q.1 Have you ever followed or tried to follow any of the following diets in an attempt to lose weight?
Gluten-free diet
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
NET: Yes/Considered it but not yet	274	98	176	42	65	55	43	29	41	83	77	58	56	19	10	31	24	21	15	6	22	46	46	29	5	42	132
	13%	10%	17%	17%	18%	16%	12%	10%	9%	15%	14%	13%	11%	11%	12%	13%	14%	12%	10%	6%	11%	17%	16%	17%	9%	17%	14%
Yes	129	41	87	25	41	24	22	4	13	37	44	29	19	9	4	11	12	12	4	1	15	18	23	17	3	18	71
	6%	4%	8%	10%	11%	7%	6%	1%	3%	7%	8%	6%	4%	5%	4%	5%	7%	7%	3%	1%	8%	7%	8%	10%	4%	8%	8%
I have considered it, but not yet	145	57	88	17	24	31	22	24	27	46	33	29	37	10	6	20	13	9	11	5	7	28	23	12	3	24	61
	7%	6%	8%	7%	7%	9%	6%	8%	6%	8%	6%	6%	7%	6%	7%	9%	7%	5%	7%	5%	3%	11%	8%	7%	4%	10%	7%
No	1656	839	817	186	280	261	300	251	378	448	447	360	402	137	69	180	137	153	118	89	162	202	222	134	53	185	750
	80%	83%	77%	77%	78%	77%	82%	84%	81%	81%	80%	80%	80%	79%	82%	78%	80%	85%	79%	87%	83%	76%	79%	76%	88%	76%	81%
I have never heard of this diet	138	70	68	12	14	23	25	18	45	26	33	33	47	19	5	20	9	6	16	7	10	17	13	13	2	17	44
	7%	7%	6%	5%	4%	7%	7%	6%	10%	5%	6%	7%	9%	11%	6%	9%	5%	4%	11%	7%	5%	6%	5%	8%	3%	7%	5%

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Table 11
Q.1 Have you ever followed or tried to follow any of the following diets in an attempt to lose weight?

Raw-food diet

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
NET: Yes/Considered it but not yet	163	58	105	26	39	38	21	18	21	44	35	37	47	10	9	24	13	12	9	4	15	30	21	16	2	24	75
	8%	6%	10%	11%	11%	11%	6%	6%	5%	8%	6%	8%	9%	5%	10%	10%	7%	7%	6%	4%	8%	11%	7%	9%	3%	10%	8%
Yes	57	23	33	6	13	15	12	6	5	17	9	17	13	2	2	8	4	5	2	2	5	8	8	11	-	8	29
	3%	2%	3%	3%	4%	4%	3%	2%	1%	3%	2%	4%	3%	1%	2%	4%	2%	3%	1%	2%	2%	3%	3%	6%	-	3%	3%
I have considered it, but not yet	107	35	72	19	26	23	10	12	17	27	26	20	34	8	7	16	8	8	7	2	10	21	13	4	2	15	46
	5%	3%	7%	8%	7%	7%	3%	4%	4%	5%	5%	4%	7%	4%	8%	7%	5%	4%	4%	2%	5%	8%	5%	2%	3%	6%	5%
No	1507	734	773	182	279	244	276	226	300	417	421	341	328	126	61	158	123	138	106	81	150	188	206	124	46	174	714
	73%	73%	73%	76%	78%	72%	75%	76%	65%	75%	76%	76%	65%	72%	72%	69%	72%	77%	71%	79%	77%	71%	73%	70%	76%	71%	77%
I have never heard of this diet	398	215	183	33	39	58	70	54	142	95	100	72	130	39	15	49	35	30	34	17	29	48	54	37	12	47	137
	19%	21%	17%	14%	11%	17%	19%	18%	31%	17%	18%	16%	26%	22%	17%	21%	20%	17%	23%	17%	15%	18%	19%	21%	20%	19%	15%

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Table 12
Q.1 Have you ever followed or tried to follow any of the following diets in an attempt to lose weight?

Dukan diet

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
NET: Yes/Considered it but not yet	107	37	70	20	22	27	13	8	17	32	31	22	22	10	4	17	9	11	6	4	7	18	11	11	-	20	53
	5%	4%	7%	8%	6%	8%	4%	3%	4%	6%	6%	5%	4%	5%	5%	7%	5%	6%	4%	4%	4%	7%	4%	6%	-	8%	6%
Yes	37	12	25	7	7	10	4	3	6	11	14	9	3	3	-	8	1	4	3	2	-	6	3	7	-	8	21
	2%	1%	2%	3%	2%	3%	1%	1%	1%	2%	2%	2%	1%	1%	-	3%	1%	2%	2%	2%	-	2%	1%	4%	-	3%	2%
I have considered it, but not yet	70	25	45	13	14	17	9	5	11	21	17	13	19	7	4	9	8	6	3	2	7	12	8	3	-	12	32
	3%	2%	4%	6%	4%	5%	3%	2%	2%	4%	3%	3%	4%	4%	5%	4%	5%	4%	2%	2%	4%	5%	3%	2%	-	5%	3%
No	1057	520	537	122	217	170	201	144	204	308	283	245	221	87	42	113	84	96	60	45	109	146	150	92	33	119	523
	51%	52%	51%	51%	61%	50%	54%	48%	44%	55%	51%	54%	44%	50%	50%	49%	49%	53%	41%	44%	56%	55%	53%	52%	54%	49%	56%
I have never heard of this diet	904	450	454	99	120	142	154	146	243	216	242	184	262	78	37	100	78	74	82	53	78	101	120	74	28	105	350
	44%	45%	43%	41%	33%	42%	42%	49%	52%	39%	44%	41%	52%	45%	44%	44%	46%	41%	55%	52%	40%	38%	43%	42%	46%	43%	38%

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Table 13
Q.2 To what extent would you trust each of the following for advice on diet and nutrition?

Summary Table**Base: All respondents**

	GP	Dietitian	Nutritionist	Nutritional Therapist	Healthy eating blogger	TV Chef	Personal Trainer or fitness instructor	Newspaper / Magazine	Friends and Family
Unweighted base	2068	2068	2068	2068	2068	2068	2068	2068	2068
Weighted base	2068	2068	2068	2068	2068	2068	2068	2068	2068
NET: Trust	1763 85%	1691 82%	1651 80%	1353 65%	518 25%	728 35%	1205 58%	462 22%	1229 59%
Completely trust	(+2) 914 44%	880 43%	798 39%	555 27%	51 2%	97 5%	286 14%	38 2%	323 16%
Trust a little	(+1) 849 41%	811 39%	853 41%	798 39%	466 23%	630 30%	919 44%	424 21%	905 44%
Neither trust nor distrust	(0) 221 11%	250 12%	290 14%	426 21%	823 40%	856 41%	574 28%	894 43%	657 32%
Distrust a little	(-1) 42 2%	43 2%	44 2%	76 4%	381 18%	282 14%	124 6%	422 20%	92 4%
Completely dis- trust	(-2) 21 1%	28 1%	29 1%	22 1%	218 11%	129 6%	61 3%	222 11%	33 2%
NET: Distrust	64 3%	71 3%	73 4%	99 5%	599 29%	411 20%	186 9%	644 31%	125 6%
Don't know	20 1%	56 3%	54 3%	190 9%	129 6%	74 4%	104 5%	68 3%	57 3%
Mean	1.27	1.23	1.17	0.95	-0.13	0.14	0.63	-0.18	0.69
Standard deviation	0.81	0.85	0.85	0.89	0.99	0.94	0.92	0.95	0.85
Standard error	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02

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Table 14
Q.2 To what extent would you trust each of the following for advice on diet and nutrition?

GP

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
NET: Trust	1763	857	907	195	272	278	331	269	418	494	472	378	419	156	73	201	146	149	131	89	168	215	240	140	55	212	774
	85%	85%	85%	81%	76%	82%	90%	90%	90%	89%	85%	84%	83%	89%	87%	87%	86%	83%	88%	87%	86%	81%	85%	80%	91%	87%	84%
Completely trust	(+2) 914	463	451	104	124	147	180	133	226	248	255	178	232	88	38	106	79	82	61	52	89	106	115	68	31	118	387
	44%	46%	43%	43%	35%	43%	49%	45%	49%	45%	46%	40%	46%	50%	45%	46%	46%	45%	41%	50%	46%	40%	41%	39%	51%	48%	42%
Trust a little	(+1) 849	393	456	92	148	131	152	136	191	246	217	200	187	68	35	96	67	67	70	37	79	109	125	72	24	94	387
	41%	39%	43%	38%	41%	39%	41%	46%	41%	44%	39%	44%	37%	39%	41%	41%	39%	37%	47%	36%	41%	41%	45%	41%	40%	38%	42%
Neither trust nor distrust	(0) 221	111	110	31	56	46	29	23	36	41	56	55	68	14	8	26	17	24	13	10	14	34	26	31	4	22	110
	11%	11%	10%	13%	16%	14%	8%	8%	8%	7%	10%	12%	14%	8%	10%	11%	10%	13%	9%	10%	7%	13%	9%	18%	7%	9%	12%
Distrust a little	(-1) 42	18	25	5	16	10	4	3	5	9	16	8	9	3	1	1	3	6	2	1	7	6	8	3	1	5	21
	2%	2%	2%	2%	5%	3%	1%	1%	1%	2%	3%	2%	2%	2%	1%	*	2%	3%	1%	1%	4%	2%	3%	2%	1%	2%	2%
Completely dis-trust	(-2) 21	13	8	7	5	2	3	1	4	6	6	6	4	1	-	1	-	1	1	1	5	5	6	1	-	2	12
	1%	1%	1%	3%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	-	*	-	1%	*	1%	3%	2%	2%	1%	-	1%	1%
NET: Distrust	64	31	33	12	21	12	7	4	8	14	22	14	13	4	1	2	3	7	2	2	12	11	14	4	1	8	34
	3%	3%	3%	5%	6%	3%	2%	1%	2%	3%	4%	3%	3%	2%	1%	1%	2%	4%	2%	2%	6%	4%	5%	2%	1%	3%	4%
Don't know	20	8	12	2	9	3	1	2	2	6	6	3	5	1	1	2	4	1	2	2	1	4	2	1	-	3	9
	1%	1%	1%	1%	2%	1%	*	1%	1%	1%	1%	1%	1%	*	2%	1%	2%	1%	1%	2%	1%	2%	1%	1%	-	1%	1%
Mean	1.27	1.28	1.26	1.18	1.06	1.23	1.36	1.34	1.37	1.31	1.27	1.20	1.27	1.37	1.33	1.33	1.33	1.24	1.29	1.37	1.23	1.17	1.20	1.16	1.41	1.32	1.22
Standard deviation	0.81	0.83	0.80	0.94	0.91	0.83	0.75	0.69	0.74	0.77	0.84	0.82	0.82	0.76	0.72	0.71	0.74	0.85	0.72	0.77	0.93	0.88	0.87	0.82	0.69	0.81	0.84
Standard error	0.02	0.03	0.02	0.06	0.05	0.05	0.04	0.04	0.03	0.03	0.04	0.04	0.04	0.06	0.08	0.05	0.05	0.07	0.06	0.08	0.06	0.06	0.05	0.07	0.09	0.05	0.03

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Table 15
Q.2 To what extent would you trust each of the following for advice on diet and nutrition?

Dietitian

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
NET: Trust	1691	785	906	193	265	269	310	260	394	464	455	372	401	141	75	208	134	141	120	83	164	208	216	145	56	199	732
	82%	78%	85%	80%	74%	79%	84%	87%	85%	83%	82%	83%	79%	81%	89%	90%	79%	78%	81%	81%	84%	79%	77%	82%	93%	82%	79%
Completely trust	(+2) 880	386	494	112	127	138	168	127	208	245	236	184	215	88	34	100	79	76	58	44	88	106	99	77	30	117	356
	43%	38%	47%	47%	35%	41%	46%	42%	45%	44%	42%	41%	43%	51%	40%	43%	47%	42%	39%	43%	45%	40%	35%	44%	50%	48%	38%
Trust a little	(+1) 811	399	412	81	138	131	142	133	186	219	219	188	186	53	41	107	55	65	62	39	76	102	118	68	25	82	376
	39%	40%	39%	34%	39%	39%	38%	45%	40%	39%	39%	42%	37%	31%	49%	47%	32%	36%	42%	38%	39%	39%	42%	38%	42%	34%	41%
Neither trust nor distrust	(0) 250	145	104	28	50	53	46	24	48	59	65	49	76	22	6	14	26	27	19	14	17	37	43	22	2	31	123
	12%	14%	10%	12%	14%	16%	12%	8%	10%	11%	12%	11%	15%	13%	7%	6%	15%	15%	13%	14%	9%	14%	15%	12%	3%	13%	13%
Distrust a little	(-1) 43	31	12	4	23	6	3	2	5	12	9	13	8	5	1	1	1	4	5	3	6	6	5	4	2	8	26
	2%	3%	1%	2%	6%	2%	1%	1%	1%	2%	2%	3%	2%	3%	1%	*	*	2%	4%	3%	3%	2%	2%	2%	3%	3%	3%
Completely dis-trust	(-2) 28	21	7	7	5	2	3	3	7	10	4	6	8	1	-	3	2	4	1	-	3	5	7	1	1	2	15
	1%	2%	1%	3%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	-	1%	1%	2%	1%	-	1%	2%	2%	1%	1%	1%	2%
NET: Distrust	71	51	20	11	28	9	7	5	12	22	13	19	16	6	1	4	3	9	6	3	9	11	12	5	3	9	41
	3%	5%	2%	5%	8%	3%	2%	2%	3%	4%	2%	4%	3%	4%	1%	2%	2%	5%	4%	3%	4%	4%	4%	3%	5%	4%	4%
Don't know	56	25	31	8	15	8	6	9	11	12	23	10	12	5	2	5	8	4	3	3	5	8	10	5	-	5	30
	3%	2%	3%	3%	4%	2%	2%	3%	2%	2%	4%	2%	2%	3%	3%	2%	4%	2%	2%	2%	3%	3%	4%	3%	-	2%	3%
Mean	1.23	1.12	1.33	1.24	1.05	1.20	1.29	1.31	1.29	1.24	1.26	1.21	1.20	1.31	1.31	1.34	1.27	1.15	1.17	1.25	1.27	1.16	1.10	1.26	1.37	1.28	1.15
Standard deviation	0.85	0.92	0.76	0.95	0.96	0.82	0.79	0.75	0.81	0.87	0.80	0.85	0.87	0.86	0.66	0.73	0.85	0.94	0.84	0.80	0.86	0.90	0.90	0.82	0.82	0.85	0.88
Standard error	0.02	0.03	0.02	0.06	0.05	0.05	0.04	0.04	0.04	0.04	0.03	0.05	0.04	0.06	0.07	0.05	0.06	0.07	0.07	0.08	0.06	0.06	0.05	0.07	0.11	0.06	0.03

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ONLINE Fieldwork: 8th-9th March 2017

Absolutes/col percents

Table 16
Q.2 To what extent would you trust each of the following for advice on diet and nutrition?

Nutritionist
Base: All respondents

	Gender		Age					Social Grade				Region										Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
NET: Trust	1651	762	888	194	260	265	303	248	381	453	434	363	400	136	73	196	127	134	118	87	161	209	208	146	54	198	717
	80%	76%	84%	81%	73%	78%	82%	83%	82%	81%	78%	81%	79%	78%	87%	85%	75%	74%	79%	85%	83%	79%	74%	83%	90%	81%	77%
Completely trust	(+2) 798	341	457	113	116	140	148	102	179	233	207	171	187	77	31	90	72	68	50	33	78	105	92	71	31	117	326
	39%	34%	43%	47%	32%	41%	40%	34%	39%	42%	37%	38%	37%	44%	37%	39%	42%	38%	33%	32%	40%	40%	33%	40%	51%	48%	35%
Trust a little	(+1) 853	421	432	80	144	125	155	145	203	220	227	192	213	59	42	106	55	66	68	54	83	104	116	75	23	81	391
	41%	42%	41%	33%	40%	37%	42%	49%	44%	40%	41%	43%	42%	34%	50%	46%	33%	37%	46%	53%	43%	39%	41%	43%	39%	33%	42%
Neither trust nor distrust	(0) 290	165	124	34	54	53	54	35	60	65	88	61	76	27	9	20	30	35	21	11	21	37	53	21	5	33	144
	14%	16%	12%	14%	15%	16%	15%	12%	13%	12%	16%	14%	15%	15%	10%	9%	18%	19%	14%	10%	11%	14%	19%	12%	8%	13%	16%
Distrust a little	(-1) 44	28	16	7	17	10	4	2	5	14	11	11	9	5	1	2	1	8	4	2	9	5	5	1	1	7	24
	2%	3%	2%	3%	5%	3%	1%	1%	1%	3%	2%	2%	2%	3%	1%	1%	1%	4%	3%	2%	5%	2%	2%	1%	2%	3%	3%
Completely dis-trust	(-2) 29	24	5	1	15	3	1	3	7	11	5	3	9	1	-	8	3	2	1	-	-	5	6	3	-	2	15
	1%	2%	*	*	4%	1%	*	1%	1%	2%	1%	1%	2%	1%	-	3%	2%	1%	1%	-	-	2%	2%	2%	-	1%	2%
NET: Distrust	73	52	22	7	32	13	5	5	11	25	16	14	18	6	1	10	4	9	5	2	9	10	11	5	1	8	39
	4%	5%	2%	3%	9%	4%	1%	2%	2%	5%	3%	3%	4%	4%	1%	4%	2%	5%	4%	2%	5%	4%	4%	3%	2%	3%	4%
Don't know	54	28	26	5	13	7	6	11	12	13	18	12	11	5	2	5	9	2	4	3	3	8	9	4	-	5	27
	3%	3%	2%	2%	4%	2%	2%	4%	2%	2%	3%	3%	2%	3%	3%	2%	5%	1%	3%	2%	2%	3%	3%	3%	-	2%	3%
Mean	1.17	1.05	1.27	1.27	0.95	1.17	1.23	1.19	1.20	1.19	1.15	1.18	1.13	1.22	1.26	1.19	1.20	1.07	1.11	1.18	1.20	1.16	1.04	1.21	1.39	1.28	1.10
Standard deviation	0.85	0.92	0.77	0.84	1.04	0.87	0.76	0.75	0.81	0.90	0.83	0.81	0.87	0.86	0.67	0.89	0.88	0.91	0.82	0.70	0.82	0.89	0.90	0.84	0.72	0.85	0.88
Standard error	0.02	0.03	0.02	0.06	0.06	0.05	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.06	0.08	0.06	0.06	0.07	0.07	0.07	0.06	0.06	0.05	0.07	0.10	0.05	0.03

Diets and Advice Survey

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Absolutes/col percents

Table 17
Q.2 To what extent would you trust each of the following for advice on diet and nutrition?
Nutritional Therapist
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
NET: Trust	1353	606	747	169	221	231	239	194	299	367	359	309	318	104	62	158	108	113	96	71	132	168	177	119	45	164	605
	65%	60%	70%	70%	62%	68%	65%	65%	64%	66%	65%	69%	63%	59%	74%	68%	63%	63%	65%	69%	68%	63%	63%	67%	75%	67%	65%
Completely trust	(+2) 555	231	324	68	84	101	108	69	125	156	142	131	126	50	23	62	51	46	30	24	56	79	57	53	25	74	240
	27%	23%	31%	28%	23%	30%	29%	23%	27%	28%	26%	29%	25%	29%	27%	27%	30%	25%	20%	24%	29%	30%	20%	30%	42%	30%	26%
Trust a little	(+1) 798	375	423	100	137	130	132	124	174	211	217	178	191	54	40	95	57	67	66	46	76	89	121	66	20	90	365
	39%	37%	40%	42%	38%	38%	36%	42%	37%	38%	39%	40%	38%	31%	47%	41%	33%	37%	45%	45%	39%	34%	43%	38%	34%	37%	39%
Neither trust nor distrust	(0) 426	241	185	51	70	69	78	58	101	107	115	86	118	44	10	41	35	41	31	21	41	57	63	35	8	48	187
	21%	24%	17%	21%	20%	20%	21%	19%	22%	19%	21%	19%	23%	25%	12%	18%	20%	22%	21%	21%	21%	22%	22%	20%	13%	20%	20%
Distrust a little	(-1) 76	39	37	9	23	12	12	4	16	27	18	13	18	7	2	6	7	12	5	2	9	13	6	5	3	7	39
	4%	4%	4%	4%	6%	4%	3%	1%	3%	5%	3%	3%	3%	4%	2%	3%	4%	7%	4%	2%	4%	5%	2%	3%	5%	3%	4%
Completely dis-trust	(-2) 22	19	3	1	7	3	2	3	7	7	4	2	9	2	-	8	2	2	1	1	-	2	5	2	-	2	8
	1%	2%	*	1%	2%	1%	*	1%	1%	1%	1%	*	2%	1%	-	3%	1%	1%	1%	1%	-	1%	2%	1%	-	1%	1%
NET: Distrust	99	58	41	11	30	15	13	7	22	35	22	15	26	9	2	13	8	14	6	3	9	14	10	6	3	8	47
	5%	6%	4%	4%	8%	4%	4%	2%	5%	6%	4%	3%	5%	5%	2%	6%	5%	8%	4%	3%	4%	5%	4%	4%	5%	3%	5%
Don't know	190	102	88	10	36	24	38	39	42	48	59	40	43	17	10	19	20	12	15	7	13	25	31	17	4	23	88
	9%	10%	8%	4%	10%	7%	10%	13%	9%	9%	11%	9%	8%	10%	12%	8%	12%	7%	10%	7%	7%	10%	11%	9%	6%	10%	9%
Mean	0.95	0.84	1.06	0.98	0.83	1.00	1.01	0.98	0.94	0.94	0.96	1.03	0.88	0.91	1.12	0.94	0.98	0.85	0.90	0.96	0.99	0.96	0.88	1.03	1.19	1.04	0.94
Standard deviation	0.89	0.93	0.84	0.86	0.97	0.88	0.86	0.81	0.91	0.93	0.86	0.84	0.92	0.94	0.72	0.96	0.93	0.94	0.81	0.81	0.85	0.92	0.85	0.87	0.89	0.86	0.88
Standard error	0.02	0.03	0.03	0.06	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.07	0.09	0.07	0.07	0.08	0.07	0.08	0.06	0.06	0.05	0.07	0.13	0.06	0.03

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Absolutes/col percents

Table 18
Q.2 To what extent would you trust each of the following for advice on diet and nutrition?
Healthy eating blogger
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
NET: Trust	518	196	322	98	127	104	88	44	57	138	144	132	104	43	21	51	38	56	30	25	44	80	78	40	12	71	267
	25%	19%	30%	41%	35%	31%	24%	15%	12%	25%	26%	29%	21%	25%	25%	22%	31%	20%	24%	23%	30%	28%	23%	19%	29%	29%	
Completely trust (+2)	51	19	32	10	12	13	9	2	5	14	6	18	13	4	1	8	2	5	4	-	4	10	7	7	-	8	27
	2%	2%	3%	4%	3%	4%	2%	1%	1%	3%	1%	4%	3%	2%	1%	3%	1%	3%	2%	-	2%	4%	2%	4%	-	3%	3%
Trust a little (+1)	466	177	289	89	114	91	79	42	51	124	138	114	91	39	21	43	36	51	26	25	40	70	71	33	12	64	240
	23%	18%	27%	37%	32%	27%	21%	14%	11%	22%	25%	25%	18%	22%	24%	19%	21%	28%	18%	24%	21%	26%	25%	19%	19%	26%	26%
Neither trust nor distrust (0)	823	407	415	75	119	148	152	129	199	213	206	171	232	73	35	89	74	68	63	44	80	94	108	71	23	96	365
	40%	40%	39%	31%	33%	44%	41%	43%	43%	38%	37%	38%	46%	42%	42%	39%	43%	38%	43%	43%	41%	35%	38%	40%	38%	39%	39%
Distrust a little (-1)	381	219	161	48	53	51	74	67	89	121	112	74	74	36	16	41	32	35	31	21	31	39	49	37	13	43	163
	18%	22%	15%	20%	15%	15%	20%	22%	19%	22%	20%	16%	15%	21%	19%	18%	19%	19%	21%	20%	16%	15%	17%	21%	21%	17%	18%
Completely dis-trust (-2)	218	117	101	15	37	21	27	37	81	57	65	45	51	14	5	32	13	15	15	8	26	33	27	19	10	16	85
	11%	12%	10%	6%	10%	6%	7%	12%	17%	10%	12%	10%	10%	8%	6%	14%	7%	9%	10%	8%	13%	12%	10%	11%	16%	7%	9%
NET: Distrust	599	336	263	63	90	72	101	104	170	177	176	120	126	50	21	73	45	50	46	29	58	72	76	56	23	59	248
	29%	33%	25%	26%	25%	21%	27%	35%	37%	32%	32%	27%	25%	29%	25%	32%	26%	28%	31%	28%	30%	27%	27%	32%	38%	24%	27%
Don't know	129	68	61	4	23	15	27	21	39	28	30	28	43	8	7	18	13	6	9	4	13	19	19	9	3	18	46
	6%	7%	6%	2%	6%	4%	7%	7%	8%	5%	5%	6%	8%	5%	8%	8%	8%	3%	6%	4%	7%	7%	7%	5%	6%	7%	5%
Mean	-0.13	-0.25	-0.01	0.13	0.04	0.08	-0.09	-0.34	-0.44	-0.16	-0.17	-0.04	-0.13	-0.10	-0.05	-0.22	-0.11	-0.03	-0.19	-0.12	-0.20	-0.06	-0.08	-0.16	-0.37	0.02	-0.04
Standard deviation	0.99	0.97	0.99	0.99	1.04	0.93	0.93	0.92	0.97	0.99	0.99	1.02	0.95	0.95	0.88	1.05	0.89	0.98	0.96	0.89	1.01	1.07	0.99	1.02	1.00	0.95	0.98
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.06	0.05	0.04	0.04	0.06	0.04	0.07	0.10	0.07	0.07	0.08	0.08	0.09	0.07	0.07	0.06	0.08	0.14	0.06	0.03

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Absolutes/col percents

Table 19
Q.2 To what extent would you trust each of the following for advice on diet and nutrition?

TV Chef

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
NET: Trust	728	324	403	110	154	151	136	73	103	202	201	176	149	62	26	80	56	81	59	27	51	103	101	58	23	104	354
	35%	32%	38%	46%	43%	45%	37%	25%	22%	36%	36%	39%	29%	35%	31%	35%	33%	45%	40%	26%	26%	39%	36%	33%	38%	42%	38%
Completely trust	(+2)	97	45	52	20	20	22	19	4	12	24	22	28	12	4	7	9	8	9	2	3	17	13	12	2	13	42
		5%	5%	5%	8%	6%	6%	5%	1%	3%	4%	4%	5%	6%	7%	4%	3%	5%	5%	6%	2%	1%	6%	5%	7%	4%	5%
Trust a little	(+1)	630	279	351	89	134	130	117	69	91	178	177	154	121	50	23	73	47	73	50	25	48	86	87	46	21	90
		30%	28%	33%	37%	37%	38%	32%	23%	20%	32%	32%	34%	24%	29%	27%	32%	28%	41%	34%	24%	25%	33%	31%	26%	34%	37%
Neither trust nor distrust	(0)	856	413	443	91	129	127	162	149	198	222	230	176	227	71	39	102	72	70	60	47	101	91	114	74	16	103
		41%	41%	42%	38%	36%	37%	44%	50%	43%	40%	41%	39%	45%	41%	46%	44%	42%	39%	40%	46%	52%	34%	41%	42%	26%	42%
Distrust a little	(-1)	282	160	122	28	38	40	42	42	91	88	74	60	61	28	15	27	19	13	18	19	26	33	39	30	15	21
		14%	16%	11%	12%	11%	12%	11%	14%	20%	16%	13%	13%	12%	16%	18%	12%	11%	7%	12%	18%	14%	14%	17%	25%	9%	13%
Completely dis-trust	(-2)	129	81	48	7	16	11	17	25	54	28	34	24	43	6	1	16	13	11	9	3	11	28	19	9	3	4
		6%	8%	5%	3%	4%	3%	4%	8%	12%	5%	6%	5%	8%	4%	2%	7%	8%	6%	6%	3%	6%	10%	7%	5%	5%	2%
NET: Distrust		411	241	170	35	54	51	59	68	145	116	108	84	103	35	16	43	33	24	26	22	37	61	58	39	18	25
		20%	24%	16%	15%	15%	15%	16%	23%	31%	21%	19%	19%	20%	20%	19%	18%	19%	13%	18%	22%	19%	23%	21%	22%	30%	10%
Don't know		74	30	45	4	21	10	11	9	18	16	17	15	26	7	3	6	10	6	3	7	5	10	8	6	3	13
		4%	3%	4%	2%	6%	3%	3%	3%	4%	3%	3%	3%	5%	4%	4%	3%	6%	3%	2%	6%	3%	4%	3%	3%	6%	5%
Mean		0.14	0.05	0.23	0.37	0.31	0.34	0.22	-0.05	-0.19	0.15	0.15	0.21	0.06	0.19	0.16	0.13	0.12	0.32	0.23	0.04	0.03	0.12	0.13	0.13	0.08	0.38
Standard deviation		0.94	0.98	0.90	0.91	0.92	0.90	0.89	0.89	0.98	0.92	0.93	0.94	0.98	0.93	0.83	0.92	0.98	0.91	0.95	0.83	0.83	1.07	0.96	0.96	1.01	0.80
Standard error		0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.07	0.09	0.06	0.07	0.07	0.08	0.08	0.06	0.07	0.06	0.08	0.14	0.05

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Absolutes/col percents

Table 20
Q.2 To what extent would you trust each of the following for advice on diet and nutrition?
Personal Trainer or fitness instructor
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
NET: Trust	1205	529	675	179	232	218	222	156	198	326	328	275	276	98	55	135	97	112	88	61	115	154	161	100	31	159	559
	58%	53%	64%	75%	65%	64%	60%	52%	43%	59%	59%	61%	55%	56%	65%	58%	57%	62%	59%	60%	59%	58%	57%	57%	51%	65%	60%
Completely trust	(+2) 286	105	180	55	59	65	51	20	35	76	76	69	65	33	6	34	27	28	16	12	19	37	41	21	11	46	124
	14%	10%	17%	23%	16%	19%	14%	7%	8%	14%	14%	15%	13%	19%	7%	15%	16%	15%	11%	12%	10%	14%	15%	12%	18%	19%	13%
Trust a little	(+1) 919	424	495	124	172	153	171	136	163	250	252	206	211	65	49	100	70	84	72	49	95	117	120	79	20	113	434
	44%	42%	47%	52%	48%	45%	46%	46%	35%	45%	45%	46%	42%	37%	58%	43%	41%	47%	48%	47%	49%	44%	43%	45%	33%	46%	47%
Neither trust nor distrust	(0) 574	299	275	42	82	86	94	89	180	150	156	123	145	51	23	63	43	53	37	28	53	65	83	62	13	60	246
	28%	30%	26%	18%	23%	25%	25%	30%	39%	27%	28%	27%	29%	29%	28%	27%	25%	29%	25%	27%	27%	24%	30%	35%	22%	25%	27%
Distrust a little	(-1) 124	74	50	14	23	14	26	20	28	36	37	21	30	11	3	11	10	6	13	5	16	21	16	5	8	12	58
	6%	7%	5%	6%	6%	4%	7%	7%	6%	6%	7%	5%	6%	6%	3%	5%	6%	3%	9%	5%	8%	8%	6%	3%	14%	5%	6%
Completely dis-trust	(-2) 61	46	15	3	9	8	6	16	20	18	12	9	22	5	1	8	8	3	3	2	6	6	8	5	5	3	25
	3%	5%	1%	1%	2%	2%	2%	5%	4%	3%	2%	2%	4%	3%	1%	3%	5%	2%	2%	2%	3%	2%	3%	3%	9%	1%	3%
NET: Distrust	186	120	65	16	32	22	31	36	48	54	50	30	52	16	3	19	18	9	16	7	22	27	24	10	14	14	82
	9%	12%	6%	7%	9%	7%	8%	12%	10%	10%	9%	7%	10%	9%	4%	8%	11%	5%	11%	7%	11%	10%	8%	6%	23%	6%	9%
Don't know	104	58	46	3	13	13	22	17	37	26	23	24	32	9	3	14	13	6	7	7	5	19	14	4	3	10	39
	5%	6%	4%	1%	4%	4%	6%	6%	8%	5%	4%	5%	6%	5%	3%	6%	8%	4%	5%	6%	3%	7%	5%	2%	5%	4%	4%
Mean	0.63	0.49	0.76	0.91	0.72	0.78	0.68	0.44	0.39	0.62	0.64	0.72	0.56	0.66	0.69	0.65	0.62	0.73	0.59	0.68	0.56	0.65	0.64	0.62	0.40	0.81	0.65
Standard deviation	0.92	0.96	0.85	0.85	0.91	0.90	0.87	0.94	0.90	0.93	0.89	0.87	0.96	0.98	0.70	0.93	1.01	0.84	0.89	0.83	0.91	0.92	0.91	0.85	1.22	0.85	0.90
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.06	0.04	0.04	0.04	0.05	0.04	0.07	0.08	0.06	0.07	0.07	0.08	0.09	0.06	0.06	0.06	0.07	0.17	0.06	0.03

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Absolutes/col percents

Table 21
Q.2 To what extent would you trust each of the following for advice on diet and nutrition?
Newspaper / Magazine
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
NET: Trust	462	230	232	54	79	91	105	54	80	144	132	91	95	31	21	57	31	39	32	22	37	77	72	32	12	69	219
	22%	23%	22%	22%	22%	27%	29%	18%	17%	26%	24%	20%	19%	18%	24%	25%	18%	22%	21%	22%	19%	29%	25%	18%	19%	28%	24%
Completely trust (+2)	38	17	21	2	7	14	7	2	6	10	8	6	14	1	-	3	2	3	4	1	3	10	5	5	-	5	17
	2%	2%	2%	1%	2%	4%	2%	1%	1%	2%	1%	1%	3%	1%	-	1%	1%	1%	3%	1%	1%	4%	2%	3%	-	2%	2%
Trust a little (+1)	424	214	211	52	72	77	98	51	74	134	124	85	81	30	21	54	29	37	28	21	34	67	66	27	12	64	202
	21%	21%	20%	22%	20%	23%	27%	17%	16%	24%	22%	19%	16%	17%	24%	23%	17%	20%	19%	20%	17%	25%	24%	15%	19%	26%	22%
Neither trust nor distrust (0)	894	418	476	92	143	141	152	140	227	232	234	218	211	80	32	97	80	90	69	43	84	98	114	84	22	93	407
	43%	42%	45%	38%	40%	41%	41%	47%	49%	42%	42%	48%	42%	46%	37%	42%	47%	50%	46%	42%	43%	37%	41%	48%	37%	38%	44%
Distrust a little (-1)	422	200	222	64	79	66	68	54	91	115	115	90	101	37	22	43	34	36	32	19	46	49	43	44	17	50	180
	20%	20%	21%	27%	22%	19%	18%	18%	20%	21%	21%	20%	20%	21%	27%	19%	20%	20%	21%	19%	24%	18%	15%	25%	29%	20%	19%
Completely dis-trust (-2)	222	126	96	27	40	29	34	41	51	49	61	42	71	21	4	25	15	11	13	14	24	29	44	14	9	23	95
	11%	13%	9%	11%	11%	9%	9%	14%	11%	9%	11%	9%	14%	12%	5%	11%	9%	6%	8%	13%	12%	11%	16%	8%	15%	9%	10%
NET: Distrust	644	326	318	91	119	95	102	95	142	164	176	132	172	59	26	68	49	47	44	33	69	77	87	58	26	72	275
	31%	32%	30%	38%	33%	28%	28%	32%	31%	29%	32%	29%	34%	34%	31%	29%	29%	26%	30%	32%	36%	29%	31%	33%	44%	30%	30%
Don't know	68	32	35	4	17	13	9	10	15	16	15	9	28	5	6	9	9	4	4	4	4	12	8	2	-	10	25
	3%	3%	3%	2%	5%	4%	2%	3%	3%	3%	3%	2%	5%	3%	7%	4%	6%	2%	2%	4%	2%	5%	3%	1%	-	4%	3%
Mean	-0.18	-0.21	-0.16	-0.26	-0.22	-0.06	-0.06	-0.28	-0.24	-0.11	-0.18	-0.17	-0.28	-0.28	-0.12	-0.15	-0.20	-0.09	-0.15	-0.24	-0.28	-0.07	-0.20	-0.20	-0.39	-0.09	-0.15
Standard deviation	0.95	0.98	0.92	0.96	0.97	0.98	0.96	0.94	0.91	0.94	0.96	0.90	1.01	0.92	0.86	0.96	0.89	0.84	0.92	0.98	0.95	1.04	1.04	0.91	0.97	0.98	0.95
Standard error	0.02	0.03	0.03	0.07	0.05	0.06	0.05	0.06	0.04	0.04	0.04	0.05	0.05	0.07	0.10	0.07	0.07	0.07	0.08	0.10	0.07	0.07	0.06	0.07	0.13	0.06	0.03

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Table 22
Q.2 To what extent would you trust each of the following for advice on diet and nutrition?
Friends and Family
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
NET: Trust	1229	565	663	148	195	211	230	174	270	331	333	257	307	93	54	134	97	115	87	65	118	162	166	100	38	145	550
	59%	56%	63%	61%	54%	62%	63%	59%	58%	60%	60%	57%	61%	53%	64%	58%	57%	64%	58%	64%	60%	61%	59%	56%	64%	59%	59%
Completely trust (+2)	323	160	164	29	52	76	72	38	57	77	85	60	102	23	6	39	24	31	19	22	26	55	46	22	9	38	158
	16%	16%	15%	12%	14%	22%	20%	13%	12%	14%	15%	13%	20%	13%	7%	17%	14%	17%	13%	22%	13%	21%	17%	13%	14%	16%	17%
Trust a little (+1)	905	406	500	119	143	135	158	137	213	255	249	197	205	70	48	95	73	84	67	43	92	107	120	77	30	106	392
	44%	40%	47%	49%	40%	40%	43%	46%	46%	46%	45%	44%	41%	40%	57%	41%	43%	46%	45%	43%	47%	40%	43%	44%	49%	44%	42%
Neither trust nor distrust (0)	657	337	321	67	106	105	112	102	165	171	179	152	156	65	26	74	55	53	48	26	69	73	92	61	14	75	294
	32%	33%	30%	28%	30%	31%	30%	34%	36%	31%	32%	34%	31%	37%	31%	32%	32%	29%	32%	25%	36%	28%	33%	35%	24%	31%	32%
Distrust a little (-1)	92	54	38	13	35	12	13	5	14	36	26	19	12	8	3	7	7	7	7	5	6	13	14	13	3	17	41
	4%	5%	4%	5%	10%	4%	4%	2%	3%	7%	5%	4%	2%	5%	3%	3%	4%	4%	4%	5%	3%	5%	5%	8%	5%	7%	4%
Completely dis-trust (-2)	33	23	10	7	9	3	3	5	7	6	11	6	9	4	-	3	1	2	4	-	-	8	6	2	2	1	16
	2%	2%	1%	3%	2%	1%	1%	2%	2%	1%	2%	1%	2%	3%	-	1%	1%	1%	3%	-	-	3%	2%	1%	3%	*	2%
NET: Distrust	125	77	48	20	44	15	16	10	21	43	36	25	21	13	3	10	8	9	11	5	6	21	20	15	5	17	57
	6%	8%	5%	8%	12%	4%	4%	3%	5%	8%	7%	6%	4%	7%	3%	4%	5%	5%	7%	5%	3%	8%	7%	8%	8%	7%	6%
Don't know	57	28	29	6	13	8	11	11	8	12	8	16	21	4	1	12	9	4	3	6	2	8	4	1	3	7	25
	3%	3%	3%	2%	4%	2%	3%	4%	2%	2%	1%	4%	4%	2%	2%	5%	5%	2%	2%	6%	1%	3%	1%	*	5%	3%	3%
Mean	0.69	0.64	0.74	0.64	0.56	0.81	0.79	0.69	0.66	0.66	0.68	0.66	0.78	0.58	0.69	0.73	0.69	0.76	0.63	0.85	0.72	0.74	0.67	0.60	0.70	0.69	0.70
Standard deviation	0.85	0.90	0.80	0.87	0.95	0.85	0.83	0.79	0.80	0.84	0.86	0.82	0.87	0.88	0.66	0.84	0.81	0.83	0.87	0.84	0.73	0.96	0.88	0.84	0.91	0.84	0.87
Standard error	0.02	0.03	0.02	0.06	0.05	0.05	0.04	0.05	0.04	0.04	0.04	0.04	0.04	0.06	0.07	0.06	0.06	0.07	0.07	0.08	0.05	0.06	0.05	0.07	0.13	0.05	0.03

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Table 23

Q.3 To what extent do you agree or disagree with the following statement: "Journalists check the reliability or quality of nutrition or diet research and advice before publishing it"

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
NET: Agree	324	166	158	54	64	75	54	38	38	90	75	78	81	26	17	35	19	32	24	11	25	61	40	28	5	48	158
	16%	16%	15%	23%	18%	22%	15%	13%	8%	16%	13%	17%	16%	15%	20%	15%	11%	18%	16%	11%	13%	23%	14%	16%	8%	19%	17%
Strongly agree (+2)	64	37	27	15	14	16	12	3	4	21	9	13	21	5	2	12	5	7	3	2	2	16	3	5	2	7	28
	3%	4%	3%	6%	4%	5%	3%	1%	1%	4%	2%	3%	4%	3%	2%	5%	3%	4%	2%	2%	1%	6%	1%	3%	3%	3%	3%
Slightly agree (+1)	260	129	131	39	50	59	42	35	33	70	66	65	60	21	15	23	14	25	21	10	22	45	36	23	3	41	129
	13%	13%	12%	16%	14%	18%	12%	12%	7%	13%	12%	14%	12%	12%	18%	10%	8%	14%	14%	9%	11%	17%	13%	13%	5%	17%	14%
Neither agree nor disagree (0)	549	276	273	65	79	98	103	83	121	140	140	124	145	46	27	58	42	57	47	25	45	69	77	41	16	62	258
	27%	27%	26%	27%	22%	29%	28%	28%	26%	25%	25%	27%	29%	26%	31%	25%	32%	31%	24%	23%	26%	28%	23%	27%	25%	28%	
Slightly disagree (-1)	545	267	277	71	95	75	91	75	139	167	154	107	117	47	19	63	48	40	37	32	54	55	77	54	19	57	240
	26%	27%	26%	30%	26%	22%	25%	25%	30%	30%	28%	24%	23%	27%	23%	28%	28%	22%	25%	31%	28%	21%	27%	31%	31%	23%	26%
Strongly disagree (-2)	391	182	209	36	86	55	66	60	86	97	116	81	96	31	11	37	37	33	25	18	41	51	55	33	17	44	169
	19%	18%	20%	15%	24%	16%	18%	20%	19%	17%	21%	18%	19%	18%	13%	16%	22%	18%	17%	18%	21%	19%	20%	19%	28%	18%	18%
NET: Disagree	935	449	486	107	181	130	157	135	225	264	271	188	213	77	30	101	85	73	62	50	95	106	132	87	36	101	409
	45%	45%	46%	45%	50%	38%	43%	45%	49%	48%	49%	42%	42%	44%	36%	44%	50%	41%	42%	49%	49%	40%	47%	49%	59%	41%	44%
Don't know	260	116	143	14	34	36	54	42	80	61	71	61	66	25	11	37	24	18	15	16	29	29	32	21	4	33	102
	13%	12%	14%	6%	9%	11%	15%	14%	17%	11%	13%	14%	13%	15%	13%	16%	14%	10%	10%	16%	15%	11%	11%	12%	7%	14%	11%
Mean	-0.52	-0.48	-0.56	-0.33	-0.58	-0.31	-0.50	-0.60	-0.70	-0.51	-0.63	-0.46	-0.47	-0.52	-0.30	-0.47	-0.67	-0.42	-0.45	-0.64	-0.66	-0.34	-0.58	-0.56	-0.81	-0.43	-0.48
Standard deviation	1.09	1.09	1.08	1.13	1.16	1.14	1.08	1.03	0.95	1.08	1.05	1.10	1.12	1.07	1.04	1.12	1.06	1.10	1.05	1.00	1.04	1.21	1.03	1.08	1.04	1.12	1.09
Standard error	0.03	0.04	0.04	0.08	0.07	0.07	0.06	0.06	0.05	0.05	0.05	0.06	0.05	0.08	0.12	0.08	0.08	0.09	0.09	0.11	0.08	0.08	0.07	0.09	0.14	0.08	0.04

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Table 24
Gender
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
Male	1007	1007	-	103	167	183	173	148	234	315	249	235	208	100	44	123	78	94	79	42	86	120	121	79	40	110	528
	49%	100%	-	43%	47%	54%	47%	50%	50%	57%	45%	52%	41%	57%	52%	53%	46%	52%	53%	41%	44%	46%	43%	45%	67%	45%	57%
Female	1061	-	1061	137	191	157	195	150	230	241	307	216	297	74	40	108	92	87	69	60	109	144	160	98	20	135	398
	51%	-	100%	57%	53%	46%	53%	50%	50%	43%	55%	48%	59%	43%	48%	47%	54%	48%	47%	59%	56%	54%	57%	55%	33%	55%	43%

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Absolutes/col percents

Table 25
Age
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
18-24	240 12%	103 10%	137 13%	240 100%	-	-	-	-	-	81 15%	92 17%	31 7%	36 7%	20 12%	12 15%	20 9%	15 9%	29 16%	20 14%	16 15%	17 9%	30 11%	35 12%	25 14%	2 3%	19 8%	96 10%
25-34	358 17%	167 17%	191 18%	-	358 100%	-	-	-	-	118 21%	108 19%	75 17%	57 11%	29 17%	20 24%	34 15%	26 15%	32 18%	20 13%	10 10%	21 11%	54 20%	70 25%	36 20%	7 12%	71 29%	229 25%
35-44	339 16%	183 18%	157 15%	-	-	339 100%	-	-	-	96 17%	86 15%	86 19%	71 14%	40 23%	15 17%	37 16%	34 20%	20 11%	25 17%	16 15%	25 13%	55 21%	45 16%	20 11%	9 15%	67 27%	212 23%
45-54	368 18%	173 17%	195 18%	-	-	-	368 100%	-	-	91 16%	99 18%	86 19%	92 18%	21 12%	14 17%	47 20%	26 15%	23 13%	30 20%	22 21%	44 22%	54 21%	38 13%	31 18%	18 31%	56 23%	229 25%
55-64	298 14%	148 15%	150 14%	-	-	-	-	298 100%	-	39 7%	69 12%	76 17%	114 23%	23 13%	7 8%	33 14%	27 16%	31 17%	19 13%	16 16%	35 18%	35 13%	34 12%	27 15%	11 19%	25 10%	126 14%
65+	464 22%	234 23%	230 22%	-	-	-	-	-	464 100%	131 23%	102 18%	97 21%	135 27%	41 23%	16 19%	60 26%	43 25%	45 25%	35 24%	23 23%	52 27%	38 14%	60 21%	37 21%	12 21%	8 3%	34 4%
NET: 55+	762 37%	382 38%	380 36%	-	-	-	-	298 100%	464 100%	170 31%	171 31%	172 38%	249 49%	64 37%	23 27%	93 40%	70 41%	77 42%	54 36%	39 38%	88 45%	72 27%	94 34%	64 36%	24 39%	33 13%	160 17%
Average age	47.47	48.04	46.93	21.34	29.60	39.65	49.67	59.44	71.07	45.24	44.86	48.55	51.83	47.19	44.34	49.94	49.16	47.21	47.92	48.08	51.19	44.77	45.48	46.19	49.79	40.70	41.43

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Absolutes/col percents

Table 26
Social Grade
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
AB	556	315	241	81	118	96	91	39	131	556	-	-	-	44	22	61	33	45	40	19	46	88	88	41	29	82	272
	27%	31%	23%	34%	33%	28%	25%	13%	28%	100%	-	-	-	25%	27%	26%	20%	25%	27%	18%	24%	33%	31%	23%	48%	33%	29%
C1	556	249	307	92	108	86	99	69	102	-	556	-	-	55	31	52	45	42	37	33	46	75	87	41	11	98	258
	27%	25%	29%	38%	30%	25%	27%	23%	22%	-	100%	-	-	32%	37%	23%	26%	23%	25%	32%	24%	28%	31%	23%	19%	40%	28%
C2	451	235	216	31	75	86	86	76	97	-	-	451	-	36	16	47	50	44	44	15	39	48	53	51	8	34	259
	22%	23%	20%	13%	21%	25%	23%	25%	21%	-	-	100%	-	21%	19%	20%	29%	24%	30%	15%	20%	18%	19%	29%	13%	14%	28%
DE	505	208	297	36	57	71	92	114	135	-	-	-	505	39	15	71	42	49	27	35	64	54	53	44	12	31	138
	24%	21%	28%	15%	16%	21%	25%	38%	29%	-	-	-	100%	22%	18%	31%	25%	27%	18%	35%	33%	20%	19%	25%	21%	13%	15%
NET: ABC1	1112	564	548	174	226	182	190	108	232	556	556	-	-	99	54	113	78	87	78	52	92	163	175	82	40	179	529
	54%	56%	52%	72%	63%	54%	52%	36%	50%	100%	100%	-	-	57%	64%	49%	46%	48%	52%	50%	47%	62%	62%	46%	67%	73%	57%
NET: C2DE	956	443	513	67	132	157	178	190	231	-	-	451	505	75	31	118	92	93	71	51	103	101	106	95	20	65	397
	46%	44%	48%	28%	37%	46%	48%	64%	50%	-	-	100%	100%	43%	36%	51%	54%	52%	48%	50%	53%	38%	38%	54%	33%	27%	43%

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Absolutes/col percents

Table 27
GO Region
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
Scotland	175	100	74	20	29	40	21	23	41	44	55	36	39	175	-	-	-	-	-	-	-	-	-	-	-	29	73
	8%	10%	7%	8%	8%	12%	6%	8%	9%	8%	10%	8%	8%	100%	-	-	-	-	-	-	-	-	-	-	-	12%	8%
North East	84	44	40	12	20	15	14	7	16	22	31	16	15	-	84	-	-	-	-	-	-	-	-	-	-	7	35
	4%	4%	4%	5%	6%	4%	4%	2%	4%	4%	6%	3%	3%	-	100%	-	-	-	-	-	-	-	-	-	-	3%	4%
North West	231	123	108	20	34	37	47	33	60	61	52	47	71	-	-	231	-	-	-	-	-	-	-	-	-	23	99
	11%	12%	10%	8%	9%	11%	13%	11%	13%	11%	9%	10%	14%	-	-	100%	-	-	-	-	-	-	-	-	-	10%	11%
Yorkshire & Humberside	170	78	92	15	26	34	26	27	43	33	45	50	42	-	-	-	170	-	-	-	-	-	-	-	-	22	76
	8%	8%	9%	6%	7%	10%	7%	9%	9%	6%	8%	11%	8%	-	-	-	100%	-	-	-	-	-	-	-	-	9%	8%
West Midlands	181	94	87	29	32	20	23	31	45	45	42	44	49	-	-	-	-	181	-	-	-	-	-	-	-	27	76
	9%	9%	8%	12%	9%	6%	6%	11%	10%	8%	8%	10%	10%	-	-	-	-	100%	-	-	-	-	-	-	-	11%	8%
East Midlands	148	79	69	20	20	25	30	19	35	40	37	44	27	-	-	-	-	-	148	-	-	-	-	-	-	16	66
	7%	8%	7%	8%	5%	7%	8%	6%	8%	7%	7%	10%	5%	-	-	-	-	-	100%	-	-	-	-	-	-	7%	7%
Wales	102	42	60	16	10	16	22	16	23	19	33	15	35	-	-	-	-	-	-	102	-	-	-	-	-	11	37
	5%	4%	6%	6%	3%	5%	6%	5%	5%	3%	6%	3%	7%	-	-	-	-	-	-	100%	-	-	-	-	-	5%	4%
Eastern	195	86	109	17	21	25	44	35	52	46	46	39	64	-	-	-	-	-	-	-	195	-	-	-	-	22	80
	9%	8%	10%	7%	6%	7%	12%	12%	11%	8%	8%	9%	13%	-	-	-	-	-	-	-	100%	-	-	-	-	9%	9%
London	265	120	144	30	54	55	54	35	38	88	75	48	54	-	-	-	-	-	-	-	-	265	-	-	-	37	141
	13%	12%	14%	12%	15%	16%	15%	12%	8%	16%	14%	11%	11%	-	-	-	-	-	-	-	-	100%	-	-	-	15%	15%
South East	281	121	160	35	70	45	38	34	60	88	87	53	53	-	-	-	-	-	-	-	-	-	281	-	-	32	133
	14%	12%	15%	14%	19%	13%	10%	11%	13%	16%	16%	12%	11%	-	-	-	-	-	-	-	-	-	100%	-	-	13%	14%
South West	177	79	98	25	36	20	31	27	37	41	41	51	44	-	-	-	-	-	-	-	-	-	-	177	-	15	74
	9%	8%	9%	10%	10%	6%	9%	9%	8%	7%	7%	11%	9%	-	-	-	-	-	-	-	-	-	-	100%	-	6%	8%
Northern Ireland	60	40	20	2	7	9	18	11	12	29	11	8	12	-	-	-	-	-	-	-	-	-	-	-	60	3	36
	3%	4%	2%	1%	2%	3%	5%	4%	3%	5%	2%	2%	2%	-	-	-	-	-	-	-	-	-	-	-	100%	1%	4%

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Table 28
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
Yes	1247	642	605	184	263	196	189	158	258	415	356	264	212	104	43	149	99	89	92	58	101	192	170	108	43	170	606
	60%	64%	57%	77%	73%	58%	51%	53%	56%	75%	64%	59%	42%	59%	51%	64%	58%	49%	62%	56%	52%	73%	61%	61%	72%	69%	65%
No	821	365	456	56	95	144	180	140	206	141	201	186	293	71	41	82	72	92	56	45	94	73	111	69	17	75	320
	40%	36%	43%	23%	27%	42%	49%	47%	44%	25%	36%	41%	58%	41%	49%	36%	42%	51%	38%	44%	48%	27%	39%	39%	28%	31%	35%

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Absolutes/col percents

Table 29
Tenure
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
NET: Homeowners	1319	688	632	123	202	209	228	205	353	443	355	295	226	105	54	146	110	104	113	67	137	139	181	111	52	167	601
	64%	68%	60%	51%	56%	62%	62%	69%	76%	80%	64%	65%	45%	60%	64%	63%	65%	58%	76%	65%	70%	53%	65%	63%	87%	68%	65%
Owned outright - without mortgage	681	363	318	50	53	47	78	134	319	214	190	137	140	47	25	78	62	59	42	69	62	87	63	28	46	210	
	33%	36%	30%	21%	15%	14%	21%	45%	69%	38%	34%	30%	28%	27%	29%	34%	37%	33%	39%	41%	36%	24%	31%	36%	46%	19%	23%
Owned with a mortgage or loan	638	325	314	72	149	162	150	71	34	229	165	158	87	58	29	67	48	45	55	24	68	77	94	48	24	121	391
	31%	32%	30%	30%	42%	48%	41%	24%	7%	41%	30%	35%	17%	33%	35%	29%	28%	25%	37%	24%	35%	29%	34%	27%	41%	49%	42%
NET: Renters	707	303	404	99	145	124	138	92	108	96	194	141	276	67	30	81	57	75	33	32	54	120	89	60	8	72	306
	34%	30%	38%	41%	40%	37%	38%	31%	23%	17%	35%	31%	55%	39%	36%	35%	34%	41%	22%	32%	28%	45%	32%	34%	13%	30%	33%
Rented from the council	305	126	179	32	43	52	63	49	66	24	66	60	155	38	13	31	26	43	11	18	21	48	31	22	3	25	112
	15%	13%	17%	13%	12%	15%	17%	17%	14%	4%	12%	13%	31%	22%	15%	14%	15%	24%	7%	17%	11%	18%	11%	12%	5%	10%	12%
Rented from a housing association	147	59	88	18	21	24	35	24	25	14	33	35	65	13	6	21	10	10	7	4	16	24	21	14	1	12	51
	7%	6%	8%	7%	6%	7%	9%	8%	5%	3%	6%	8%	13%	7%	7%	9%	6%	5%	5%	4%	8%	9%	8%	8%	1%	5%	5%
Rented from someone else	255	118	136	49	80	49	41	19	17	58	94	47	56	16	11	29	21	22	15	11	16	48	37	24	4	35	143
	12%	12%	13%	20%	22%	14%	11%	6%	4%	10%	17%	10%	11%	9%	13%	12%	12%	12%	10%	10%	8%	18%	13%	14%	7%	14%	15%
Rent free	42	17	25	18	11	6	2	1	3	18	8	14	2	2	-	4	3	2	3	3	3	5	10	5	-	5	20
	2%	2%	2%	8%	3%	2%	1%	*	1%	3%	1%	3%	*	1%	-	2%	2%	1%	2%	3%	2%	2%	4%	3%	-	2%	2%

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Table 30
What is the highest educational level that you have achieved to date?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
No formal education	19 1%	11 1%	8 1%	4 2%	4 1%	- -	4 1%	4 1%	3 1%	2 *	5 1%	3 1%	8 2%	- -	- -	- -	6 3%	2 1%	- -	3 2%	1 *	5 2%	1 *	1 2%	1 *	11 1%	
Primary	17 1%	7 1%	10 1%	1 *	3 1%	4 1%	1 *	3 1%	6 1%	1 *	- -	6 1%	10 2%	1 *	1 1%	3 2%	2 1%	2 1%	- -	1 1%	2 1%	- -	3 1%	- -	1 2%	1 *	3 *
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1244 60%	553 55%	691 65%	82 34%	144 40%	180 53%	239 65%	244 82%	355 77%	217 39%	309 56%	326 72%	393 78%	93 54%	44 52%	156 68%	120 70%	120 66%	99 67%	81 79%	133 68%	111 42%	156 55%	113 64%	20 33%	114 47%	499 54%
University degree or equivalent professional qualification, NVQ level 4, etc.	497 24%	291 29%	206 19%	69 29%	121 34%	103 30%	89 24%	38 13%	77 17%	202 36%	149 27%	84 19%	62 12%	52 30%	23 27%	46 20%	31 18%	26 14%	29 20%	15 15%	34 17%	95 36%	75 27%	46 26%	23 39%	75 31%	294 32%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	189 9%	104 10%	86 8%	15 6%	75 21%	48 14%	28 8%	7 2%	16 4%	109 20%	45 8%	17 4%	18 4%	21 12%	7 8%	15 7%	9 5%	19 10%	10 7%	1 1%	15 8%	43 16%	24 9%	11 6%	14 24%	48 20%	103 11%
Still in full time education	79 4%	26 3%	53 5%	68 28%	7 2%	1 *	2 *	1 *	- -	21 4%	40 7%	10 2%	7 1%	6 4%	10 12%	9 4%	5 3%	6 3%	5 4%	2 2%	6 3%	9 4%	13 5%	6 3%	- -	3 1%	5 1%
Don't know	8 *	5 *	3 *	* *	2 1%	1 *	1 *	1 *	2 *	2 *	3 1%	1 *	1 *	- -	- -	- -	- -	1 1%	2 2%	1 1%	2 1%	- -	1 *	- -	- -	1 *	3 *
Prefer not to answer	15 1%	11 1%	5 *	1 1%	1 *	3 1%	5 1%	1 *	4 1%	2 *	4 1%	4 1%	5 1%	1 *	- -	1 *	3 2%	1 1%	1 *	1 1%	- -	5 2%	2 1%	1 *	- -	2 1%	8 1%

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Table 31
Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-Ireland	Public	Private
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
Yes - responsible for half or more of the items bought	1884 91%	873 87%	1010 95%	173 72%	341 95%	323 95%	344 93%	278 93%	425 92%	497 89%	509 91%	415 92%	463 92%	162 93%	80 95%	206 89%	163 96%	164 91%	126 85%	94 92%	181 93%	248 94%	254 90%	159 90%	47 79%	231 95%	853 92%
No - not responsible for most of the items bought	184 9%	134 13%	50 5%	67 28%	17 5%	17 5%	24 7%	20 7%	39 8%	59 11%	48 9%	36 8%	42 8%	13 7%	4 5%	25 11%	7 4%	16 9%	23 15%	8 8%	14 7%	17 6%	27 10%	18 10%	13 21%	13 5%	73 8%

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Absolutes/col percents

Table 32
How many cars are there in your household?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
No cars in the household	450	166	284	54	75	86	88	63	85	65	149	60	176	46	15	60	35	42	23	19	32	109	44	21	4	59	169
	22%	17%	27%	22%	21%	25%	24%	21%	18%	12%	27%	13%	35%	26%	17%	26%	21%	23%	16%	19%	17%	41%	16%	12%	7%	24%	18%
NET: Any	1618	841	777	186	283	254	281	235	379	491	407	391	329	129	70	171	135	138	125	83	162	156	236	156	56	186	757
	78%	83%	73%	78%	79%	75%	76%	79%	82%	88%	73%	87%	65%	74%	83%	74%	79%	77%	84%	81%	83%	59%	84%	88%	93%	76%	82%
1	857	433	424	58	139	124	138	135	263	211	229	205	211	77	45	89	77	84	63	51	75	106	103	69	17	89	350
	41%	43%	40%	24%	39%	36%	37%	45%	57%	38%	41%	46%	42%	44%	54%	39%	45%	47%	42%	50%	39%	40%	37%	39%	29%	36%	38%
2	571	311	260	70	106	117	99	74	105	199	139	153	80	46	18	65	52	46	50	22	55	38	97	67	17	78	288
	28%	31%	25%	29%	30%	34%	27%	25%	23%	36%	25%	34%	16%	26%	22%	28%	30%	25%	34%	21%	28%	14%	34%	38%	28%	32%	31%
3+	190	97	93	58	38	13	44	26	11	81	39	33	37	6	6	17	6	8	12	10	33	12	37	20	22	19	119
	9%	10%	9%	24%	11%	4%	12%	9%	2%	15%	7%	7%	7%	4%	7%	7%	4%	5%	8%	10%	17%	4%	13%	11%	37%	8%	13%

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Table 33
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
White	1882	911	971	201	305	293	344	286	453	496	497	421	469	166	80	214	162	160	136	102	191	184	260	168	60	211	824
	91%	91%	91%	84%	85%	86%	93%	96%	98%	89%	89%	93%	93%	95%	95%	93%	95%	88%	92%	100%	98%	69%	93%	95%	99%	86%	89%
NET: BAME	160	81	79	37	46	40	20	8	9	52	51	23	34	8	4	14	7	18	9	-	4	74	16	6	-	30	86
	8%	8%	7%	15%	13%	12%	5%	3%	2%	9%	9%	5%	7%	4%	5%	6%	4%	10%	6%	-	2%	28%	6%	3%	-	12%	9%
Mixed	33	18	15	7	10	6	8	1	2	14	9	6	5	3	-	4	1	2	2	-	2	13	5	1	-	9	15
	2%	2%	1%	3%	3%	2%	2%	*	*	2%	2%	1%	1%	2%	-	2%	1%	1%	1%	-	1%	5%	2%	*	-	4%	2%
Asian	71	36	34	19	22	20	3	2	3	24	20	12	15	2	2	5	4	9	6	-	-	33	6	4	-	10	41
	3%	4%	3%	8%	6%	6%	1%	1%	1%	4%	4%	3%	3%	1%	2%	2%	2%	5%	4%	-	-	12%	2%	2%	-	4%	4%
Black	37	19	17	5	6	12	7	4	2	9	15	3	10	-	2	3	1	5	-	-	2	21	2	1	-	6	19
	2%	2%	2%	2%	2%	4%	2%	1%	*	2%	3%	1%	2%	-	2%	1%	1%	3%	-	-	1%	8%	1%	*	-	2%	2%
Chinese	13	4	9	6	5	1	1	1	-	5	6	-	2	1	1	2	*	3	1	-	-	2	3	-	-	3	9
	1%	*	1%	3%	1%	*	*	*	-	1%	1%	-	*	1%	1%	1%	*	2%	1%	-	-	1%	1%	-	-	1%	1%
Other ethnic group	6	3	3	-	3	1	-	1	2	-	1	2	3	1	-	-	-	-	-	-	-	5	1	-	-	2	2
	*	*	*	-	1%	*	-	*	*	-	*	*	1%	*	-	-	-	-	-	-	-	2%	*	-	-	1%	*
Prefer not to answer	27	15	12	3	7	7	5	4	2	9	9	7	2	1	-	3	2	2	3	-	-	7	4	3	1	4	16
	1%	1%	1%	1%	2%	2%	1%	1%	*	2%	2%	2%	*	1%	-	1%	1%	1%	2%	-	-	3%	2%	1%	1%	2%	2%

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Absolutes/col percents

Table 34
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
Christian	1067	523	544	65	115	140	205	197	344	282	268	236	281	84	42	141	93	86	76	55	103	127	132	86	42	117	422
	52%	52%	51%	27%	32%	41%	56%	66%	74%	51%	48%	52%	56%	48%	49%	61%	55%	48%	51%	54%	53%	48%	47%	49%	70%	48%	46%
NET: Other	122	58	64	27	29	28	14	14	10	38	34	22	28	3	2	13	7	8	5	1	13	49	13	5	1	22	61
	6%	6%	6%	11%	8%	8%	4%	5%	2%	7%	6%	5%	5%	2%	3%	6%	4%	4%	4%	1%	7%	18%	5%	3%	2%	9%	7%
Muslim	41	25	16	12	12	13	-	3	2	11	13	4	13	1	-	3	3	4	1	-	1	24	4	1	-	9	22
	2%	2%	2%	5%	3%	4%	-	1%	*	2%	2%	1%	3%	*	-	1%	2%	2%	1%	-	*	9%	1%	*	-	4%	2%
Hindu	18	10	8	2	7	5	2	2	1	8	3	3	4	1	1	2	-	1	2	-	-	10	2	-	-	3	11
	1%	1%	1%	1%	2%	1%	*	1%	*	2%	1%	1%	1%	1%	1%	1%	-	1%	1%	-	-	4%	1%	-	-	1%	1%
Jewish	16	7	10	3	4	2	3	2	4	7	4	2	3	-	-	3	-	*	-	-	3	9	1	-	-	3	7
	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	*	1%	-	-	1%	-	*	-	-	1%	3%	*	-	-	1%	1%
Sikh	3	2	1	-	-	1	2	-	-	1	1	1	-	-	-	-	2	1	-	-	-	-	-	-	-	1	2
	*	*	*	-	-	*	*	-	-	*	*	*	-	-	-	-	1%	1%	-	-	-	-	-	-	-	*	*
Buddhist	11	4	7	3	-	1	4	2	1	2	5	3	1	-	-	-	1	-	-	1	4	4	-	2	-	2	6
	1%	*	1%	1%	-	*	1%	1%	*	*	1%	1%	*	-	-	-	*	-	-	1%	2%	1%	-	1%	-	1%	1%
Other	33	11	22	7	6	6	4	6	4	9	9	9	6	2	2	6	2	1	2	-	6	3	6	2	1	4	13
	2%	1%	2%	3%	2%	2%	1%	2%	1%	2%	2%	2%	1%	1%	2%	3%	1%	*	1%	-	3%	1%	2%	1%	2%	2%	1%
None	835	395	439	139	201	161	144	81	108	216	245	185	190	84	38	74	67	77	64	46	79	79	131	80	15	101	419
	40%	39%	41%	58%	56%	48%	39%	27%	23%	39%	44%	41%	38%	48%	45%	32%	39%	43%	44%	40%	30%	47%	46%	25%	41%	45%	
Prefer not to say	45	31	14	9	13	11	5	7	2	21	9	8	7	3	3	3	3	9	3	-	-	10	5	5	2	5	24
	2%	3%	1%	4%	4%	3%	1%	2%	*	4%	2%	2%	1%	2%	3%	1%	2%	5%	2%	-	-	4%	2%	3%	3%	2%	3%

Diets and Advice Survey

ONLINE Fieldwork: 8th-9th March 2017

Absolutes/col percents

Table 35
Which of the following best describes where you live?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
NET: Urban	1636 79%	800 79%	836 79%	192 80%	308 86%	293 86%	293 80%	207 69%	343 74%	437 79%	445 80%	357 79%	397 79%	137 79%	72 85%	189 82%	142 83%	157 87%	101 68%	73 71%	125 64%	260 98%	216 77%	135 77%	29 48%	202 83%	751 81%
Urban - Population over 10,000	866 42%	435 43%	431 41%	120 50%	174 48%	165 48%	159 43%	104 35%	145 31%	250 45%	255 46%	167 37%	194 38%	77 44%	37 44%	89 38%	73 43%	74 41%	50 34%	21 20%	50 26%	212 80%	102 36%	64 36%	17 28%	126 52%	419 45%
Town and Fringe	770 37%	365 36%	405 38%	72 30%	135 38%	129 38%	134 36%	102 34%	198 43%	187 34%	190 34%	189 42%	203 40%	60 34%	35 41%	101 44%	69 40%	83 46%	52 35%	52 51%	75 38%	49 18%	114 40%	71 40%	12 20%	76 31%	332 36%
NET: Rural	432 21%	207 21%	225 21%	48 20%	50 14%	46 14%	75 20%	91 31%	121 26%	119 21%	111 20%	94 21%	107 21%	37 21%	13 15%	42 18%	29 17%	24 13%	47 32%	30 29%	70 36%	5 2%	65 23%	41 23%	31 52%	42 17%	175 19%
Village	379 18%	175 17%	205 19%	40 17%	46 13%	42 12%	61 16%	84 28%	107 23%	103 19%	97 17%	82 18%	98 19%	31 18%	13 15%	38 17%	28 17%	18 10%	45 30%	26 26%	63 32%	5 2%	63 23%	32 18%	17 28%	39 16%	151 16%
Hamlet & Isolated Dwelling	53 3%	32 3%	21 2%	8 3%	4 1%	4 1%	15 4%	7 2%	14 3%	16 3%	14 3%	12 3%	10 2%	6 4%	-	3 1%	*	5 3%	2 2%	3 3%	7 4%	-	2 1%	9 5%	14 23%	3 1%	24 3%

Diets and Advice Survey

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Absolutes/col percents

Table 36
Which of the following best describes your current working status?
Base: All respondents

	Gender		Age							Social Grade				Region											Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
NET: Working	1171	638	533	115	299	279	285	151	42	354	355	293	169	102	42	123	98	103	82	48	102	178	164	89	39	244	926
	57%	63%	50%	48%	84%	82%	77%	51%	9%	64%	64%	65%	34%	58%	50%	53%	58%	57%	55%	47%	52%	67%	58%	51%	65%	100%	100%
Working full time - working 30 hours per week or more	926	572	355	85	255	240	226	105	15	297	270	236	123	81	33	100	78	80	65	39	65	148	130	71	35	198	729
	45%	57%	33%	35%	71%	71%	61%	35%	3%	53%	49%	52%	24%	47%	39%	43%	46%	44%	44%	39%	34%	56%	46%	40%	58%	81%	79%
Working part time - working between 8 and 29 hours per week	244	66	178	30	44	39	59	45	27	57	85	56	47	20	9	23	20	24	17	9	36	30	34	19	4	47	197
	12%	7%	17%	12%	12%	12%	16%	15%	6%	10%	15%	12%	9%	12%	10%	10%	12%	13%	11%	9%	19%	11%	12%	11%	6%	19%	21%
NET: Not working	897	369	528	126	59	60	83	147	422	203	201	158	336	73	42	108	72	77	67	54	93	87	117	87	21	-	-
	43%	37%	50%	52%	16%	18%	23%	49%	91%	36%	36%	35%	66%	42%	50%	47%	42%	43%	45%	53%	48%	33%	42%	49%	35%	-	-
Not working but seeking work or temporarily unemployed or sick	87	32	55	14	22	16	19	16	-	14	7	14	53	3	2	16	3	6	5	6	9	12	14	8	4	-	-
	4%	3%	5%	6%	6%	5%	5%	5%	-	2%	1%	3%	10%	2%	2%	7%	2%	3%	4%	6%	4%	5%	5%	4%	6%	-	-
Not working and not seeking work/ student	175	66	109	104	18	12	18	23	-	34	61	23	57	17	12	18	9	15	13	6	14	25	22	20	3	-	-
	8%	7%	10%	43%	5%	4%	5%	8%	-	6%	11%	5%	11%	10%	15%	8%	5%	9%	9%	6%	7%	9%	8%	11%	6%	-	-
Retired on a state pension only	171	55	116	-	-	-	1	11	159	12	12	30	117	12	5	22	22	22	8	7	25	11	19	17	1	-	-
	8%	5%	11%	-	-	-	*	4%	34%	2%	2%	7%	23%	7%	6%	10%	13%	12%	5%	7%	13%	4%	7%	9%	1%	-	-
Retired with a private pension	326	203	123	-	-	2	5	60	259	124	103	67	33	34	14	40	28	28	30	21	29	27	42	27	7	-	-
	16%	20%	12%	-	-	*	1%	20%	56%	22%	18%	15%	6%	19%	17%	17%	16%	16%	20%	21%	15%	10%	15%	15%	11%	-	-
House person, housewife, househusband, etc.	137	13	125	8	20	31	40	36	3	19	18	24	76	7	8	12	11	5	10	13	17	12	20	16	7	-	-
	7%	1%	12%	3%	5%	9%	11%	12%	1%	3%	3%	5%	15%	4%	10%	5%	6%	3%	7%	13%	9%	4%	7%	9%	11%	-	-

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Absolutes/col percents

Table 37
Do you work in any of the following occupations?
Base: All respondents who work

	Gender		Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	1126	595	531	100	278	268	286	145	49	360	365	230	171	108	39	114	106	88	75	45	111	177	153	78	32	244	882
Weighted base	1171	638	533	115	299	279	285	151	42	354	355	293	169	102	42	123	98	103	82	48	102	178	164	89	39	244	926
NET: Public Sector	244	110	135	19	71	67	56	25	8	82	98	34	31	29	7	23	22	27	16	11	22	37	32	15	3	244	-
	21%	17%	25%	16%	24%	24%	19%	16%	19%	23%	27%	11%	19%	28%	17%	19%	23%	26%	20%	23%	21%	21%	19%	17%	9%	100%	-
Central government including all administrative departments and central government agencies such as the Bank of England	19	13	6	1	3	6	6	2	-	9	9	-	1	3	2	1	1	1	1	3	1	2	-	1	2	19	-
	2%	2%	1%	1%	1%	2%	2%	2%	-	2%	3%	-	*	3%	6%	1%	1%	1%	2%	5%	1%	1%	-	1%	2	5%	8%
HM Forces	4	2	2	2	-	2	-	-	-	2	1	2	-	-	-	-	1	2	2	-	-	-	-	-	-	4	-
	*	*	*	2%	-	1%	-	-	-	*	*	1%	-	-	-	-	1%	1%	2%	-	-	-	-	-	-	2%	-
National Health Service	55	16	39	3	17	11	19	3	4	17	24	6	8	8	1	6	5	2	4	4	6	7	10	1	1	55	-
	5%	2%	7%	2%	6%	4%	7%	2%	9%	5%	7%	2%	5%	8%	2%	5%	5%	2%	5%	8%	6%	4%	6%	2%	1%	23%	-
Universities and Academies funded by government	22	12	10	3	11	5	2	*	-	11	9	1	1	3	1	3	-	5	1	1	1	2	2	4	-	22	-
	2%	2%	2%	3%	4%	2%	1%	*	-	3%	3%	*	1%	3%	2%	2%	-	4%	1%	1%	1%	1%	1%	5%	-	9%	-
Courts service	3	1	2	-	2	1	-	-	-	-	3	-	-	-	-	-	-	1	-	-	-	-	2	-	-	3	-
	*	*	*	-	1%	*	-	-	-	-	1%	-	-	-	-	-	-	1%	-	-	-	-	1%	-	-	1%	-
Local government administration	29	11	18	2	5	10	9	2	2	11	13	4	1	3	-	3	4	3	3	-	1	7	4	1	1	29	-
	2%	2%	3%	1%	2%	4%	3%	2%	4%	3%	4%	1%	1%	3%	-	2%	4%	3%	3%	-	1%	4%	3%	1%	2%	12%	-
Police service	7	5	2	-	6	1	-	-	-	-	7	-	-	-	-	3	-	-	-	-	-	-	4	-	-	7	-
	1%	1%	*	-	2%	1%	-	-	-	-	2%	-	-	-	-	3%	-	-	-	-	-	-	2%	-	-	3%	-
Public sector housing	7	5	2	-	1	6	*	-	-	2	4	-	1	-	-	1	-	-	-	1	-	4	-	1	-	7	-
	1%	1%	*	-	*	2%	*	-	-	*	1%	-	1%	-	-	1%	-	-	-	2%	-	2%	-	1%	-	3%	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	42	12	29	2	12	9	9	9	1	17	18	1	5	3	-	1	4	7	2	1	9	6	5	5	-	42	-
	4%	2%	6%	2%	4%	3%	3%	6%	2%	5%	5%	*	3%	3%	-	1%	4%	7%	2%	3%	9%	3%	3%	5%	-	17%	-

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Absolutes/col percents

Table 37
Do you work in any of the following occupations?
Base: All respondents who work

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Weighted base	1171	638	533	115	299	279	285	151	42	354	355	293	169	102	42	123	98	103	82	48	102	178	164	89	39	244	926
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	8	6	2	2	1	-	3	2	1	1	-	4	3	-	-	3	-	-	-	-	*	2	1	2	-	8	-
	1%	1%	*	1%	*	-	1%	1%	2%	*	-	1%	2%	-	-	3%	-	-	-	-	*	1%	1%	3%	-	3%	-
Bradford and Bingley or Northern Rock Building societies	1	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-
	*	*	-	-	-	*	-	-	-	-	-	*	-	-	-	-	1%	-	-	-	-	-	-	-	-	*	-
Other public sector occupation (please specify as much detail as possible)	47	26	21	4	15	15	7	5	1	13	9	15	11	9	3	2	6	6	3	2	4	8	4	-	-	47	-
	4%	4%	4%	3%	5%	5%	2%	3%	3%	4%	2%	5%	6%	9%	7%	2%	7%	6%	4%	3%	4%	4%	2%	-	-	19%	-
None of the above (Private Sector)	926	528	398	96	229	212	229	126	34	272	258	259	138	73	35	99	76	76	66	37	80	141	133	74	36	-	926
	79%	83%	75%	84%	76%	76%	81%	84%	81%	77%	73%	89%	81%	72%	83%	81%	77%	74%	80%	77%	79%	79%	81%	83%	91%	-	100%

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Absolutes/col percents

Table 38
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri- vate
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
No children aged 18 or under	1520	730	790	208	226	139	215	273	458	378	435	307	400	127	58	181	117	142	120	77	136	191	201	130	40	154	572
	74%	72%	74%	87%	63%	41%	58%	91%	99%	68%	78%	68%	79%	73%	69%	78%	69%	79%	81%	75%	70%	72%	72%	74%	67%	63%	62%
NET: Yes	538	273	266	27	131	199	153	24	5	176	117	143	103	48	26	49	52	38	25	25	59	74	77	46	20	90	347
	26%	27%	25%	11%	37%	59%	42%	8%	1%	32%	21%	32%	20%	27%	31%	21%	31%	21%	17%	24%	30%	28%	27%	26%	33%	37%	37%
NET: Any 11-18	284	136	148	5	22	101	128	22	5	91	62	72	59	22	11	24	33	17	12	11	39	41	34	27	13	42	185
	14%	14%	14%	2%	6%	30%	35%	7%	1%	16%	11%	16%	12%	13%	13%	10%	19%	10%	8%	11%	20%	15%	12%	15%	21%	17%	20%
Yes - children aged under 5 years old	191	98	92	17	90	69	14	1	-	64	39	55	32	21	5	15	17	14	10	9	14	30	38	15	3	37	119
	9%	10%	9%	7%	25%	20%	4%	*	-	12%	7%	12%	6%	12%	6%	7%	10%	8%	7%	9%	7%	11%	14%	8%	5%	15%	13%
Yes - children aged 5 to 10 years old	230	124	106	9	61	109	47	4	-	78	58	48	46	21	13	25	22	21	10	13	26	28	30	16	6	34	151
	11%	12%	10%	4%	17%	32%	13%	1%	-	14%	10%	11%	9%	12%	15%	11%	13%	12%	7%	12%	13%	10%	11%	9%	10%	14%	16%
Yes - children aged 11 to 15 years old	206	104	102	4	20	82	83	15	3	63	49	48	47	17	7	21	26	12	9	8	27	29	25	18	8	34	133
	10%	10%	10%	2%	6%	24%	23%	5%	1%	11%	9%	11%	9%	10%	8%	9%	15%	7%	6%	8%	14%	11%	9%	10%	14%	14%	14%
Yes - children aged 16 to 18 years old	131	54	77	2	4	35	75	11	4	50	22	35	23	7	9	6	17	6	5	7	21	18	15	12	8	18	81
	6%	5%	7%	1%	1%	10%	20%	4%	1%	9%	4%	8%	5%	4%	11%	3%	10%	3%	4%	7%	11%	7%	5%	7%	13%	7%	9%
Refused	9	4	5	6	1	1	-	2	-	2	4	1	2	-	-	1	1	-	3	1	-	1	2	1	-	-	6
	*	*	*	2%	*	*	-	1%	-	*	1%	*	*	-	-	*	1%	-	2%	1%	-	*	1%	*	-	-	1%

Diets and Advice Survey

ONLINE Fieldwork: 8th-9th March 2017

Absolutes/col percents

Table 39
Which of the following ITV regions do you live in?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
Anglia	201	87	115	24	29	30	39	29	50	41	53	41	66	1	1	-	*	-	14	-	166	-	19	-	-	22	81
	10%	9%	11%	10%	8%	9%	11%	10%	11%	7%	10%	9%	13%	*	1%	-	*	-	10%	-	85%	-	7%	-	-	9%	9%
Border	19	8	12	1	3	5	6	1	5	7	2	5	5	9	-	11	-	-	-	-	-	-	-	-	-	3	10
	1%	1%	1%	*	1%	1%	2%	*	1%	1%	*	1%	1%	5%	-	5%	-	-	-	-	-	-	-	-	-	1%	1%
Central	278	148	129	39	41	34	44	47	72	74	68	71	65	1	1	-	-	168	96	-	2	1	4	5	-	34	118
	13%	15%	12%	16%	12%	10%	12%	16%	15%	13%	12%	16%	13%	*	2%	-	-	93%	65%	-	1%	*	2%	3%	-	14%	13%
Granada	226	120	106	21	34	35	44	33	59	59	51	47	68	-	-	219	-	2	*	5	-	-	-	-	-	22	99
	11%	12%	10%	9%	10%	10%	12%	11%	13%	11%	9%	11%	13%	-	-	95%	-	1%	*	4%	-	-	-	-	-	9%	11%
London	370	161	209	41	63	77	73	52	63	127	103	65	75	-	-	-	-	1	-	-	27	263	79	-	-	46	190
	18%	16%	20%	17%	18%	23%	20%	18%	14%	23%	18%	14%	15%	-	-	-	-	*	-	-	14%	99%	28%	-	-	19%	21%
Meridian	194	90	104	19	58	24	28	26	39	60	55	37	42	-	-	-	-	-	-	-	-	1	174	19	-	24	99
	9%	9%	10%	8%	16%	7%	8%	9%	8%	11%	10%	8%	8%	-	-	-	-	-	-	-	-	*	62%	11%	-	10%	11%
STV	164	95	69	19	28	38	20	22	38	42	54	32	36	164	-	-	-	-	-	-	-	-	-	-	-	28	68
	8%	9%	6%	8%	8%	11%	5%	7%	8%	7%	10%	7%	7%	94%	-	-	-	-	-	-	-	-	-	-	-	11%	7%
Tyne Tees	83	43	40	12	18	15	14	7	17	22	32	16	14	-	82	-	2	-	-	-	-	-	-	-	-	7	34
	4%	4%	4%	5%	5%	4%	4%	2%	4%	4%	6%	3%	3%	-	97%	-	1%	-	-	-	-	-	-	-	-	3%	4%
Wales	97	39	58	14	10	16	20	15	22	15	32	16	35	-	-	-	-	-	-	96	-	-	1	1	-	11	33
	5%	4%	5%	6%	3%	5%	6%	5%	5%	3%	6%	4%	7%	-	-	-	-	-	-	94%	-	-	*	*	-	5%	4%
West	73	36	37	13	19	12	12	10	8	19	18	21	14	-	-	1	-	9	-	2	-	-	-	60	-	10	30
	4%	4%	3%	5%	5%	3%	3%	3%	2%	3%	3%	5%	3%	-	-	1%	-	5%	-	2%	-	-	-	34%	-	4%	3%
Westcountry	92	39	52	16	13	8	16	13	27	21	24	25	22	-	-	-	-	-	-	-	-	-	-	92	-	8	35
	4%	4%	5%	7%	4%	2%	4%	4%	6%	4%	4%	6%	4%	-	-	-	-	-	-	-	-	-	-	52%	-	3%	4%
Yorkshire	208	97	111	19	31	38	35	33	51	42	52	63	51	1	-	-	168	1	38	-	-	-	-	-	-	27	92
	10%	10%	10%	8%	9%	11%	9%	11%	11%	8%	9%	14%	10%	*	-	-	99%	*	25%	-	-	-	-	-	-	11%	10%
UTV	63	43	20	2	10	9	18	11	12	29	12	10	12	-	-	-	-	-	-	-	-	-	3	-	60	3	39
	3%	4%	2%	1%	3%	3%	5%	4%	3%	5%	2%	2%	2%	-	-	-	-	-	-	-	-	-	1%	-	100%	1%	4%

Diets and Advice Survey

ONLINE Fieldwork: 8th-9th March 2017

Absolutes/col percents

Table 40
Marital Status
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
Single	615 30%	316 31%	299 28%	193 80%	158 44%	99 29%	84 23%	55 18%	26 6%	168 30%	212 38%	107 24%	128 25%	51 29%	31 37%	65 28%	37 22%	62 35%	37 25%	31 30%	48 25%	105 40%	83 30%	51 29%	14 23%	82 33%	313 34%
NET: Married/ Civil partnership/ co habiting	1193 58%	612 61%	582 55%	45 19%	195 54%	214 63%	248 67%	181 61%	311 67%	349 63%	281 51%	305 68%	258 51%	101 58%	47 55%	129 56%	107 62%	98 54%	95 64%	60 58%	129 66%	116 44%	169 60%	101 57%	44 73%	141 58%	555 60%
Married	905 44%	478 47%	427 40%	15 6%	97 27%	159 47%	188 51%	155 52%	289 62%	266 48%	211 38%	216 48%	212 42%	67 38%	33 39%	102 44%	72 42%	79 44%	77 52%	52 51%	103 53%	81 31%	120 43%	80 45%	40 66%	102 42%	372 40%
Civil Partnership	21 1%	10 1%	11 1%	6 3%	5 1%	2 1%	5 1%	2 1%	1 *	6 1%	3 1%	2 *	9 2%	6 3%	- -	2 1%	1 *	1 *	2 1%	1 1%	2 1%	3 1%	3 1%	- -	- -	3 1%	12 1%
Co Habiting	268 13%	124 12%	144 14%	24 10%	93 26%	53 15%	54 15%	24 8%	21 4%	76 14%	67 12%	87 19%	37 7%	28 16%	14 16%	24 11%	35 20%	18 10%	17 11%	7 7%	24 12%	31 12%	46 16%	21 12%	4 7%	36 15%	171 18%
NET: Widowed/ separated/ divorced	251 12%	75 7%	176 17%	- -	3 1%	23 7%	36 10%	62 21%	126 27%	37 7%	58 10%	39 9%	117 23%	23 13%	7 8%	34 15%	27 16%	21 11%	16 10%	12 11%	18 9%	43 16%	26 9%	23 13%	3 5%	20 8%	55 6%
Widowed	80 4%	26 3%	55 5%	- -	- -	2 1%	4 1%	15 5%	60 13%	13 2%	17 3%	11 2%	40 8%	6 4%	3 3%	9 4%	10 6%	5 3%	5 4%	3 3%	6 3%	11 4%	9 3%	11 6%	2 3%	4 2%	5 5%
Separated	22 1%	7 1%	15 1%	- -	3 1%	2 1%	6 2%	2 1%	9 2%	4 1%	7 1%	2 *	9 2%	1 1%	- -	4 2%	1 *	2 1%	1 *	- -	2 1%	7 3%	1 *	3 2%	1 1%	1 1%	9 1%
Divorced	149 7%	42 4%	106 10%	- -	1 *	19 6%	26 7%	46 15%	58 12%	20 4%	35 6%	26 6%	68 13%	16 9%	4 5%	22 9%	16 9%	14 8%	9 6%	8 8%	10 5%	25 9%	16 6%	9 5%	1 1%	14 6%	41 4%
Prefer not to answer	9 *	4 *	5 *	2 1%	2 1%	3 1%	1 *	- -	1 *	3 *	5 1%	- -	2 *	- -	- -	2 1%	- -	- -	1 1%	- -	- -	2 1%	3 1%	2 1%	- -	2 1%	3 *

Diets and Advice Survey

ONLINE Fieldwork: 8th-9th March 2017

Absolutes/col percents

Table 41
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
Glasgow	90 4%	54 5%	36 3%	12 5%	19 5%	21 6%	11 3%	11 4%	16 3%	23 4%	22 4%	22 5%	23 5%	90 52%	-	-	-	-	-	-	-	-	-	-	-	11 5%	43 5%
Edinburgh	62 3%	34 3%	28 3%	6 3%	10 3%	12 4%	5 1%	8 3%	21 5%	17 3%	23 4%	8 2%	14 3%	61 35%	-	1 1%	-	-	-	-	-	-	-	-	-	12 5%	22 2%
Newcastle	87 4%	45 4%	42 4%	11 5%	19 5%	15 4%	19 5%	7 2%	16 4%	23 4%	33 6%	17 4%	14 3%	-	79 94%	9 4%	-	-	-	-	-	-	-	-	-	7 3%	39 4%
Leeds	94 5%	44 4%	50 5%	11 5%	11 3%	18 5%	15 4%	18 6%	21 5%	18 3%	27 5%	28 6%	21 4%	-	1 1%	2 1%	91 53%	-	-	-	-	-	-	-	-	10 4%	47 5%
Hull	39 2%	17 2%	22 2%	1 1%	8 2%	5 1%	6 2%	5 2%	14 3%	10 2%	6 1%	12 3%	11 2%	-	-	-	29 17%	-	10 6%	-	-	-	-	-	-	1 1%	16 2%
Sheffield	60 3%	29 3%	31 3%	5 2%	12 3%	10 3%	10 3%	9 3%	14 3%	10 2%	15 3%	19 4%	16 3%	-	-	-	45 27%	-	15 10%	-	-	-	-	-	-	13 5%	19 2%
Manchester	164 8%	86 9%	78 7%	9 4%	22 6%	22 6%	29 8%	28 9%	54 12%	43 8%	31 6%	40 9%	50 10%	-	-	145 63%	1 1%	16 9%	* *	2 2%	-	-	-	-	-	17 7%	64 7%
Liverpool	80 4%	42 4%	38 4%	14 6%	18 5%	14 4%	14 4%	7 2%	13 3%	19 3%	23 4%	15 3%	23 5%	-	1 2%	62 27%	-	-	-	16 16%	-	-	-	-	-	7 3%	39 4%
Nottingham	91 4%	50 5%	41 4%	12 5%	10 3%	14 4%	18 5%	10 3%	26 6%	29 5%	24 4%	22 5%	17 3%	-	1 1%	-	1 *	1 *	86 58%	-	3 1%	-	-	-	-	7 3%	35 4%
Birmingham	152 7%	78 8%	74 7%	26 11%	28 8%	18 5%	22 6%	27 9%	31 7%	43 8%	39 7%	30 7%	40 8%	-	-	-	-	146 81%	5 3%	-	-	-	-	1 1%	-	26 10%	71 8%
Norwich	104 5%	46 5%	58 6%	12 5%	12 3%	16 5%	20 5%	20 7%	25 5%	21 4%	26 5%	25 6%	32 6%	-	-	-	-	-	-	-	104 54%	-	-	-	-	8 3%	47 5%
Milton Keynes	51 2%	21 2%	30 3%	10 4%	6 2%	7 2%	9 2%	4 2%	14 3%	11 2%	13 2%	11 3%	16 3%	-	-	-	-	-	16 11%	-	25 13%	-	10 4%	-	-	4 2%	21 2%
Brighton	48 2%	23 2%	26 2%	4 2%	10 3%	4 1%	8 2%	12 4%	12 2%	9 2%	16 3%	11 3%	11 2%	-	-	-	-	-	-	-	-	-	48 17%	-	-	3 1%	23 2%

Diets and Advice Survey

ONLINE Fieldwork: 8th-9th March 2017

Absolutes/col percents

Table 41
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
Oxford	29 1%	14 1%	15 1%	5 2%	8 2%	1 *	7 2%	1 *	7 1%	14 2%	9 2%	4 1%	3 1%	-	-	-	-	1 *	-	-	1 1%	-	25 9%	2 1%	-	1 1%	14 1%
London	444 21%	195 19%	249 23%	50 21%	89 25%	89 26%	85 23%	54 18%	77 17%	144 26%	128 23%	82 18%	90 18%	-	-	-	-	-	-	-	46 24%	265 100%	132 47%	1 1%	-	64 26%	223 24%
Southampton	70 3%	33 3%	37 3%	4 2%	23 6%	10 3%	9 2%	11 4%	14 3%	27 5%	14 2%	10 2%	20 4%	-	-	-	-	-	-	-	-	-	51 18%	19 11%	-	15 6%	31 3%
Bristol	82 4%	40 4%	42 4%	14 6%	21 6%	14 4%	9 3%	11 4%	11 2%	16 3%	22 4%	24 5%	20 4%	-	-	-	-	1 1%	-	-	-	-	1 *	79 45%	-	5 2%	36 4%
Plymouth	66 3%	27 3%	39 4%	8 4%	9 2%	4 1%	13 4%	9 3%	22 5%	18 3%	14 3%	22 5%	12 2%	-	-	-	-	-	-	-	-	-	-	66 37%	-	6 3%	24 3%
Cardiff	79 4%	34 3%	45 4%	12 5%	5 1%	14 4%	19 5%	12 4%	17 4%	14 2%	29 5%	12 3%	25 5%	-	-	-	-	2 1%	-	76 75%	-	-	-	-	-	9 4%	31 3%
Belfast	60 3%	40 4%	20 2%	2 1%	7 2%	9 3%	18 5%	11 4%	12 3%	29 5%	11 2%	8 2%	12 2%	-	-	-	-	-	-	-	-	-	-	-	60 100%	3 1%	36 4%
None of these	114 6%	52 5%	61 6%	9 4%	12 3%	22 6%	21 6%	22 7%	27 6%	19 3%	31 6%	29 6%	35 7%	23 13%	2 2%	12 5%	3 2%	14 8%	17 11%	8 7%	16 8%	-	13 5%	7 4%	-	15 6%	46 5%

Diets and Advice Survey

ONLINE Fieldwork: 8th-9th March 2017

Absolutes/col percents

Table 42
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882	
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926	
Up to £7,000	(3.5)	92 4%	35 3%	57 5%	22 9%	8 2%	16 5%	11 3%	22 7%	13 3%	-	23 4%	9 2%	60 12%	4 2%	7 8%	15 6%	6 3%	10 6%	5 3%	6 6%	2 1%	20 8%	9 3%	7 4%	1 2%	3 1%	22 2%
£7,001 to £14,000	(10.5)	288 14%	99 10%	189 18%	13 5%	33 9%	34 10%	42 11%	61 21%	105 23%	20 4%	58 10%	46 10%	165 33%	21 12%	7 8%	36 16%	25 15%	30 17%	18 12%	19 19%	29 15%	23 9%	49 18%	26 15%	5 8%	12 5%	71 8%
£14,001 to £21,000	(17.5)	354 17%	148 15%	206 19%	20 8%	50 14%	54 16%	55 15%	58 19%	118 25%	47 8%	119 21%	74 16%	113 22%	27 15%	17 21%	37 16%	39 23%	33 18%	31 21%	22 21%	39 20%	37 14%	31 11%	36 21%	5 8%	47 19%	120 13%
£21,001 to £28,000	(24.5)	324 16%	177 18%	147 14%	32 13%	38 11%	46 13%	58 16%	61 20%	89 19%	67 12%	98 18%	90 20%	68 14%	31 18%	21 25%	27 12%	25 15%	43 24%	27 18%	20 20%	32 17%	27 10%	38 14%	29 17%	5 7%	40 16%	137 15%
£28,001 to £34,000	(31)	263 13%	150 15%	113 11%	20 8%	57 16%	39 11%	56 15%	28 9%	64 14%	73 13%	67 12%	86 19%	38 7%	25 14%	10 12%	32 14%	30 18%	24 13%	15 10%	13 12%	29 15%	31 12%	31 11%	20 11%	5 8%	27 11%	155 17%
£34,001 to £41,000	(37.5)	190 9%	106 11%	84 8%	14 6%	35 10%	42 12%	48 13%	21 7%	30 6%	60 11%	55 10%	55 12%	20 4%	16 9%	2 3%	30 13%	13 8%	15 8%	18 12%	8 8%	17 9%	21 8%	27 10%	21 12%	4 7%	24 10%	109 12%
£41,001 to £48,000	(44.5)	97 5%	55 5%	42 4%	12 5%	27 7%	22 6%	17 5%	12 4%	8 2%	42 7%	22 4%	30 7%	3 1%	14 8%	3 4%	12 5%	5 3%	4 2%	6 4%	1 1%	5 3%	11 4%	21 7%	14 8%	1 1%	21 9%	58 6%
£48,001 to £55,000	(51.5)	81 4%	39 4%	42 4%	9 4%	27 7%	21 6%	12 3%	4 1%	8 2%	52 9%	17 3%	8 2%	3 1%	6 3%	7 8%	8 4%	6 3%	6 3%	1 1%	1 1%	6 3%	16 6%	16 6%	6 3%	3 6%	17 7%	53 6%
£55,001 to £62,000	(58.5)	73 4%	42 4%	31 3%	19 8%	22 6%	10 3%	12 3%	6 2%	3 1%	41 7%	25 5%	4 1%	3 1%	5 3%	1 1%	7 3%	3 1%	-	5 4%	5 5%	2 1%	20 8%	6 2%	7 4%	11 19%	12 5%	49 5%
£62,001 to £69,000	(65.5)	26 1%	16 2%	9 1%	6 2%	7 2%	4 1%	9 2%	-	-	21 4%	3 1%	1 *	-	3 2%	-	-	2 1%	3 2%	-	-	-	10 4%	3 1%	1 *	3 5%	5 2%	16 2%
£69,001 to £76,000	(72.5)	24 1%	18 2%	6 1%	4 2%	9 3%	6 2%	3 1%	-	1 *	12 2%	8 1%	3 1%	-	-	-	2 1%	3 2%	1 1%	3 2%	-	-	8 3%	7 2%	-	-	8 3%	12 1%
£76,001 to £83,000	(79.5)	21 1%	11 1%	10 1%	2 1%	8 2%	7 2%	-	1 *	2 *	15 3%	2 *	2 1%	2 *	2 1%	-	1 *	1 1%	-	-	-	1 *	8 3%	6 2%	-	3 5%	4 1%	17 2%
£83,001 or more	(86)	66 3%	35 3%	31 3%	15 6%	20 5%	13 4%	18 5%	-	-	49 9%	11 2%	7 1%	-	6 3%	3 4%	4 2%	3 2%	-	7 5%	-	12 6%	12 5%	15 5%	2 1%	2 3%	9 4%	48 5%

Diets and Advice Survey
ONLINE Fieldwork: 8th-9th March 2017

Absolutes/col percents

Table 42

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926
Prefer not to answer	169	76	94	53	18	24	27	24	24	59	47	33	31	15	7	21	10	12	12	7	20	21	21	9	13	16	60
	8%	8%	9%	22%	5%	7%	7%	8%	5%	11%	8%	7%	6%	9%	8%	9%	6%	7%	8%	7%	10%	8%	8%	5%	22%	6%	6%
Average income (£000's)	29.65	32.08	27.32	36.11	36.85	32.86	31.88	22.22	21.92	43.63	28.67	28.44	17.10	30.66	27.05	27.22	27.17	23.94	29.50	23.23	29.15	36.02	32.98	27.16	43.06	35.62	35.53

Diets and Advice Survey

ONLINE Fieldwork: 8th-9th March 2017

Absolutes/col percents

Table 43

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North of Ireland	Public	Private	
Unweighted base	2068	1006	1062	220	336	330	380	295	507	590	586	365	527	191	82	226	195	163	148	103	215	256	278	157	54	244	882	
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	175	84	231	170	181	148	102	195	265	281	177	60	244	926	
NET: Yes	445	191	253	32	50	56	70	90	147	89	82	87	188	33	19	62	44	40	35	23	49	35	50	40	13	26	94	
	21%	19%	24%	13%	14%	17%	19%	30%	32%	16%	15%	19%	37%	19%	23%	27%	26%	22%	24%	23%	25%	13%	18%	23%	22%	11%	10%	
Yes - physical condition	284	114	171	9	18	32	43	69	114	59	53	48	124	20	13	41	28	23	20	14	36	21	29	29	10	11	47	
	14%	11%	16%	4%	5%	9%	12%	23%	25%	11%	9%	11%	25%	12%	16%	18%	17%	13%	13%	14%	18%	8%	10%	17%	17%	4%	5%	
Yes - disability	170	73	97	8	11	22	30	44	55	24	29	29	88	10	6	25	13	22	14	7	15	15	20	20	2	8	20	
	8%	7%	9%	3%	3%	7%	8%	15%	12%	4%	5%	6%	17%	6%	7%	11%	8%	12%	9%	7%	8%	6%	7%	11%	4%	3%	2%	
Yes - mental condition	132	52	80	20	33	25	27	20	8	29	21	21	61	7	10	13	14	14	14	10	17	10	14	6	4	8	40	
	6%	5%	8%	8%	9%	7%	7%	7%	2%	5%	4%	5%	12%	4%	12%	6%	8%	8%	9%	10%	9%	4%	5%	3%	6%	3%	4%	
Yes - other	16	10	6	3	1	2	2	3	5	1	2	6	7	3	-	1	-	-	-	3	-	2	2	3	2	-	3	4
	1%	1%	1%	1%	*	1%	1%	1%	1%	*	*	1%	1%	2%	-	*	-	-	-	2%	-	1%	1%	1%	-	1%	*	
No	1580	794	786	202	300	273	293	203	309	467	461	355	297	136	63	166	123	137	108	79	142	219	227	132	47	213	815	
	76%	79%	74%	84%	84%	80%	79%	68%	67%	84%	83%	79%	59%	78%	75%	72%	72%	76%	73%	77%	73%	83%	81%	75%	78%	87%	88%	
Prefer not to say	43	22	22	6	8	10	6	5	8	-	13	10	20	5	2	3	3	3	5	-	3	11	4	4	-	5	17	
	2%	2%	2%	3%	2%	3%	2%	2%	2%	-	2%	2%	4%	3%	2%	1%	2%	2%	3%	-	2%	4%	1%	2%	-	2%	2%	