



**Eating Better - Sandwiches (P023413/1)**

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BASE: All respondents

BASE: All respondents

BASE: All respondents

BASE: All respondents

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Eating Better - Sandwiches (Po23413/1)

Table 1

Q1. Do you eat sandwiches for lunch?

BASE: All respondents

	Gender		Age									Regions											Social grade		Sandwich Eaters	Meat eaters	Willing to eat less meat				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE	Sandwich Eaters	Meat Eaters	Willing to eat less meat	
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i	a	b	c	d	e	f	g	h	i	j	k	l	m	a	b			a	
Total	2311	1166	1145	263	479	323	427	404	445	742	750	819	52	197	271	116	231	114	222	217	185	313	158	235	1948	1152	1159	2171	2179	1405	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Always	147	97	50	22	43	21	24	23	14	65	45	37	3	12	18	6	12	4	17	13	14	21	12	15	128	74	73	147	142	91	
6%	8%	4%	8%	9%	7%	6%	6%	3%		9%	6%	5%	6%	6%	7%	5%	5%	4%	8%	6%	8%	7%	8%	6%	7%	6%	6%	7%	7%	6%	
		b		fi	fhi	f				fhi																					
Mostly	542	274	268	70	140	80	96	83	73	210	176	156	13	35	59	27	76	23	53	42	44	82	32	56	471	298	244	542	521	323	
23%	23%	23%	27%	29%	25%	22%	21%	18%		28%	23%	19%	25%	18%	22%	23%	33%	20%	24%	19%	24%	26%	20%	24%	24%	26%	21%	25%	24%	23%	
			fi	defhi	fi					defhi	fi					befghiklm						b			b						
Sometimes	1482	730	752	160	280	209	278	269	286	440	487	555	32	139	180	81	133	77	139	146	109	189	107	150	1234	721	761	1482	1390	929	
64%	63%	66%	61%	58%	65%	65%	67%	69%		59%	65%	68%	62%	71%	66%	70%	58%	68%	63%	67%	59%	60%	68%	64%	63%	63%	66%	68%	64%	66%	
					bg	bg	abg			bg	abg			ejm	e	e					e		e								
Never	140	65	75	11	16	13	29	29	42	27	42	71	4	11	14	2	10	10	13	16	18	21	7	14	115	59	81	0	126	62	
6%	6%	7%	4%	3%	4%	7%	7%	10%		4%	6%	9%	8%	6%	5%	2%	4%	9%	6%	7%	10%	7%	4%	6%	6%	5%	7%	0	6%	4%	
					bg	bg	abegh			abegh							d			d	dem	d									

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Eating Better - Sandwiches (P023413/1)

Table 2

Q2. Which types of sandwiches do you eat?

BASE: All respondents

	Gender		Age									Regions											Social grade		Sandwich Eaters	Meat eaters	Willing to eat less meat			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE	Sandwich Eaters	Meat Eaters	Willing to eat less meat
Significance Level: 95%		<b>a</b>	<b>b</b>	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>	<b>e</b>	<b>f</b>	<b>g</b>	<b>h</b>	<b>i</b>	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>	<b>e</b>	<b>f</b>	<b>g</b>	<b>h</b>	<b>i</b>	<b>j</b>	<b>k</b>	<b>l</b>	<b>m</b>	<b>a</b>	<b>b</b>			<b>a</b>
Total	2171	1101	1070	252	463	310	398	375	373	715	708	748	48	186	257	114	221	104	209	201	167	292	151	221	1833	1093	1078	2171	2053	1343
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Meat (e.g. chicken, sausage, bacon, pastrami, duck)	1764	927	837	200	391	257	312	292	312	591	569	604	39	156	209	98	178	91	165	166	129	241	116	176	1478	879	885	1764	1748	1019
81%	84%	78%	79%	84%	83%	78%	78%	84%	83%	83%	80%	81%	81%	84%	83%	86%	81%	88%	79%	83%	77%	83%	77%	80%	81%	80%	82%	81%	85%	76%
		<b>b</b>			<b>de</b>			<b>e</b>									<b>ik</b>													
Fish	463	216	247	34	112	68	89	78	82	146	157	160	4	29	50	18	59	31	38	42	28	60	45	59	399	260	203	463	447	324
21%	20%	23%	13%	24%	22%	22%	21%	22%	20%	22%	21%	21%	8%	16%	19%	16%	27%	30%	18%	21%	17%	21%	30%	27%	22%	24%	19%	21%	22%	24%
		<b>a</b>		<b>a</b>	<b>a</b>	<b>a</b>	<b>a</b>	<b>a</b>	<b>a</b>	<b>a</b>	<b>a</b>	<b>a</b>					<b>abdgi</b>	<b>abcdgi</b>		<b>a</b>		<b>a</b>	<b>abcdgijm</b>	<b>abdgi</b>	<b>ab</b>		<b>b</b>			
Vegetarian (e.g. cheese or eggs)	986	423	563	72	168	142	195	209	200	240	337	409	12	82	119	47	95	46	91	89	87	144	85	89	846	491	495	986	898	693
45%	38%	53%	29%	36%	46%	49%	56%	54%	34%	48%	55%	25%	44%	46%	41%	43%	44%	44%	44%	52%	49%	56%	40%	46%	45%	46%	45%	46%	44%	52%
		<b>a</b>		<b>a</b>	<b>abg</b>	<b>abg</b>	<b>abcbgh</b>	<b>abcg</b>		<b>abg</b>	<b>abcbgh</b>			<b>a</b>	<b>a</b>		<b>a</b>	<b>a</b>	<b>a</b>	<b>a</b>	<b>al</b>	<b>al</b>	<b>abdeghlm</b>	<b>a</b>	<b>a</b>					
Plant-based (e.g. falafel, hummus, vegetable, Quorn, This is NOT chicken)	242	97	145	29	63	44	50	37	19	92	94	56	4	18	26	6	24	10	22	24	10	36	21	41	210	154	88	242	186	221
11%	9%	14%	12%	14%	14%	13%	10%	5%	13%	13%	7%	8%	10%	10%	5%	11%	10%	11%	12%	6%	12%	14%	19%	11%	14%	8%	11%	9%	16%	
		<b>a</b>		<b>fi</b>	<b>fi</b>	<b>fi</b>	<b>fi</b>	<b>f</b>		<b>fi</b>	<b>fi</b>											<b>di</b>	<b>di</b>	<b>bedefgim</b>	<b>di</b>	<b>b</b>				

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Eating Better - Sandwiches (PO23413/1)

Table 3

Q3. SUMMARY : Where do you get your sandwiches?

BASE: All respondents

	Total	Always	Mostly	Sometimes	Never
High Street retailer (e.g. Greggs, Pret a Manger, Costa Coffee, Boots, Caffé Nero)	2311 100%	153 7%	359 16%	1055 46%	604 26%
Supermarket (e.g. Tesco, Sainsbury's, Asda, Co-op, M&S, Morrisons, Waitrose )	2311 100%	201 9%	459 20%	1077 47%	434 19%
Local and independent shop	2311 100%	115 5%	212 9%	925 40%	919 40%
I make my own	2311 100%	609 26%	928 40%	555 24%	79 3%

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Eating Better - Sandwiches (Po23413/1)

Table 4

Q3\_1. High Street retailer (e.g. Greggs, Pret a Manger, Costa Coffee, Boots, Caffé Nero) : Where do you get your sandwiches?

BASE: All respondents

	Gender		Age									Regions											Social grade		Sandwich Eaters	Meat eaters	Willing to eat less meat					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE	Sandwich Eaters	Meat Eaters	Willing to eat less meat		
Significance Level: 95%		<b>a</b>	<b>b</b>	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>	<b>e</b>	<b>f</b>	<b>g</b>	<b>h</b>	<b>i</b>	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>	<b>e</b>	<b>f</b>	<b>g</b>	<b>h</b>	<b>i</b>	<b>j</b>	<b>k</b>	<b>l</b>	<b>m</b>	<b>a</b>	<b>b</b>					
Total	2171	1101	1070	252	463	310	398	375	373	715	708	748	48	186	257	114	221	104	209	201	167	292	151	221	1833	1093	1078	2171	2053	1343		
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Always	153	96	57	45	54	33	14	4	3	99	47	7	2	9	19	5	19	7	17	11	10	15	7	32	135	93	60	153	148	111		
7%	9%	5%	18%	12%	11%	4%	1%	1%		14%	7%	1%	4%	5%	7%	4%	9%	7%	8%	5%	6%	5%	14%	7%	9%	6%	7%	7%	8%			
Mostly	359	193	166	80	133	56	44	26	20	213	100	46	5	24	44	24	46	18	43	35	18	36	11	55	312	215	144	359	342	249		
17%	18%	16%	32%	29%	18%	11%	7%	5%		30%	14%	6%	10%	13%	17%	21%	21%	17%	21%	17%	11%	12%	7%	25%	17%	20%	13%	17%	17%	19%		
Sometimes	1055	503	552	102	224	153	216	189	171	326	369	360	26	110	125	56	113	49	87	88	82	143	68	108	870	543	512	1055	994	697		
49%	46%	52%	40%	48%	49%	54%	50%	46%		46%	52%	48%	54%	59%	49%	49%	51%	47%	42%	44%	49%	49%	45%	49%	47%	50%	47%	49%	48%	52%		
Never	604	309	295	25	52	68	124	156	179	77	192	335	15	43	69	29	43	30	62	67	57	98	65	26	516	242	362	604	569	286		
28%	28%	28%	10%	11%	22%	31%	42%	48%		11%	27%	45%	31%	23%	27%	25%	19%	29%	30%	33%	34%	34%	43%	12%	28%	22%	34%	28%	28%	21%		

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Eating Better - Sandwiches (P023413/1)

Table 5

Q3\_2. Supermarket (e.g. Tesco, Sainsbury's, Asda, Co-op, M&S, Morrisons, Waitrose ) : Where do you get your sandwiches?

BASE: All respondents

	Gender		Age									Regions											Social grade		Sandwich Eaters	Meat eaters	Willing to eat less meat						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE	Sandwich Eaters	Meat Eaters	Willing to eat less meat			
Significance Level: 95%		<b>a</b>	<b>b</b>	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>	<b>e</b>	<b>f</b>	<b>g</b>	<b>h</b>	<b>i</b>	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>	<b>e</b>	<b>f</b>	<b>g</b>	<b>h</b>	<b>i</b>	<b>j</b>	<b>k</b>	<b>l</b>	<b>m</b>	<b>a</b>	<b>b</b>						
Total	2171	1101	1070	252	463	310	398	375	373	715	708	748	48	186	257	114	221	104	209	201	167	292	151	221	1833	1093	1078	2171	2053			1343	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Always	201	115	86	56	73	31	21	7	13	129	52	20	3	11	24	8	21	8	23	18	15	23	13	34	179	113	88	201	194			131	
	9%	10%	8%	22%	16%	10%	5%	2%	3%	18%	7%	3%	6%	6%	9%	7%	10%	8%	11%	9%	9%	8%	9%	15%	10%	10%	8%	9%	9%	9%	9%	10%	
				<b>bedefhi</b>	<b>cdefhi</b>	<b>defi</b>	<b>ei</b>			<b>cdefhi</b>	<b>efi</b>													<b>bedhjm</b>									
Mostly	459	237	222	96	149	75	74	38	27	245	149	65	5	29	55	25	49	28	46	38	34	63	20	67	397	259	200	459	441			310	
	21%	22%	21%	38%	32%	24%	19%	10%	7%	34%	21%	9%	10%	16%	21%	22%	22%	27%	22%	19%	20%	22%	13%	30%	22%	24%	19%	21%	21%	21%	23%		
				<b>cdefhi</b>	<b>cdefhi</b>	<b>efi</b>	<b>efi</b>			<b>cdefhi</b>	<b>efi</b>				<b>k</b>		<b>k</b>	<b>abk</b>	<b>k</b>				<b>k</b>	<b>abchijkm</b>	<b>k</b>	<b>b</b>							
Sometimes	1077	523	554	81	205	164	242	216	169	286	406	385	29	110	127	55	105	54	89	95	83	152	77	101	884	550	527	1077	1005			700	
	50%	48%	52%	32%	44%	53%	61%	58%	45%	40%	57%	51%	60%	59%	49%	48%	48%	52%	43%	47%	50%	52%	51%	46%	48%	50%	49%	50%	49%	49%	52%		
				<b>a</b>	<b>abfg</b>	<b>abcfgi</b>	<b>abfg</b>		<b>a</b>	<b>abfgi</b>	<b>abg</b>		<b>g</b>	<b>ceghlm</b>									<b>g</b>				<b>b</b>						
Never	434	226	208	19	36	40	61	114	164	55	101	278	11	36	51	26	46	14	51	50	35	54	41	19	373	171	263	434	413			202	
	20%	21%	19%	8%	8%	13%	15%	30%	44%	8%	14%	37%	23%	19%	20%	23%	21%	13%	24%	25%	21%	18%	27%	9%	20%	16%	24%	20%	20%	20%	20%	15%	
					<b>abg</b>	<b>abg</b>	<b>abcdgh</b>	<b>abcdgghi</b>		<b>abg</b>	<b>abcdggh</b>		<b>l</b>	<b>l</b>	<b>l</b>	<b>l</b>	<b>l</b>	<b>l</b>	<b>fl</b>	<b>fl</b>	<b>l</b>	<b>l</b>	<b>fjlm</b>	<b>l</b>	<b>a</b>								

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Eating Better - Sandwiches (P023413/1)

Table 6

Q3\_3. Local and independent shop : Where do you get your sandwiches?

BASE: All respondents

	Gender		Age									Regions											Social grade		Sandwich Eaters	Meat eaters	Willing to eat less meat						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE	Sandwich Eaters	Meat Eaters	Willing to eat less meat			
Significance Level: 95%		<b>a</b>	<b>b</b>	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>	<b>e</b>	<b>f</b>	<b>g</b>	<b>h</b>	<b>i</b>	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>	<b>e</b>	<b>f</b>	<b>g</b>	<b>h</b>	<b>i</b>	<b>j</b>	<b>k</b>	<b>l</b>	<b>m</b>	<b>a</b>	<b>b</b>						
Total	2171	1101	1070	252	463	310	398	375	373	715	708	748	48	186	257	114	221	104	209	201	167	292	151	221	1833	1093	1078	2171	2053	1343			
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Always	115	71	44	34	40	26	12	1	2	74	38	3	2	5	12	3	11	4	10	12	8	13	4	31	104	72	43	115	111	83			
5%	5%	6%	4%	13%	9%	8%	3%	*	1%	10%	5%	*	4%	3%	5%	3%	5%	4%	5%	6%	5%	4%	3%	14%	6%	7%	4%	5%	5%	6%			
Mostly	212	140	72	48	78	38	23	14	11	126	61	25	8	17	31	14	26	12	31	14	13	15	9	22	175	116	96	212	204	142			
10%	10%	13%	7%	19%	17%	12%	6%	4%	3%	18%	9%	3%	17%	9%	12%	12%	12%	12%	15%	7%	8%	5%	6%	10%	10%	11%	9%	10%	10%	11%			
Sometimes	925	473	452	99	211	145	172	165	133	310	317	298	27	85	122	48	108	49	74	82	61	128	63	78	764	478	447	925	872	592			
43%	43%	42%	39%	46%	47%	43%	44%	36%	43%	45%	40%	56%	46%	47%	42%	49%	47%	35%	41%	37%	44%	42%	35%	42%	44%	41%	43%	42%	44%				
Never	919	417	502	71	134	101	191	195	227	205	292	422	11	79	92	49	76	39	94	93	85	136	75	90	790	427	492	919	866	526			
42%	42%	38%	47%	28%	29%	33%	48%	52%	61%	29%	41%	56%	23%	42%	36%	43%	34%	38%	45%	46%	51%	47%	50%	41%	43%	39%	46%	42%	42%	39%			
		<b>a</b>		<b>ab</b>	<b>bc</b>	<b>cd</b>	<b>de</b>	<b>ef</b>	<b>fg</b>	<b>gh</b>	<b>hi</b>	<b>ij</b>	<b>kl</b>	<b>lm</b>	<b>mn</b>	<b>op</b>	<b>pq</b>	<b>qr</b>	<b>rs</b>	<b>st</b>	<b>tu</b>	<b>vw</b>	<b>xy</b>	<b>z</b>	<b>aa</b>	<b>ab</b>	<b>ac</b>	<b>ad</b>	<b>ae</b>	<b>af</b>	<b>ag</b>	<b>ah</b>	

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Eating Better - Sandwiches (P023413/1)

Table 7

Q3\_4. I make my own : Where do you get your sandwiches?

BASE: All respondents

	Gender		Age									Regions											Social grade		Sandwich Eaters	Meat eaters	Willing to eat less meat			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE	Sandwich Eaters	Meat Eaters	Willing to eat less meat
Significance Level: 95%		<b>a</b>	<b>b</b>	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>	<b>e</b>	<b>f</b>	<b>g</b>	<b>h</b>	<b>i</b>	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>	<b>e</b>	<b>f</b>	<b>g</b>	<b>h</b>	<b>i</b>	<b>j</b>	<b>k</b>	<b>l</b>	<b>m</b>	<b>a</b>	<b>b</b>			<b>a</b>
Total	2171	1101	1070	252	463	310	398	375	373	715	708	748	48	186	257	114	221	104	209	201	167	292	151	221	1833	1093	1078	2171	2053	1343
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Always	609	310	299	63	114	80	99	115	138	177	179	253	13	39	76	27	52	28	69	68	53	82	53	49	529	275	334	609	581	339
28%	28%	28%	25%	25%	26%	25%	31%	37%	25%	25%	34%	27%	21%	30%	24%	24%	27%	33%	34%	32%	28%	35%	22%	29%	25%	31%	28%	28%	25%	
Mostly	928	451	477	95	205	135	177	163	153	300	312	316	20	87	104	52	99	48	86	84	61	130	63	94	773	476	452	928	869	605
43%	41%	45%	38%	44%	44%	44%	43%	41%	42%	44%	42%	42%	47%	40%	46%	45%	46%	41%	42%	37%	45%	42%	43%	42%	44%	42%	43%	42%	45%	
Sometimes	555	289	266	77	123	88	111	82	74	200	199	156	14	52	67	32	62	24	49	45	45	67	31	67	465	293	262	555	530	357
26%	26%	25%	31%	27%	28%	28%	22%	20%	28%	28%	21%	29%	28%	26%	28%	28%	23%	23%	22%	27%	23%	21%	30%	25%	27%	24%	26%	26%	27%	
Never	79	51	28	17	21	7	11	15	8	38	18	23	1	8	10	3	8	4	5	4	8	13	4	11	66	49	30	79	73	42
4%	5%	3%	7%	5%	2%	3%	4%	2%	5%	3%	3%	2%	4%	4%	3%	4%	4%	2%	2%	5%	4%	3%	5%	4%	4%	3%	4%	4%	3%	
		<b>b</b>	<b>cdghi</b>							<b>cdghi</b>														<b>k</b>		<b>b</b>				

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Eating Better - Sandwiches (Po23413/1)

Table 8

Q4. Do you buy lunch to go and if so, how often?

BASE: All respondents

	Gender			Age								Regions											Social grade		Sandwich Eaters	Meat eaters	Willing to eat less meat				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE	Sandwich Eaters	Meat Eaters	Willing to eat less meat	
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i	a	b	c	d	e	f	g	h	i	j	k	l	m	a	b			a	
Total	2311	1166	1145	263	479	323	427	404	415	742	750	819	52	197	271	116	231	114	222	217	185	313	158	235	1948	1152	1159	2171	2179	1405	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Five or more days a week (5-5)	68	42	26	21	24	10	7	5	1	45	17	6	1	5	9	0	7	2	5	7	4	8	4	16	60	43	25	65	64	47	
3%	4%	2%	8%	5%	3%	2%	1%	*	6%	2%	1%	2%	3%	3%	0	3%	2%	2%	3%	2%	3%	3%	7%	3%	4%	2%	3%	3%	3%	3%	
Three or four times a week (3-5)	270	159	111	59	92	45	37	28	9	151	82	37	8	23	33	12	24	7	27	28	15	29	12	52	232	168	102	267	258	194	
12%	14%	10%	22%	19%	14%	9%	7%	2%	20%	11%	5%	15%	12%	12%	10%	10%	6%	12%	13%	8%	9%	8%	22%	12%	15%	9%	12%	15%	9%	12%	
Two days a week (2-0)	385	209	176	75	110	77	69	36	18	185	146	54	5	26	45	19	54	21	43	25	29	49	18	51	333	223	162	379	374	259	
17%	18%	15%	29%	23%	24%	16%	9%	4%	25%	14%	7%	10%	13%	17%	16%	23%	18%	19%	12%	16%	16%	11%	22%	17%	19%	14%	17%	17%	17%	18%	
Once a week (1-0)	764	357	407	74	187	124	161	131	87	261	285	218	18	68	92	43	82	41	74	72	63	109	40	62	637	408	356	749	720	477	
33%	31%	36%	28%	39%	38%	38%	32%	21%	35%	38%	27%	35%	35%	34%	37%	35%	36%	33%	33%	34%	35%	25%	26%	33%	35%	31%	35%	33%	33%	34%	
Never (0-0)	824	399	425	34	66	67	153	204	300	100	220	504	20	75	92	42	64	43	73	85	74	118	84	54	686	310	514	711	763	428	
36%	34%	37%	13%	14%	21%	36%	50%	72%	13%	29%	62%	38%	38%	34%	36%	28%	38%	33%	39%	40%	38%	53%	23%	35%	27%	44%	33%	35%	35%	30%	
Base for stats	2311	1166	1145	263	479	323	427	404	415	742	750	819	52	197	271	116	231	114	222	217	185	313	158	235	1948	1152	1159	2171	2179	1405	
Mean Score	1.23	1.34	1.13	2.08	1.80	1.52	1.09	0.81	0.39	1.90	1.28	0.60	1.18	1.16	1.28	1.06	1.35	1.04	1.27	1.19	1.06	1.13	0.89	1.85	1.26	1.46	1.01	1.29	1.25	1.38	
Standard Deviation	1.340	1.410	1.255	1.511	1.397	1.296	1.178	1.116	0.758	1.443	1.247	0.975	1.354	1.319	1.367	1.086	1.287	1.145	1.294	1.392	1.227	1.273	1.277	1.582	1.352	1.387	1.254	1.339	1.340	1.375	
Standard Error	0.028	0.041	0.037	0.093	0.064	0.072	0.057	0.056	0.037	0.053	0.046	0.034	0.188	0.094	0.083	0.101	0.085	0.107	0.087	0.095	0.090	0.072	0.102	0.103	0.031	0.041	0.037	0.029	0.029	0.037	
Error variance	*	*	*	0.01	*	0.01	*	*	*	*	*	*	0.04	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	*	*	*	*	*	*	

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Eating Better - Sandwiches (Po23413/1)

Table 9

Q5. What are you looking for when you buy lunch to go?

BASE: All respondents

	Gender			Age									Regions											Social grade		Sandwich Eaters	Meat eaters	Willing to eat less meat		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE	Sandwich Eaters	Meat Eaters	Willing to eat less meat
Significance Level: 95%		<b>a</b>	<b>b</b>	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>	<b>e</b>	<b>f</b>	<b>g</b>	<b>h</b>	<b>i</b>	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>	<b>e</b>	<b>f</b>	<b>g</b>	<b>h</b>	<b>i</b>	<b>j</b>	<b>k</b>	<b>l</b>	<b>m</b>	<b>a</b>	<b>b</b>			<b>a</b>
Total	2311	1166	1145	263	479	323	427	404	415	742	750	819	52	197	271	116	231	114	222	217	185	313	158	235	1948	1152	1159	2171	2179	1405
Reasonably priced	1381	661	720	168	327	201	270	241	174	495	471	415	34	125	179	75	127	73	127	125	96	191	97	132	1149	711	670	1343	1306	861
	60%	57%	63%	64%	68%	62%	63%	60%	42%	67%	63%	51%	65%	63%	66%	65%	55%	64%	57%	58%	52%	61%	61%	56%	59%	62%	58%	62%	60%	61%
Good for your health	801	405	396	110	209	137	140	125	80	319	277	205	21	61	94	28	77	28	85	60	60	116	46	125	691	485	316	775	732	604
	35%	35%	35%	42%	44%	42%	33%	31%	19%	43%	37%	25%	40%	31%	33%	24%	33%	25%	38%	28%	32%	37%	29%	53%	35%	42%	27%	36%	34%	43%
Good for the planet	308	169	139	57	71	52	50	48	30	128	102	78	3	24	41	9	31	11	33	30	17	45	17	47	270	188	120	307	274	246
	13%	14%	12%	22%	15%	16%	12%	12%	7%	17%	14%	10%	6%	12%	15%	8%	13%	10%	15%	14%	9%	14%	11%	20%	14%	16%	10%	14%	13%	18%
Variety of options	840	383	457	65	171	109	176	184	135	236	285	319	22	90	93	39	87	42	66	78	66	121	65	71	686	434	406	814	789	526
	36%	33%	40%	25%	36%	34%	41%	46%	33%	32%	38%	39%	42%	46%	34%	34%	38%	37%	30%	36%	36%	39%	41%	30%	35%	38%	35%	37%	36%	37%
None of the above	344	190	154	8	15	22	44	86	169	23	66	255	2	25	39	15	34	18	35	41	36	47	30	22	299	111	233	272	319	152
	15%	16%	13%	3%	3%	7%	10%	21%	41%	3%	9%	31%	4%	13%	14%	13%	15%	16%	16%	19%	19%	15%	19%	9%	15%	10%	20%	13%	15%	11%

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Eating Better - Sandwiches (Po23413/1)

Table 10

Q6. How often, if at all, do you eat meat and meat products (i.e. all meat including chicken, sausages, bacon, ham etc. but excluding eggs, egg products, fish and fish products)?

BASE: All respondents

	Gender		Age									Regions											Social grade		Sandwich Eaters	Meat eaters	Willing to eat less meat				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE	Sandwich Eaters	Meat Eaters	Willing to eat less meat	
Significance Level: 95%		<b>a</b>	<b>b</b>	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>	<b>e</b>	<b>f</b>	<b>g</b>	<b>h</b>	<b>i</b>	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>	<b>e</b>	<b>f</b>	<b>g</b>	<b>h</b>	<b>i</b>	<b>j</b>	<b>k</b>	<b>l</b>	<b>m</b>	<b>a</b>	<b>b</b>			<b>a</b>	
Total	2311	1166	1145	263	479	323	427	404	415	742	750	819	52	197	271	116	231	114	222	217	185	313	158	235	1948	1152	1159	2171	2179	1405	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Every day	464	264	200	75	116	63	75	66	69	191	138	135	13	34	58	19	40	23	41	42	38	65	41	50	394	234	230	432	464	188	
20%	23%	17%	29%	24%	20%	18%	16%	17%	26%	18%	16%	25%	17%	21%	16%	17%	20%	20%	18%	19%	21%	21%	26%	21%	20%	20%	20%	20%	21%	13%	
		<b>b</b>		<b>cdefhi</b>	<b>defhi</b>					<b>cdefhi</b>													<b>be</b>								
Five or six days a week	532	310	222	58	116	83	79	85	111	174	162	196	8	49	68	29	47	26	41	50	39	90	35	50	449	281	251	514	532	311	
23%	27%	19%	22%	24%	26%	19%	21%	27%	23%	22%	24%	15%	25%	25%	25%	20%	23%	18%	23%	21%	29%	22%	21%	23%	24%	22%	24%	24%	24%	22%	
		<b>b</b>		<b>d</b>	<b>d</b>				<b>dh</b>	<b>d</b>	<b>d</b>											<b>aeglm</b>									
Three or four times a week	682	316	366	76	141	89	134	129	113	217	223	242	14	57	68	38	76	38	68	62	63	80	45	73	573	335	347	645	682	434	
30%	27%	32%	29%	29%	28%	31%	32%	27%	29%	29%	30%	30%	27%	29%	25%	33%	33%	33%	31%	29%	34%	26%	28%	31%	29%	29%	30%	30%	31%	31%	
		<b>a</b>																			<b>ej</b>										
One or two days a week	374	180	194	31	59	60	72	75	77	90	132	152	10	35	51	25	35	18	44	32	26	45	15	38	311	175	199	350	374	266	
16%	15%	17%	12%	12%	19%	17%	19%	19%	12%	18%	19%	19%	19%	18%	19%	22%	15%	16%	20%	15%	14%	14%	9%	16%	16%	15%	17%	16%	17%	19%	
				<b>abg</b>	<b>g</b>	<b>abg</b>	<b>abg</b>				<b>abg</b>	<b>abg</b>			<b>k</b>	<b>k</b>	<b>k</b>			<b>k</b>					<b>k</b>						
Less than once a week	127	46	81	8	26	9	32	24	28	34	41	52	1	12	11	2	22	5	15	13	10	14	10	12	109	57	70	112	127	96	
5%	4%	7%	3%	5%	3%	7%	6%	7%	5%	5%	6%	6%	2%	6%	4%	2%	10%	4%	7%	6%	5%	4%	6%	5%	6%	5%	6%	5%	6%	7%	
		<b>a</b>				<b>acg</b>	<b>c</b>	<b>ac</b>			<b>ac</b>						<b>edjm</b>		<b>d</b>												
Never	132	50	82	15	21	19	35	25	17	36	54	42	6	10	15	3	11	4	13	18	9	19	12	12	112	70	62	118	0	110	
6%	4%	7%	6%	4%	6%	8%	6%	4%	5%	7%	5%	5%	12%	5%	6%	3%	5%	4%	6%	8%	5%	6%	8%	5%	6%	6%	6%	5%	5%	8%	
		<b>a</b>				<b>bfgi</b>					<b>bf</b>		<b>df</b>							<b>d</b>											

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Eating Better - Sandwiches (Po23413/1)

Table 11

Q7. Compared to a year ago do you think you are eating more or less meat and meat products or is it about the same amount?

BASE: All respondents

	Gender		Age									Regions											Social grade		Sandwich Eaters	Meat eaters	Willing to eat less meat				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE	Sandwich Eaters	Meat Eaters	Willing to eat less meat	
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i	a	b	c	d	e	f	g	h	i	j	k	l	m	a	b				
Total	2311	1166	1145	263	479	323	427	404	415	742	750	819	52	197	271	116	231	114	222	217	185	313	158	235	1948	1152	1159	2171	2179	1405	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More meat than a year ago	161	101	60	53	50	26	14	8	10	103	40	18	3	6	19	6	12	9	21	13	14	18	7	33	143	106	55	153	158	84	
7%	9%	5%	20%	10%	8%	3%	2%	2%	14%	5%	2%	14%	6%	3%	7%	5%	5%	8%	9%	6%	8%	6%	4%	14%	7%	9%	5%	7%	7%	6%	
Less meat than a year ago	562	252	310	54	112	78	106	114	98	166	184	212	13	63	65	21	52	29	63	52	45	72	27	60	457	295	267	533	555	504	
24%	22%	27%	21%	23%	24%	25%	28%	24%	22%	25%	26%	25%	32%	24%	18%	23%	25%	28%	24%	24%	24%	23%	17%	26%	23%	26%	23%	25%	25%	36%	
About the same amount	1439	751	688	131	288	197	278	256	289	419	475	545	30	116	171	85	149	71	125	135	115	204	114	124	1222	663	776	1352	1424	692	
62%	64%	60%	50%	60%	61%	65%	63%	70%	56%	63%	67%	58%	59%	63%	73%	65%	62%	56%	62%	62%	62%	65%	72%	53%	63%	58%	67%	62%	65%	49%	
I already don't eat any meat or meat products	114	47	67	21	19	17	26	20	11	40	43	31	2	8	13	3	12	3	10	15	8	16	10	14	101	71	43	103	31	98	
5%	4%	6%	8%	4%	5%	6%	5%	3%	5%	6%	4%	4%	4%	5%	3%	5%	3%	5%	5%	7%	4%	5%	6%	6%	5%	6%	4%	5%	1%	7%	
I have given up meat completely in the last year	35	15	20	4	10	5	3	6	7	14	8	13	4	4	3	1	6	2	3	2	3	3	0	4	25	17	18	30	11	27	
2%	1%	2%	2%	2%	2%	1%	1%	2%	2%	1%	2%	2%	8%	2%	1%	1%	3%	2%	1%	1%	2%	1%	0	2%	1%	1%	2%	1%	1%	2%	

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Eating Better - Sandwiches (P023413/1)

Table 14

Q10. What has or would help you to reduce your meat consumption?

BASE: All respondents

	Gender			Age									Regions											Social grade		Sandwich Eaters	Meat eaters	Willing to eat less meat			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE	Sandwich Eaters	Meat Eaters	Willing to eat less meat	
Significance Level: 95%		<b>a</b>	<b>b</b>	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>	<b>e</b>	<b>f</b>	<b>g</b>	<b>h</b>	<b>i</b>	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>	<b>e</b>	<b>f</b>	<b>g</b>	<b>h</b>	<b>i</b>	<b>j</b>	<b>k</b>	<b>l</b>	<b>m</b>	<b>a</b>	<b>b</b>				
Total	231	1166	1145	263	479	323	427	404	415	742	750	819	52	197	271	116	231	114	222	217	185	313	158	235	1948	1152	1159	2171	2179	1405	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More knowledge on how to plan and cook less meat meals	804	373	431	98	177	118	150	137	124	275	268	261	18	69	101	34	84	39	75	75	63	111	51	84	678	412	392	757	773	539	
	35%	32%	38%	37%	37%	37%	35%	34%	30%	37%	36%	32%	35%	35%	37%	29%	36%	34%	34%	35%	34%	35%	32%	36%	35%	36%	34%	35%	35%	35%	38%
		<b>a</b>	<b>f</b>	<b>f</b>						<b>fi</b>	<b>f</b>																				
More low or no meat options available in 'ready meals' and food products	567	287	280	76	138	92	105	84	72	214	197	156	11	51	81	24	55	26	57	48	43	66	38	67	479	311	256	543	533	426	
	25%	25%	24%	29%	29%	28%	25%	21%	17%	29%	26%	19%	21%	26%	30%	21%	24%	23%	26%	22%	23%	21%	24%	29%	25%	27%	22%	25%	24%	30%	
				<b>efi</b>	<b>efi</b>	<b>efi</b>	<b>fi</b>			<b>efi</b>	<b>efi</b>				<b>j</b>									<b>j</b>		<b>b</b>					
More low or no meat options available in 'food on the go' i.e. lunch takeaway	480	245	235	72	129	93	92	53	41	201	185	94	10	42	52	26	50	21	57	47	40	58	23	54	407	284	196	470	456	362	
	21%	21%	21%	27%	27%	29%	22%	13%	10%	27%	25%	11%	19%	21%	19%	22%	22%	18%	26%	22%	22%	19%	15%	23%	21%	25%	17%	22%	21%	26%	
				<b>efi</b>	<b>efi</b>	<b>defi</b>	<b>efi</b>			<b>defi</b>	<b>efi</b>								<b>jk</b>					<b>k</b>		<b>b</b>					
Less meat options becoming more acceptable among friends and family	429	214	215	68	96	67	80	57	61	164	147	118	7	34	54	20	41	24	51	43	23	51	28	53	364	212	217	402	414	290	
	19%	18%	19%	26%	20%	21%	19%	14%	15%	22%	20%	14%	13%	17%	20%	17%	18%	21%	23%	20%	12%	16%	18%	23%	19%	18%	19%	19%	19%	21%	
				<b>defhi</b>	<b>efi</b>	<b>efi</b>	<b>i</b>			<b>efi</b>	<b>efi</b>				<b>i</b>			<b>i</b>	<b>i</b>	<b>i</b>				<b>i</b>	<b>i</b>						
More low or no meat recipes in my favourite books and on websites	294	125	169	33	68	45	53	49	46	101	98	95	4	28	31	15	38	10	30	25	18	34	18	43	252	168	126	284	281	234	
	13%	11%	15%	13%	14%	14%	12%	12%	11%	14%	13%	12%	8%	14%	11%	13%	16%	9%	14%	12%	10%	11%	11%	18%	13%	15%	11%	13%	13%	17%	
			<b>a</b>														<b>i</b>							<b>cfhijm</b>		<b>b</b>					
More no or low meat options made available in my school or staff canteen	146	76	70	21	45	36	19	11	14	66	55	25	3	12	25	7	14	5	13	15	7	14	9	22	126	76	70	137	131	91	
	6%	7%	6%	8%	9%	11%	4%	3%	3%	9%	7%	3%	6%	6%	9%	6%	6%	4%	6%	7%	4%	4%	6%	9%	6%	7%	6%	6%	6%	6%	
				<b>efi</b>	<b>defi</b>	<b>defhi</b>				<b>defi</b>	<b>efi</b>				<b>ij</b>									<b>ij</b>							
Other	334	200	134	12	34	23	66	88	111	46	89	199	9	30	33	19	25	19	27	32	34	55	32	19	276	127	207	307	298	87	
	14%	17%	12%	5%	7%	7%	15%	22%	27%	6%	12%	24%	17%	15%	12%	16%	11%	17%	12%	15%	18%	18%	20%	8%	14%	11%	18%	14%	14%	6%	
		<b>b</b>					<b>abeg</b>	<b>abcdgh</b>	<b>abcdgh</b>		<b>abeg</b>	<b>abcdgh</b>	<b>l</b>	<b>l</b>		<b>l</b>		<b>l</b>		<b>l</b>	<b>el</b>	<b>el</b>	<b>ceglm</b>		<b>l</b>		<b>a</b>				

Prepared by Savanta