

Eating Better Survey

ONLINE Fieldwork: 21st to 22nd September 2020

Absolutes/col percents

Table 1
Q.1 How often, if at all, do you eat meat and meat products (i.e. any meat including chicken, sausages, bacon, ham etc. but excluding eggs, egg products, fish and fish products)?
Base: All respondents

	Gender			Age						Social Grade				Region											
	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
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
NET: Ever eat	1903	959	944	192	332	296	347	284	452	521	523	398	460	157	82	218	160	159	138	95	179	247	249	162	57
	91%	94%	88%	82%	92%	88%	94%	91%	93%	91%	89%	94%	90%	89%	96%	93%	94%	88%	93%	94%	92%	90%	88%	89%	91%
Every day	424	244	180	78	91	69	87	45	54	115	92	100	116	35	21	43	47	38	23	18	41	53	51	41	13
	20%	24%	17%	34%	25%	21%	23%	14%	11%	20%	16%	24%	23%	20%	25%	18%	27%	21%	16%	17%	21%	19%	18%	23%	21%
Five or six days a week	539	292	246	43	97	83	93	90	132	156	145	120	117	46	16	63	44	51	51	25	55	59	72	42	15
	26%	29%	23%	18%	27%	25%	25%	29%	27%	27%	25%	28%	23%	26%	19%	27%	26%	28%	34%	25%	28%	21%	25%	23%	23%
Three or four times a week	604	292	312	40	90	95	102	84	193	169	180	121	135	46	31	66	48	51	43	37	53	81	78	51	17
	29%	29%	29%	17%	25%	28%	28%	27%	40%	29%	31%	28%	26%	26%	37%	28%	28%	28%	29%	37%	27%	30%	27%	28%	27%
One or two days a week	239	92	146	16	41	35	45	45	58	59	69	46	65	23	11	34	14	13	15	11	23	37	33	18	8
	11%	9%	14%	7%	11%	10%	12%	14%	12%	10%	12%	11%	13%	13%	12%	14%	8%	7%	10%	10%	12%	14%	11%	10%	13%
Less than once a week	97	38	59	15	12	14	21	19	16	23	36	12	27	7	2	12	8	6	6	4	6	17	16	10	5
	5%	4%	6%	6%	3%	4%	6%	6%	3%	4%	6%	3%	5%	4%	3%	5%	5%	3%	4%	4%	3%	6%	6%	6%	7%
Never	192	63	129	41	30	39	23	27	32	51	65	27	49	20	4	16	11	22	10	6	16	28	35	19	5
	9%	6%	12%	18%	8%	12%	6%	9%	7%	9%	11%	6%	10%	11%	4%	7%	6%	12%	7%	6%	8%	10%	12%	11%	9%

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Base: All respondents

	Employment Sector			Opinion Influencer	Ethnicity						
	Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Unweighted base	2095	311	857	175	1877	197	44	95	38	8	12
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
NET: Ever eat	1903	302	792	174	1706	180	34	92	33	10	12
	91%	91%	90%	91%	91%	89%	76%	91%	95%	100%	100%
Every day	424	77	197	42	375	47	9	17	8	5	7
	20%	23%	23%	22%	20%	23%	21%	16%	24%	53%	61%
Five or six days a week	539	73	235	55	493	39	5	19	10	3	3
	26%	22%	27%	29%	26%	20%	11%	18%	30%	29%	23%
Three or four times a week	604	91	235	56	540	58	11	34	9	2	2
	29%	27%	27%	29%	29%	29%	25%	34%	27%	18%	16%
One or two days a week	239	38	89	15	210	25	5	19	1	-	-
	11%	11%	10%	8%	11%	12%	11%	19%	3%	-	-
Less than once a week	97	23	36	5	86	11	3	4	4	-	-
	5%	7%	4%	3%	5%	5%	8%	4%	10%	-	-
Never	192	30	85	18	170	21	10	9	2	-	-
	9%	9%	10%	9%	9%	11%	24%	9%	5%	-	-

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Table 2

Q.2 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						Social Grade				Region											
	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
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
More meat than a year ago	119 6%	61 6%	59 5%	29 13%	37 10%	26 8%	18 5%	6 2%	3 1%	42 7%	32 5%	20 5%	26 5%	16 9%	3 4%	11 5%	11 7%	10 6%	4 3%	5 5%	9 5%	24 9%	17 6%	5 3%	3 5%
Less meat than a year ago	440 21%	190 19%	251 23%	70 30%	75 21%	60 18%	74 20%	58 19%	104 21%	127 22%	145 25%	79 19%	89 18%	23 13%	18 22%	41 18%	22 13%	36 20%	35 23%	21 20%	39 20%	85 31%	71 25%	38 21%	11 18%
About the same amount	1346 64%	711 70%	636 59%	95 41%	222 61%	212 63%	257 69%	216 70%	344 71%	355 62%	349 59%	297 70%	344 68%	118 67%	60 70%	165 71%	128 75%	114 63%	100 67%	66 65%	134 68%	136 50%	162 57%	120 67%	43 69%
I already don't eat any meat or meat products	166 8%	56 5%	110 10%	37 16%	19 5%	33 10%	21 6%	29 9%	28 6%	42 7%	53 9%	27 6%	43 8%	18 10%	4 4%	13 6%	8 4%	17 9%	9 6%	7 7%	13 7%	24 9%	32 11%	15 9%	5 8%
I have given up meat completely in the last year	23 1%	5 1%	18 2%	2 1%	9 2%	4 1%	1 *	1 *	6 1%	6 1%	9 2%	1 *	7 1%	1 *	-	3 1%	2 1%	4 2%	1 *	3 3%	1 *	5 2%	2 1%	1 1%	1 1%

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Table 2

Q.2 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

	Employment Sector			Opinion Influencer	Ethnicity						
	Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Unweighted base	2095	311	857	175	1877	197	44	95	38	8	12
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
More meat than a year ago	119 6%	22 7%	66 8%	30 15%	91 5%	27 13%	7 16%	10 10%	5 14%	3 36%	1 5%
Less meat than a year ago	440 21%	78 23%	176 20%	55 29%	379 20%	58 29%	12 27%	31 31%	15 42%	-	1 7%
About the same amount	1346 64%	202 61%	554 63%	87 45%	1241 66%	95 47%	15 34%	49 49%	13 38%	6 64%	10 88%
I already don't eat any meat or meat products	166 8%	28 8%	66 8%	18 10%	149 8%	15 8%	6 14%	8 8%	2 5%	-	-
I have given up meat completely in the last year	23 1%	3 1%	15 2%	2 1%	16 1%	6 3%	4 9%	2 2%	-	-	-

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Table 3

Q.3 Are you willing to consider eating less meat and fewer meat products in the future?**Base: All respondents who eat meat and meat products**

	Gender			Age						Social Grade				Region											
	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 Ireland
Unweighted base	1910	948	962	168	304	311	356	307	464	550	463	429	468	165	80	232	159	151	135	88	195	254	229	162	60
Weighted base	1903	959	944	192	332	296	347	284	452	521	523	398	460	157	82	218	160	159	138	95	179	247	249	162	57
Yes	1233	558	675	148	229	183	230	170	272	360	369	243	261	100	52	131	85	99	89	56	109	184	176	116	36
	65%	58%	71%	77%	69%	62%	66%	60%	60%	69%	71%	61%	57%	64%	64%	60%	53%	62%	64%	59%	61%	75%	70%	71%	63%
No	670	401	269	44	103	113	117	114	180	161	154	155	199	57	29	87	75	60	50	39	70	62	74	46	21
	35%	42%	29%	23%	31%	38%	34%	40%	40%	31%	29%	39%	43%	36%	36%	40%	47%	38%	36%	41%	39%	25%	30%	29%	37%

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Table 3

Q.3 Are you willing to consider eating less meat and fewer meat products in the future?

Base: All respondents who eat meat and meat products

	Employment Sector			Opinion Influencer	Ethnicity						
	Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Unweighted base	1910	283	772	160	1713	178	35	87	36	8	12
Weighted base	1903	302	792	174	1706	180	34	92	33	10	12
Yes	1233 65%	218 72%	510 64%	123 71%	1102 65%	122 68%	24 72%	64 70%	22 66%	5 53%	6 53%
No	670 35%	84 28%	282 36%	50 29%	603 35%	58 32%	10 28%	27 30%	11 34%	5 47%	6 47%

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Table 4

Q.4 Which, if any, of the following do you think are the main reasons for eating or considering eating less meat and fewer meat products?

Base: All respondents

	Gender			Age						Social Grade				Region											
	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 Ireland
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
Heath reasons	1056	494	562	122	176	154	192	172	239	320	292	221	224	103	41	117	65	90	64	47	88	141	163	96	41
	50%	48%	52%	52%	49%	46%	52%	56%	49%	56%	50%	52%	44%	58%	48%	50%	38%	50%	43%	46%	45%	51%	57%	53%	65%
Conditions in which animals are reared (bred and grown to eat)	968	400	568	119	136	136	163	160	253	253	281	206	227	81	43	102	83	71	58	52	96	119	144	91	29
	46%	39%	53%	51%	38%	41%	44%	52%	52%	44%	48%	48%	45%	46%	50%	43%	49%	39%	39%	51%	49%	43%	50%	50%	47%
Concerns about where meat comes from	807	334	473	94	129	108	126	139	212	215	215	167	210	70	34	89	56	83	55	41	71	89	122	74	24
	39%	33%	44%	40%	36%	32%	34%	45%	44%	38%	37%	39%	41%	39%	40%	38%	33%	46%	37%	41%	36%	32%	43%	41%	39%
High carbon footprint of meat production (e.g. impact on climate change)	792	364	428	105	137	110	140	104	197	243	235	155	160	70	33	83	56	75	44	39	74	95	129	78	15
	38%	36%	40%	45%	38%	33%	38%	33%	41%	42%	40%	36%	31%	40%	39%	36%	33%	41%	30%	39%	38%	35%	45%	43%	25%
Other environmental concerns (e.g. damage to wildlife and habitats, pollution, water usage etc.)	775	350	425	117	147	113	136	101	161	228	229	158	160	67	26	78	58	69	45	38	77	109	115	77	15
	37%	34%	40%	50%	41%	34%	37%	33%	33%	40%	39%	37%	31%	38%	31%	33%	34%	38%	30%	38%	39%	40%	40%	43%	24%
To save money	583	306	277	79	124	105	108	85	81	154	158	112	159	45	27	59	47	49	39	29	60	69	91	59	8
	28%	30%	26%	34%	34%	31%	29%	27%	17%	27%	27%	26%	31%	25%	32%	25%	27%	27%	26%	29%	31%	25%	32%	32%	13%
Concerns about food safety	563	239	324	46	83	89	83	93	168	151	142	123	147	45	19	64	36	58	32	32	41	69	90	46	30
	27%	23%	30%	20%	23%	27%	22%	30%	35%	26%	24%	29%	29%	25%	23%	27%	21%	32%	22%	32%	21%	25%	32%	26%	47%
Concern for workers involved in producing meat	187	77	110	27	32	31	26	31	41	44	59	41	43	17	6	12	16	19	8	12	9	33	30	20	6
	9%	8%	10%	11%	9%	9%	7%	10%	9%	8%	10%	10%	8%	10%	7%	5%	9%	11%	5%	12%	5%	12%	10%	11%	10%
Don't know	210	131	79	12	30	45	42	26	54	30	52	45	83	13	9	24	33	12	23	15	16	25	21	11	6
	10%	13%	7%	5%	8%	14%	11%	8%	11%	5%	9%	11%	16%	8%	10%	10%	20%	7%	16%	15%	8%	9%	7%	6%	9%

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Table 4

Q.4 Which, if any, of the following do you think are the main reasons for eating or considering eating less meat and fewer meat products?

Base: All respondents

	Employment Sector				Ethnicity						
	Total	Public	Private	Opinion Influencer	White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Unweighted base	2095	311	857	175	1877	197	44	95	38	8	12
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
Heath reasons	1056	181	425	106	951	97	21	50	17	5	3
	50%	54%	48%	55%	51%	48%	48%	50%	50%	56%	26%
Conditions in which animals are reared (bred and grown to eat)	968	147	375	71	896	66	23	31	7	3	1
	46%	44%	43%	37%	48%	33%	53%	31%	19%	35%	9%
Concerns about where meat comes from	807	120	312	67	727	75	23	36	9	4	3
	39%	36%	36%	35%	39%	37%	51%	35%	27%	37%	29%
High carbon footprint of meat production (e.g. impact on climate change)	792	132	301	66	733	54	19	18	9	3	5
	38%	40%	34%	34%	39%	27%	43%	18%	25%	34%	44%
Other environmental concerns (e.g. damage to wildlife and habitats, pollution, water usage etc.)	775	137	313	74	700	69	25	24	10	3	6
	37%	41%	36%	39%	37%	34%	55%	24%	29%	35%	53%
To save money	583	99	248	55	516	61	19	28	5	5	4
	28%	30%	28%	29%	27%	30%	42%	28%	15%	54%	34%
Concerns about food safety	563	66	216	57	489	70	13	45	9	1	3
	27%	20%	25%	30%	26%	35%	28%	44%	27%	9%	24%
Concern for workers involved in producing meat	187	35	65	26	168	19	8	8	2	1	*
	9%	11%	7%	14%	9%	9%	18%	8%	5%	9%	4%
Don't know	210	21	96	12	184	23	2	13	7	-	1
	10%	6%	11%	6%	10%	11%	5%	12%	20%	-	9%

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Absolutes/col percents

Table 5
Q.5 What has or would help you to reduce your meat consumption?
Base: All respondents who eat meat and meat products

	Gender			Age						Social Grade				Region											
	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
Unweighted base	1910	948	962	168	304	311	356	307	464	550	463	429	468	165	80	232	159	151	135	88	195	254	229	162	60
Weighted base	1903	959	944	192	332	296	347	284	452	521	523	398	460	157	82	218	160	159	138	95	179	247	249	162	57
More knowledge on how to plan and cook less meat meals	674 35%	279 29%	395 42%	88 46%	135 41%	107 36%	118 34%	91 32%	134 30%	186 36%	200 38%	154 39%	133 29%	58 37%	23 28%	69 32%	44 28%	58 37%	51 37%	34 36%	58 32%	93 38%	91 36%	65 40%	28 49%
More low or no meat options available in 'ready meals' and food products	441 23%	225 23%	217 23%	58 30%	74 22%	70 23%	86 25%	59 21%	94 21%	132 25%	129 25%	90 23%	90 20%	43 27%	20 24%	39 18%	39 24%	44 27%	28 20%	12 13%	41 23%	67 27%	63 25%	37 23%	8 15%
More low or no meat recipes in my favourite books and on websites	375 20%	163 17%	212 22%	58 30%	69 21%	71 24%	76 22%	39 14%	63 14%	114 22%	106 20%	92 23%	62 13%	33 21%	10 12%	43 20%	28 18%	41 26%	27 20%	16 16%	33 18%	49 20%	46 18%	40 25%	10 17%
More low or no meat options available in 'food on the go' i.e. lunch takeaway	325 17%	166 17%	159 17%	58 30%	74 22%	59 20%	62 18%	40 14%	31 7%	102 20%	87 17%	62 16%	74 16%	25 16%	9 11%	34 16%	21 13%	35 22%	21 15%	14 14%	26 15%	50 20%	42 17%	33 21%	13 22%
Less meat options becoming more acceptable among friends and family	293 15%	134 14%	159 17%	48 25%	58 17%	30 10%	48 14%	40 14%	70 15%	80 15%	101 19%	61 15%	52 11%	23 15%	16 20%	28 13%	14 9%	24 15%	18 13%	9 10%	24 13%	50 20%	52 21%	25 16%	9 16%
More no or low meat options made available in my school or staff canteen	109 6%	52 5%	57 6%	35 18%	35 10%	12 4%	16 5%	8 3%	3 1%	39 8%	38 7%	15 4%	16 4%	5 3%	7 9%	6 3%	9 5%	10 6%	4 3%	5 6%	7 4%	27 11%	16 6%	9 6%	4 7%
Other	96 5%	47 5%	49 5%	7 4%	13 4%	9 3%	15 4%	17 6%	35 8%	21 4%	32 6%	17 4%	26 6%	8 5%	2 3%	7 3%	5 3%	9 5%	3 2%	4 4%	13 7%	16 7%	14 6%	12 8%	3 5%
None of these	654 34%	384 40%	270 29%	37 19%	84 25%	99 34%	120 35%	115 40%	198 44%	163 31%	154 29%	137 34%	200 44%	51 32%	30 37%	86 40%	78 49%	51 32%	48 35%	40 42%	71 40%	63 26%	77 31%	44 27%	14 24%

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Table 5
Q.5 What has or would help you to reduce your meat consumption?
Base: All respondents who eat meat and meat products

	Employment Sector			Opinion Influencer	Ethnicity						
	Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Unweighted base	1910	283	772	160	1713	178	35	87	36	8	12
Weighted base	1903	302	792	174	1706	180	34	92	33	10	12
More knowledge on how to plan and cook less meat meals	674 35%	128 42%	275 35%	63 36%	593 35%	79 44%	18 52%	37 40%	15 46%	4 45%	5 45%
More low or no meat options available in 'ready meals' and food products	441 23%	81 27%	187 24%	45 26%	390 23%	48 27%	15 45%	19 21%	8 23%	1 9%	5 41%
More low or no meat recipes in my favourite books and on websites	375 20%	77 26%	170 21%	44 26%	334 20%	38 21%	11 33%	15 16%	5 16%	1 9%	6 49%
More low or no meat options available in 'food on the go' i.e. lunch takeaway	325 17%	65 22%	161 20%	48 28%	279 16%	43 24%	8 24%	21 23%	9 26%	3 26%	3 23%
Less meat options becoming more acceptable among friends and family	293 15%	61 20%	112 14%	37 22%	255 15%	38 21%	6 16%	22 24%	5 17%	2 18%	3 27%
More no or low meat options made available in my school or staff canteen	109 6%	36 12%	52 7%	28 16%	79 5%	28 15%	7 21%	8 8%	6 18%	2 17%	5 46%
Other	96 5%	9 3%	40 5%	9 5%	88 5%	6 3%	2 5%	2 2%	1 4%	-	1 7%
None of these	654 34%	70 23%	251 32%	39 22%	606 36%	40 22%	6 18%	22 24%	8 25%	2 21%	2 17%

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Table 6
Q.6 Which ONE of the following statements do you agree with the most?
Base: All respondents

	Gender			Age						Social Grade				Region											
	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
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
The UK should import meat and dairy, no matter its quality	63 3%	51 5%	12 1%	15 6%	22 6%	12 4%	6 2%	3 1%	5 1%	29 5%	8 1%	12 3%	13 3%	6 4%	1 1%	6 3%	3 2%	2 1%	5 3%	6 6%	3 2%	14 5%	9 3%	8 4%	-
The UK should import meat and dairy, but only if its quality is at least as high as in the UK	1374 66%	720 70%	654 61%	138 59%	232 64%	210 63%	236 64%	209 67%	349 72%	411 72%	367 62%	281 66%	315 62%	110 62%	55 64%	148 63%	109 64%	123 68%	94 63%	61 61%	135 69%	191 69%	188 66%	114 63%	45 72%
The UK should not import meat and dairy into the UK	541 26%	194 19%	346 32%	59 25%	90 25%	84 25%	105 28%	88 28%	115 24%	98 17%	175 30%	115 27%	152 30%	50 28%	25 30%	67 29%	48 28%	44 24%	44 30%	24 24%	45 23%	55 20%	70 25%	55 31%	13 20%
I don't care about/ have a viewpoint on meat and dairy imports	117 6%	57 6%	60 6%	21 9%	19 5%	28 8%	24 6%	11 3%	15 3%	33 6%	38 6%	17 4%	29 6%	11 6%	4 5%	13 5%	10 6%	11 6%	6 4%	10 10%	11 6%	15 5%	17 6%	4 2%	5 7%

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Absolutes/col percents

Table 6
Q.6 Which ONE of the following statements do you agree with the most?
Base: All respondents

	Employment Sector			Opinion Influencer	Ethnicity						
	Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Unweighted base	2095	311	857	175	1877	197	44	95	38	8	12
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
The UK should import meat and dairy, no matter its quality	63 3%	19 6%	32 4%	18 9%	53 3%	10 5%	1 3%	6 6%	3 8%	- -	1 5%
The UK should import meat and dairy, but only if its quality is at least as high as in the UK	1374 66%	194 58%	578 66%	127 66%	1232 66%	132 66%	26 59%	65 65%	22 63%	8 84%	11 92%
The UK should not import meat and dairy into the UK	541 26%	100 30%	217 25%	39 20%	490 26%	45 22%	13 29%	22 22%	8 24%	2 16%	* 3%
I don't care about/ have a viewpoint on meat and dairy imports	117 6%	20 6%	49 6%	7 4%	101 5%	14 7%	4 9%	8 8%	2 5%	- -	- -

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Absolutes/col percents

Table 7
Q.7 To what extent do you agree or disagree with the following statements?

Summary Table**Base: All respondents**

	Statements						
	Producing and consuming meat/livestock products has a significant negative impact on the environment	I would like to do more to support farmers wherever they are in the world	I would like to do more to support all UK farmers	I would like to do more to support UK farmers that have high animal welfare and environmental standards	UK farmers should receive a fair share of the price we pay for meat and dairy in shops, cafes and restaurants	UK farmers are important in keeping our country going	The Government should assess future trade deals for their impact on human health and the environment
Unweighted base	2095	2095	2095	2095	2095	2095	2095
Weighted base	2095	2095	2095	2095	2095	2095	2095
NET: Agree	915 44%	855 41%	1458 70%	1536 73%	1762 84%	1767 84%	1622 77%
Strongly agree (5)	368 18%	261 12%	676 32%	824 39%	1133 54%	1206 58%	911 43%
Tend to agree (4)	547 26%	595 28%	782 37%	711 34%	629 30%	561 27%	711 34%
Neither agree nor disagree (3)	624 30%	811 39%	418 20%	366 17%	175 8%	176 8%	266 13%
Tend to disagree (2)	235 11%	217 10%	95 5%	57 3%	35 2%	45 2%	45 2%
Strongly disagree (1)	122 6%	73 3%	38 2%	39 2%	46 2%	43 2%	45 2%
NET: Disagree	358 17%	290 14%	133 6%	96 5%	81 4%	88 4%	90 4%
Don't know	199 9%	139 7%	86 4%	97 5%	77 4%	64 3%	118 6%
Mean	3.42	3.39	3.98	4.11	4.37	4.40	4.21
Standard deviation	1.13	0.97	0.95	0.94	0.89	0.89	0.92
Standard error	0.03	0.02	0.02	0.02	0.02	0.02	0.02

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Absolutes/col percents

Table 8

Q.7 To what extent do you agree or disagree with the following statements?**Producing and consuming meat/livestock products has a significant negative impact on the environment****Base: All respondents**

	Gender			Age						Social Grade				Region												
	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	
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64	
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63	
NET: Agree	915 44%	417 41%	498 46%	135 58%	174 48%	144 43%	163 44%	123 40%	175 36%	271 47%	269 46%	181 43%	194 38%	79 45%	33 39%	96 41%	67 39%	87 48%	52 35%	44 43%	86 44%	124 45%	140 49%	82 46%	23 37%	
Strongly agree	(5) 18%	368 17%	170 18%	198 31%	71 18%	66 19%	63 19%	58 16%	48 16%	63 13%	107 19%	115 19%	69 16%	77 15%	36 21%	11 13%	29 12%	25 15%	37 21%	17 11%	18 18%	31 16%	49 18%	68 24%	37 21%	8 13%
Tend to agree	(4) 26%	547 24%	247 28%	300 27%	64 30%	108 30%	81 27%	106 28%	75 33%	113 37%	164 29%	155 30%	112 30%	116 30%	43 29%	22 40%	67 31%	42 28%	50 24%	35 25%	26 28%	55 27%	75 27%	72 25%	45 25%	15 24%
Neither agree nor disagree	(3) 30%	624 30%	308 30%	316 29%	38 16%	110 30%	91 27%	102 28%	102 33%	181 37%	168 29%	176 30%	126 30%	154 30%	51 29%	34 40%	73 31%	48 28%	43 24%	51 35%	28 27%	56 29%	83 30%	77 27%	58 32%	22 35%
Tend to disagree	(2) 11%	235 11%	134 13%	102 9%	14 6%	32 9%	31 9%	39 11%	46 15%	73 15%	65 11%	60 10%	43 10%	67 13%	25 14%	9 11%	30 13%	18 11%	18 10%	18 12%	15 15%	21 11%	30 11%	29 10%	16 9%	7 11%
Strongly disagree	(1) 6%	122 6%	72 7%	51 5%	14 6%	16 4%	24 7%	24 6%	18 6%	26 5%	35 6%	24 4%	32 8%	30 6%	9 5%	1 2%	17 7%	15 9%	12 7%	7 5%	8 8%	12 6%	10 4%	12 4%	15 8%	3 5%
NET: Disagree	358 17%	206 20%	152 14%	29 12%	48 13%	55 16%	63 17%	64 21%	99 20%	101 18%	85 14%	75 18%	97 19%	33 19%	11 12%	48 20%	34 20%	30 16%	25 17%	23 23%	33 17%	40 14%	42 15%	31 17%	10 15%	
Don't know	199 9%	92 9%	107 10%	31 13%	30 8%	45 13%	42 11%	21 7%	29 6%	33 6%	58 10%	43 10%	64 13%	14 8%	7 8%	18 8%	22 13%	21 12%	19 13%	7 7%	20 10%	28 10%	26 9%	9 5%	8 12%	
Mean	3.42	3.33	3.51	3.81	3.53	3.44	3.41	3.31	3.25	3.45	3.52	3.37	3.32	3.45	3.42	3.28	3.29	3.52	3.28	3.32	3.42	3.50	3.60	3.43	3.34	
Standard deviation	1.13	1.16	1.09	1.20	1.06	1.18	1.12	1.12	1.06	1.13	1.09	1.15	1.13	1.15	0.94	1.11	1.19	1.18	1.05	1.21	1.12	1.06	1.13	1.18	1.05	
Standard error	0.03	0.04	0.03	0.09	0.06	0.07	0.06	0.06	0.05	0.05	0.05	0.06	0.05	0.09	0.11	0.07	0.10	0.10	0.09	0.13	0.08	0.07	0.07	0.09	0.14	

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Absolutes/col percents

Table 8

Q.7 To what extent do you agree or disagree with the following statements?

Producing and consuming meat/livestock products has a significant negative impact on the environment

Base: All respondents

	Employment Sector			Opinion Influencer	Ethnicity						
	Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Unweighted base	2095	311	857	175	1877	197	44	95	38	8	12
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
NET: Agree	915 44%	171 51%	392 45%	96 50%	833 44%	75 38%	23 52%	37 37%	10 29%	2 25%	3 26%
Strongly agree	(5) 368 18%	60 18%	158 18%	41 21%	334 18%	32 16%	13 30%	13 13%	3 10%	2 16%	* 4%
Tend to agree	(4) 547 26%	111 34%	234 27%	55 29%	500 27%	43 22%	10 22%	24 24%	6 19%	1 9%	3 22%
Neither agree nor disagree	(3) 624 30%	87 26%	261 30%	55 29%	564 30%	54 27%	13 30%	20 20%	12 34%	6 63%	3 22%
Tend to disagree	(2) 235 11%	25 8%	89 10%	21 11%	215 11%	18 9%	1 1%	12 12%	5 15%	- -	1 5%
Strongly disagree	(1) 122 6%	12 4%	56 6%	11 6%	101 5%	20 10%	2 5%	12 12%	3 8%	1 12%	2 17%
NET: Disagree	358 17%	37 11%	145 17%	32 17%	316 17%	38 19%	3 7%	23 23%	8 23%	1 12%	3 22%
Don't know	199 9%	37 11%	78 9%	8 4%	161 9%	34 17%	5 11%	20 20%	5 14%	- -	4 30%
Mean	3.42	3.61	3.44	3.51	3.44	3.30	3.79	3.19	3.08	3.18	2.88
Standard deviation	1.13	1.03	1.14	1.14	1.11	1.24	1.13	1.29	1.13	1.14	1.33
Standard error	0.03	0.06	0.04	0.09	0.03	0.09	0.18	0.14	0.19	0.40	0.42

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Absolutes/col percents

Table 9
Q.7 To what extent do you agree or disagree with the following statements?
I would like to do more to support farmers wherever they are in the world
Base: All respondents

	Gender			Age						Social Grade				Region											
	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	Northern Ire-land
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
NET: Agree	855 41%	397 39%	458 43%	119 51%	162 45%	129 39%	140 38%	107 34%	199 41%	259 45%	234 40%	187 44%	175 34%	78 44%	30 35%	97 41%	59 35%	77 42%	61 41%	46 45%	73 37%	121 44%	119 42%	68 38%	27 43%
Strongly agree	(5) 12%	109 11%	152 14%	37 16%	54 15%	54 16%	47 13%	25 8%	44 9%	71 12%	76 13%	64 15%	50 10%	18 10%	9 11%	34 15%	11 6%	27 15%	13 8%	18 17%	25 13%	32 12%	42 15%	24 13%	8 12%
Tend to agree	(4) 28%	288 28%	306 29%	81 35%	107 30%	76 23%	93 25%	82 26%	156 32%	188 33%	158 27%	124 29%	125 25%	60 34%	20 24%	63 27%	48 28%	50 28%	48 33%	28 28%	47 24%	89 32%	77 27%	44 24%	19 30%
Neither agree nor disagree	(3) 39%	411 40%	400 37%	58 25%	117 32%	117 35%	166 45%	143 46%	210 43%	210 37%	233 40%	145 34%	222 44%	72 41%	35 41%	88 37%	67 39%	70 39%	56 38%	39 38%	71 36%	96 35%	111 39%	82 45%	26 41%
Tend to disagree	(2) 10%	119 12%	98 9%	20 9%	41 11%	36 11%	32 9%	38 12%	50 10%	53 9%	63 11%	51 12%	50 10%	14 8%	14 17%	27 12%	18 10%	20 11%	12 8%	8 8%	24 12%	29 11%	29 10%	15 8%	7 12%
Strongly disagree	(1) 3%	42 4%	31 3%	7 3%	11 3%	15 5%	19 5%	10 3%	11 2%	18 3%	15 3%	14 3%	26 5%	5 3%	4 4%	12 5%	8 5%	3 2%	4 3%	4 4%	5 3%	15 5%	7 2%	7 4%	-
NET: Disagree	290 14%	161 16%	129 12%	27 12%	52 14%	51 15%	50 14%	48 15%	61 13%	71 12%	78 13%	64 15%	76 15%	18 10%	18 21%	40 17%	25 15%	23 13%	16 11%	12 12%	29 15%	43 16%	36 13%	22 12%	7 12%
Don't know	139 7%	53 5%	86 8%	29 13%	31 9%	38 11%	15 4%	13 4%	13 3%	32 6%	43 7%	29 7%	36 7%	9 5%	3 4%	10 4%	19 11%	11 6%	15 10%	5 5%	23 12%	14 5%	18 6%	9 5%	3 5%
Mean	3.39	3.31	3.46	3.60	3.46	3.39	3.33	3.25	3.36	3.44	3.40	3.44	3.26	3.44	3.21	3.35	3.24	3.45	3.40	3.49	3.37	3.37	3.45	3.37	3.46
Standard deviation	0.97	0.97	0.97	1.01	1.02	1.07	0.99	0.90	0.88	0.95	0.96	1.02	0.97	0.89	1.01	1.05	0.93	0.96	0.90	1.02	0.99	1.02	0.97	0.96	0.87
Standard error	0.02	0.03	0.03	0.08	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.07	0.11	0.07	0.08	0.08	0.08	0.11	0.07	0.06	0.06	0.07	0.11

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Absolutes/col percents

Table 9

Q.7 To what extent do you agree or disagree with the following statements?

I would like to do more to support farmers wherever they are in the world

Base: All respondents

		Employment Sector			Opinion Influencer	Ethnicity						
		Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Unweighted base		2095	311	857	175	1877	197	44	95	38	8	12
Weighted base		2095	332	876	192	1875	201	44	100	35	10	12
NET: Agree		855	145	374	105	752	97	18	49	15	4	10
		41%	44%	43%	55%	40%	48%	41%	48%	44%	45%	85%
Strongly agree	(5)	261	49	123	35	222	35	6	17	8	2	2
		12%	15%	14%	18%	12%	17%	14%	17%	22%	16%	21%
Tend to agree	(4)	595	96	251	71	530	61	12	31	8	3	8
		28%	29%	29%	37%	28%	30%	27%	31%	22%	29%	64%
Neither agree nor disagree	(3)	811	119	318	47	744	59	15	26	12	4	1
		39%	36%	36%	24%	40%	29%	35%	26%	35%	44%	6%
Tend to disagree	(2)	217	30	98	19	195	20	3	12	4	1	1
		10%	9%	11%	10%	10%	10%	6%	12%	11%	12%	9%
Strongly disagree	(1)	73	13	33	13	65	8	4	2	2	-	-
		3%	4%	4%	7%	3%	4%	9%	2%	5%	-	-
NET: Disagree		290	43	131	32	260	28	7	14	6	1	1
		14%	13%	15%	17%	14%	14%	15%	14%	16%	12%	9%
Don't know		139	26	53	8	119	18	4	12	2	-	-
		7%	8%	6%	4%	6%	9%	9%	12%	5%	-	-
Mean		3.39	3.45	3.40	3.51	3.37	3.52	3.34	3.57	3.46	3.49	3.96
Standard deviation		0.97	1.00	1.01	1.13	0.97	1.06	1.15	1.02	1.15	0.94	0.83
Standard error		0.02	0.06	0.04	0.09	0.02	0.08	0.18	0.11	0.19	0.33	0.24

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Absolutes/col percents

Table 10
Q.7 To what extent do you agree or disagree with the following statements?
I would like to do more to support all UK farmers
Base: All respondents

	Gender			Age						Social Grade				Region											
	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
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
NET: Agree	1458 70%	681 67%	777 72%	145 62%	236 65%	210 63%	261 70%	232 75%	374 77%	382 67%	408 69%	318 75%	349 69%	124 70%	61 71%	170 73%	113 66%	129 71%	98 66%	68 67%	136 70%	177 64%	199 70%	137 76%	47 74%
Strongly agree	(5) 32%	283 28%	393 37%	70 30%	115 32%	110 33%	121 33%	98 32%	162 34%	158 28%	179 30%	162 38%	177 35%	53 30%	29 34%	83 36%	52 31%	67 37%	37 25%	31 31%	71 37%	73 27%	96 34%	65 36%	18 28%
Tend to agree	(4) 37%	398 39%	384 36%	75 32%	121 33%	100 30%	140 38%	134 43%	212 44%	224 39%	230 39%	155 37%	172 34%	71 40%	31 37%	87 37%	60 35%	63 35%	61 41%	37 37%	65 33%	104 38%	102 36%	72 40%	29 46%
Neither agree nor disagree	(3) 20%	215 21%	203 19%	45 19%	72 20%	74 22%	84 23%	59 19%	84 17%	125 22%	117 20%	69 16%	106 21%	43 24%	19 22%	42 18%	35 21%	31 17%	30 20%	22 22%	38 20%	65 24%	55 19%	30 17%	8 12%
Tend to disagree	(2) 5%	72 7%	23 2%	19 8%	24 7%	15 4%	12 3%	9 3%	16 3%	37 7%	29 5%	14 3%	15 3%	5 3%	4 5%	9 4%	5 3%	14 8%	5 4%	3 3%	7 4%	16 6%	13 4%	9 5%	4 6%
Strongly disagree	(1) 2%	24 2%	14 1%	3 1%	8 2%	10 3%	8 2%	4 1%	5 1%	10 2%	12 2%	7 2%	10 2%	2 1%	- -	6 2%	3 2%	3 2%	2 1%	3 3%	4 2%	7 3%	4 1%	4 2%	1 2%
NET: Disagree	133 6%	96 9%	37 3%	22 9%	32 9%	25 7%	20 5%	13 4%	21 4%	47 8%	40 7%	21 5%	25 5%	6 4%	4 5%	15 6%	8 5%	16 9%	8 5%	6 6%	11 5%	24 9%	17 6%	13 7%	5 8%
Don't know	86 4%	31 3%	55 5%	21 9%	22 6%	26 8%	5 1%	6 2%	6 1%	17 3%	23 4%	17 4%	29 6%	4 2%	2 2%	6 3%	15 9%	5 2%	13 9%	5 5%	10 5%	9 3%	14 5%	1 *	3 5%
Mean	3.98	3.85	4.10	3.90	3.92	3.92	3.97	4.03	4.07	3.87	3.95	4.11	4.02	3.98	4.02	4.03	3.98	4.00	3.93	3.94	4.04	3.83	4.01	4.02	3.98
Standard deviation	0.95	0.99	0.89	1.01	1.02	1.04	0.95	0.87	0.86	0.96	0.95	0.92	0.95	0.87	0.89	0.97	0.94	1.01	0.89	0.97	0.96	0.99	0.94	0.97	0.93
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.06	0.10	0.06	0.07	0.08	0.08	0.10	0.07	0.06	0.06	0.07	0.12

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Absolutes/col percents

Table 10
Q.7 To what extent do you agree or disagree with the following statements?
I would like to do more to support all UK farmers
Base: All respondents

	Employment Sector				Ethnicity						
	Total	Public	Private	Opinion Influencer	White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Unweighted base	2095	311	857	175	1877	197	44	95	38	8	12
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
NET: Agree	1458 70%	233 70%	596 68%	131 68%	1333 71%	118 58%	25 57%	57 57%	22 62%	3 34%	10 85%
Strongly agree (5)	676 32%	102 31%	284 32%	61 32%	621 33%	53 26%	7 17%	28 28%	11 31%	2 25%	4 35%
Tend to agree (4)	782 37%	130 39%	312 36%	69 36%	712 38%	65 32%	18 40%	29 29%	11 31%	1 9%	6 50%
Neither agree nor disagree (3)	418 20%	71 21%	169 19%	28 15%	368 20%	44 22%	12 28%	20 20%	6 17%	5 54%	1 6%
Tend to disagree (2)	95 5%	14 4%	51 6%	20 10%	79 4%	15 7%	2 5%	8 8%	2 5%	1 12%	1 9%
Strongly disagree (1)	38 2%	5 2%	19 2%	9 5%	29 2%	9 4%	2 5%	4 4%	2 6%	-	-
NET: Disagree	133 6%	19 6%	71 8%	29 15%	108 6%	23 12%	4 10%	13 13%	4 11%	1 12%	1 9%
Don't know	86 4%	10 3%	41 5%	3 2%	66 4%	16 8%	2 5%	11 11%	3 9%	-	-
Mean	3.98	3.96	3.94	3.81	4.00	3.75	3.62	3.76	3.84	3.47	4.10
Standard deviation	0.95	0.93	1.00	1.15	0.93	1.10	1.01	1.14	1.18	1.04	0.91
Standard error	0.02	0.05	0.03	0.09	0.02	0.08	0.16	0.12	0.20	0.37	0.26

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Absolutes/col percents

Table 11

Q.7 To what extent do you agree or disagree with the following statements?

I would like to do more to support UK farmers that have high animal welfare and environmental standards

Base: All respondents

	Gender			Age						Social Grade				Region											
	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
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
NET: Agree	1536 73%	719 70%	817 76%	160 69%	251 69%	223 67%	285 77%	241 78%	376 78%	430 75%	428 73%	331 78%	347 68%	135 76%	61 71%	174 75%	119 70%	126 70%	101 68%	74 73%	139 71%	197 72%	215 76%	150 83%	45 71%
Strongly agree	(5) 824 39%	360 35%	464 43%	93 40%	137 38%	120 36%	152 41%	121 39%	201 42%	221 39%	219 37%	190 45%	195 38%	65 37%	35 42%	103 44%	65 38%	63 35%	54 37%	38 38%	86 44%	98 36%	112 39%	84 46%	20 32%
Tend to agree	(4) 711 34%	358 35%	353 33%	66 29%	114 31%	103 31%	133 36%	120 39%	175 36%	210 37%	209 36%	141 33%	152 30%	69 39%	25 30%	72 31%	54 32%	63 35%	47 31%	36 36%	53 27%	99 36%	103 36%	66 37%	24 39%
Neither agree nor disagree	(3) 366 17%	201 20%	165 15%	30 13%	71 20%	62 18%	61 17%	58 19%	83 17%	95 17%	103 17%	56 13%	113 22%	31 17%	19 22%	44 19%	34 20%	39 22%	30 20%	16 16%	33 17%	47 17%	42 15%	20 11%	11 17%
Tend to disagree	(2) 57 3%	41 4%	16 2%	9 4%	16 5%	12 4%	6 2%	3 1%	10 2%	17 3%	17 3%	14 3%	9 2%	3 1%	3 4%	9 4%	2 1%	5 3%	4 3%	3 3%	6 3%	13 5%	3 1%	5 3%	1 2%
Strongly disagree	(1) 39 2%	23 2%	16 1%	8 3%	6 2%	10 3%	4 1%	2 1%	10 2%	11 2%	12 2%	9 2%	8 1%	2 1%	- -	3 1%	2 1%	1 1%	3 2%	2 2%	4 2%	6 2%	10 4%	6 4%	- -
NET: Disagree	96 5%	64 6%	32 3%	17 7%	22 6%	22 7%	10 3%	5 2%	20 4%	28 5%	29 5%	22 5%	17 3%	4 2%	3 4%	12 5%	4 2%	6 3%	7 5%	5 5%	10 5%	18 7%	14 5%	11 6%	1 2%
Don't know	97 5%	38 4%	58 5%	26 11%	18 5%	28 8%	15 4%	5 2%	5 1%	18 3%	29 5%	17 4%	33 6%	7 4%	2 3%	4 2%	14 8%	9 5%	10 7%	6 6%	13 7%	12 4%	13 5%	- -	6 9%
Mean	4.11	4.01	4.22	4.10	4.04	4.01	4.19	4.17	4.14	4.10	4.08	4.20	4.09	4.14	4.13	4.14	4.13	4.06	4.05	4.11	4.16	4.03	4.12	4.19	4.12
Standard deviation	0.94	0.98	0.88	1.06	0.98	1.02	0.85	0.81	0.92	0.93	0.94	0.94	0.93	0.84	0.89	0.95	0.89	0.88	0.97	0.93	0.98	0.97	0.98	0.98	0.80
Standard error	0.02	0.03	0.03	0.08	0.05	0.06	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.06	0.10	0.06	0.07	0.07	0.08	0.10	0.07	0.06	0.06	0.07	0.10

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Absolutes/col percents

Table 11
Q.7 To what extent do you agree or disagree with the following statements?
I would like to do more to support UK farmers that have high animal welfare and environmental standards
Base: All respondents

	Employment Sector				Ethnicity						
	Total	Public	Private	Opinion Influencer	White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Unweighted base	2095	311	857	175	1877	197	44	95	38	8	12
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
NET: Agree	1536 73%	248 75%	642 73%	133 69%	1403 75%	122 60%	28 63%	62 62%	20 57%	3 34%	9 73%
Strongly agree (5)	824 39%	128 39%	340 39%	74 38%	759 40%	61 31%	14 32%	30 30%	11 32%	2 25%	3 27%
Tend to agree (4)	711 34%	120 36%	302 34%	59 31%	645 34%	60 30%	13 30%	32 32%	8 24%	1 9%	5 46%
Neither agree nor disagree (3)	366 17%	57 17%	147 17%	36 19%	320 17%	42 21%	11 25%	16 16%	7 21%	5 54%	2 14%
Tend to disagree (2)	57 3%	3 1%	33 4%	7 4%	40 2%	17 8%	1 3%	10 10%	4 12%	1 12%	-
Strongly disagree (1)	39 2%	5 1%	15 2%	11 6%	33 2%	6 3%	2 4%	2 2%	1 3%	-	1 9%
NET: Disagree	96 5%	8 2%	48 5%	18 9%	73 4%	23 11%	3 7%	12 12%	5 15%	1 12%	1 9%
Don't know	97 5%	19 6%	39 4%	5 3%	79 4%	15 8%	2 5%	10 10%	2 7%	-	*
Mean	4.11	4.16	4.10	3.95	4.14	3.83	3.88	3.87	3.76	3.47	3.86
Standard deviation	0.94	0.86	0.94	1.12	0.91	1.09	1.07	1.07	1.18	1.04	1.17
Standard error	0.02	0.05	0.03	0.09	0.02	0.08	0.17	0.11	0.20	0.37	0.35

Eating Better Survey

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Absolutes/col percents

Table 12

Q.7 To what extent do you agree or disagree with the following statements?

UK farmers should receive a fair share of the price we pay for meat and dairy in shops, cafes and restaurants

Base: All respondents

	Gender			Age						Social Grade					Region										
	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
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
NET: Agree	1762 84%	841 82%	921 86%	169 73%	278 77%	258 77%	331 89%	276 89%	450 93%	488 85%	494 84%	362 85%	417 82%	153 86%	74 87%	201 86%	149 88%	148 82%	117 79%	83 82%	168 86%	214 78%	247 87%	153 84%	54 86%
Strongly agree	(5) 1133 54%	499 49%	634 59%	96 41%	179 49%	161 48%	217 59%	183 59%	297 61%	295 52%	306 52%	247 58%	285 56%	95 54%	45 53%	139 60%	92 54%	96 53%	81 54%	56 55%	107 55%	122 44%	163 57%	105 58%	32 50%
Tend to agree	(4) 629 30%	342 33%	287 27%	73 31%	99 27%	97 29%	114 31%	93 30%	154 32%	193 34%	188 32%	115 27%	133 26%	57 32%	29 34%	62 26%	58 34%	53 29%	37 25%	27 26%	61 31%	92 34%	84 30%	48 26%	22 35%
Neither agree nor disagree	(3) 175 8%	100 10%	75 7%	32 14%	46 13%	34 10%	22 6%	24 8%	17 4%	46 8%	53 9%	28 7%	49 10%	14 8%	8 9%	19 8%	9 5%	20 11%	15 10%	10 10%	11 5%	30 11%	20 7%	14 8%	6 9%
Tend to disagree	(2) 35 2%	24 2%	11 1%	5 2%	13 4%	8 2%	2 *	2 1%	5 1%	13 2%	11 2%	8 2%	3 1%	4 2%	4 4%	5 2%	- -	2 1%	2 1%	- -	3 2%	10 4%	2 1%	4 2%	- -
Strongly disagree	(1) 46 2%	26 3%	19 2%	5 2%	6 2%	15 4%	7 2%	5 2%	8 2%	11 2%	12 2%	15 4%	8 2%	4 2%	- -	3 1%	1 1%	4 2%	3 2%	4 3%	4 2%	8 3%	6 2%	9 5%	- -
NET: Disagree	81 4%	51 5%	30 3%	11 5%	19 5%	23 7%	9 2%	6 2%	14 3%	24 4%	24 4%	23 5%	10 2%	8 4%	4 4%	8 3%	1 1%	6 3%	5 3%	4 3%	7 3%	18 7%	8 3%	13 7%	- -
Don't know	77 4%	31 3%	46 4%	21 9%	20 5%	21 6%	9 2%	4 1%	3 1%	14 2%	18 3%	12 3%	33 7%	2 1%	- -	6 2%	11 6%	7 4%	11 8%	5 5%	10 5%	12 4%	10 3%	1 *	3 5%
Mean	4.37	4.27	4.47	4.18	4.26	4.21	4.47	4.46	4.51	4.34	4.34	4.38	4.44	4.35	4.36	4.45	4.49	4.35	4.38	4.37	4.43	4.18	4.44	4.31	4.43
Standard deviation	0.89	0.93	0.83	0.95	0.95	1.05	0.79	0.79	0.77	0.87	0.89	0.96	0.82	0.90	0.82	0.83	0.69	0.89	0.91	0.94	0.83	0.99	0.83	1.06	0.67
Standard error	0.02	0.03	0.03	0.07	0.05	0.06	0.04	0.04	0.03	0.04	0.04	0.05	0.04	0.07	0.09	0.05	0.05	0.07	0.08	0.10	0.06	0.06	0.05	0.08	0.09

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Absolutes/col percents

Table 12

Q.7 To what extent do you agree or disagree with the following statements?

UK farmers should receive a fair share of the price we pay for meat and dairy in shops, cafes and restaurants

Base: All respondents

	Employment Sector				Ethnicity						
	Total	Public	Private	Opinion Influencer	White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Unweighted base	2095	311	857	175	1877	197	44	95	38	8	12
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
NET: Agree	1762	269	709	146	1607	143	35	69	21	6	11
	84%	81%	81%	76%	86%	71%	79%	69%	62%	65%	91%
Strongly agree	(5) 1133	161	445	94	1051	73	19	32	13	2	6
	54%	48%	51%	49%	56%	36%	43%	32%	38%	25%	49%
Tend to agree	(4) 629	108	264	53	556	70	16	37	8	4	5
	30%	32%	30%	27%	30%	35%	36%	37%	23%	40%	42%
Neither agree nor disagree	(3) 175	34	94	24	142	27	3	15	6	3	-
	8%	10%	11%	12%	8%	13%	7%	15%	16%	35%	-
Tend to disagree	(2) 35	12	14	9	29	6	1	2	2	-	1
	2%	4%	2%	5%	2%	3%	3%	2%	5%	-	9%
Strongly disagree	(1) 46	7	20	11	38	8	2	3	2	-	-
	2%	2%	2%	6%	2%	4%	5%	3%	6%	-	-
NET: Disagree	81	19	34	20	67	14	4	5	4	-	1
	4%	6%	4%	11%	4%	7%	8%	5%	11%	-	9%
Don't know	77	11	40	2	59	17	3	11	4	-	-
	4%	3%	5%	1%	3%	9%	6%	11%	11%	-	-
Mean	4.37	4.25	4.31	4.10	4.41	4.06	4.15	4.04	3.92	3.90	4.31
Standard deviation	0.89	0.95	0.91	1.15	0.86	1.02	1.07	0.97	1.23	0.81	0.91
Standard error	0.02	0.05	0.03	0.09	0.02	0.08	0.17	0.10	0.21	0.29	0.26

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Absolutes/col percents

Table 13
Q.7 To what extent do you agree or disagree with the following statements?
UK farmers are important in keeping our country going
Base: All respondents

	Gender			Age						Social Grade				Region											
	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
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
NET: Agree	1767	845	922	170	277	260	332	279	450	480	497	361	429	153	73	203	147	146	123	86	172	212	244	155	53
	84%	83%	86%	73%	76%	77%	90%	90%	93%	84%	84%	85%	84%	86%	85%	87%	86%	81%	83%	84%	88%	77%	86%	86%	85%
Strongly agree	(5) 1206	568	638	90	183	171	233	201	328	297	332	270	307	104	47	143	98	108	89	59	119	130	158	116	35
	58%	56%	59%	39%	50%	51%	63%	65%	68%	52%	56%	64%	60%	59%	56%	61%	57%	60%	60%	58%	61%	47%	56%	64%	56%
Tend to agree	(4) 561	277	284	80	94	89	99	78	122	183	166	91	122	49	25	59	50	38	33	27	54	82	86	40	18
	27%	27%	27%	34%	26%	26%	27%	25%	25%	32%	28%	21%	24%	28%	30%	25%	29%	21%	23%	26%	28%	30%	30%	22%	29%
Neither agree nor disagree	(3) 176	89	87	29	53	35	23	18	18	44	56	35	41	12	10	21	10	21	14	7	9	31	20	16	5
	8%	9%	8%	12%	15%	10%	6%	6%	4%	8%	10%	8%	8%	7%	11%	9%	6%	12%	9%	7%	4%	11%	7%	9%	7%
Tend to disagree	(2) 45	34	11	9	15	8	1	6	7	18	8	11	8	5	1	4	1	5	2	1	2	15	6	3	1
	2%	3%	1%	4%	4%	2%	*	2%	1%	3%	1%	3%	1%	3%	1%	2%	*	3%	1%	1%	1%	6%	2%	2%	1%
Strongly disagree	(1) 43	28	15	7	3	11	9	6	7	11	11	10	11	4	2	2	3	5	2	4	5	4	6	5	-
	2%	3%	1%	3%	1%	3%	2%	2%	2%	2%	2%	2%	2%	2%	3%	1%	2%	3%	1%	3%	3%	2%	2%	3%	-
NET: Disagree	88	63	25	16	18	19	10	11	14	29	19	21	18	9	3	6	4	10	3	5	7	20	12	9	1
	4%	6%	2%	7%	5%	6%	3%	4%	3%	5%	3%	5%	4%	5%	3%	3%	2%	5%	2%	5%	4%	7%	4%	5%	1%
Don't know	64	26	38	18	15	21	7	2	2	18	16	9	22	3	-	4	10	5	9	4	7	11	8	1	4
	3%	3%	4%	8%	4%	6%	2%	1%	*	3%	3%	2%	4%	2%	-	2%	6%	3%	6%	3%	4%	4%	3%	*	6%
Mean	4.40	4.33	4.47	4.11	4.26	4.28	4.50	4.50	4.57	4.33	4.39	4.44	4.45	4.41	4.35	4.47	4.48	4.36	4.48	4.39	4.48	4.21	4.39	4.43	4.50
Standard deviation	0.89	0.97	0.81	1.00	0.93	1.00	0.83	0.84	0.77	0.91	0.87	0.92	0.88	0.91	0.91	0.81	0.80	0.98	0.81	0.96	0.86	0.98	0.89	0.95	0.70
Standard error	0.02	0.03	0.02	0.07	0.05	0.05	0.04	0.05	0.03	0.04	0.04	0.04	0.04	0.07	0.10	0.05	0.06	0.08	0.07	0.10	0.06	0.06	0.06	0.07	0.09

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Absolutes/col percents

Table 13
Q.7 To what extent do you agree or disagree with the following statements?
UK farmers are important in keeping our country going
Base: All respondents

	Employment Sector			Opinion Influencer	Ethnicity						
	Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Unweighted base	2095	311	857	175	1877	197	44	95	38	8	12
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
NET: Agree	1767	276	712	145	1623	133	32	65	23	4	8
	84%	83%	81%	76%	87%	66%	71%	65%	67%	46%	71%
Strongly agree	(5) 1206	184	470	87	1110	91	20	43	19	2	5
	58%	55%	54%	45%	59%	45%	46%	43%	56%	25%	46%
Tend to agree	(4) 561	92	242	59	513	42	11	22	4	2	3
	27%	28%	28%	31%	27%	21%	25%	22%	11%	21%	25%
Neither agree nor disagree	(3) 176	31	98	23	137	36	3	19	7	5	2
	8%	9%	11%	12%	7%	18%	7%	18%	20%	54%	20%
Tend to disagree	(2) 45	6	23	9	30	13	4	6	2	-	1
	2%	2%	3%	5%	2%	7%	10%	6%	6%	-	9%
Strongly disagree	(1) 43	10	14	11	38	4	2	1	1	-	-
	2%	3%	2%	6%	2%	2%	5%	1%	2%	-	-
NET: Disagree	88	16	37	20	68	18	7	7	3	-	1
	4%	5%	4%	10%	4%	9%	15%	7%	8%	-	9%
Don't know	64	9	30	4	47	15	3	10	2	-	-
	3%	3%	3%	2%	3%	7%	7%	10%	5%	-	-
Mean	4.40	4.34	4.34	4.07	4.44	4.08	4.05	4.10	4.19	3.71	4.08
Standard deviation	0.89	0.95	0.90	1.13	0.86	1.08	1.23	1.04	1.11	0.89	1.05
Standard error	0.02	0.05	0.03	0.09	0.02	0.08	0.19	0.11	0.18	0.31	0.30

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Absolutes/col percents

Table 14

Q.7 To what extent do you agree or disagree with the following statements?

The Government should assess future trade deals for their impact on human health and the environment

Base: All respondents

	Gender			Age						Social Grade				Region											
	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
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
NET: Agree	1622 77%	764 75%	857 80%	171 73%	261 72%	234 70%	299 81%	255 82%	402 83%	471 82%	453 77%	325 76%	372 73%	141 80%	66 77%	180 77%	126 74%	144 79%	107 72%	75 74%	159 81%	205 75%	224 79%	146 81%	48 77%
Strongly agree	(5) 911 43%	397 39%	514 48%	103 44%	144 40%	136 40%	154 42%	139 45%	235 48%	261 46%	258 44%	169 40%	223 44%	85 48%	28 32%	104 45%	63 37%	69 38%	59 40%	51 50%	87 44%	117 43%	127 45%	91 50%	30 48%
Tend to agree	(4) 711 34%	367 36%	344 32%	68 29%	117 32%	98 29%	145 39%	116 37%	167 35%	210 37%	195 33%	156 37%	149 29%	56 32%	38 45%	76 32%	63 37%	74 41%	48 32%	24 24%	72 37%	89 32%	97 34%	55 31%	18 29%
Neither agree nor disagree	(3) 266 13%	156 15%	110 10%	30 13%	57 16%	44 13%	40 11%	39 13%	56 12%	61 11%	70 12%	52 12%	82 16%	26 15%	12 14%	33 14%	19 11%	21 12%	25 17%	12 12%	17 9%	31 11%	38 13%	22 12%	9 15%
Tend to disagree	(2) 45 2%	30 3%	15 1%	7 3%	9 2%	10 3%	2 1%	5 1%	12 2%	10 2%	17 3%	10 2%	9 2%	4 2%	- -	5 2%	2 1%	3 2%	6 4%	2 2%	2 1%	14 5%	4 2%	3 2%	1 1%
Strongly disagree	(1) 45 2%	30 3%	14 1%	4 2%	7 2%	12 4%	8 2%	4 1%	10 2%	14 2%	11 2%	12 3%	8 2%	1 1%	3 3%	4 2%	7 4%	4 2%	1 1%	3 3%	3 1%	6 2%	6 2%	7 4%	- -
NET: Disagree	90 4%	60 6%	30 3%	12 5%	16 4%	22 7%	10 3%	9 3%	22 4%	24 4%	28 5%	21 5%	17 3%	5 3%	3 3%	9 4%	9 5%	7 4%	7 5%	5 5%	5 3%	20 7%	10 4%	10 5%	1 1%
Don't know	118 6%	42 4%	76 7%	20 9%	28 8%	35 10%	22 6%	7 2%	5 1%	15 3%	37 6%	27 6%	38 8%	5 3%	5 6%	12 5%	17 10%	9 5%	9 6%	9 9%	14 7%	18 7%	12 4%	3 2%	5 8%
Mean	4.21	4.09	4.33	4.21	4.14	4.12	4.25	4.26	4.26	4.25	4.22	4.16	4.21	4.28	4.11	4.22	4.13	4.17	4.14	4.28	4.31	4.15	4.23	4.24	4.34
Standard deviation	0.92	0.98	0.84	0.95	0.94	1.04	0.85	0.84	0.90	0.91	0.92	0.94	0.91	0.85	0.88	0.91	0.99	0.88	0.91	1.00	0.82	1.00	0.91	0.99	0.79
Standard error	0.02	0.03	0.03	0.07	0.05	0.06	0.04	0.05	0.04	0.04	0.04	0.05	0.04	0.06	0.10	0.06	0.08	0.07	0.08	0.11	0.06	0.06	0.06	0.07	0.10

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Absolutes/col percents

Table 14

Q.7 To what extent do you agree or disagree with the following statements?

The Government should assess future trade deals for their impact on human health and the environment

Base: All respondents

	Employment Sector				Ethnicity						
	Total	Public	Private	Opinion Influencer	White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Unweighted base	2095	311	857	175	1877	197	44	95	38	8	12
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
NET: Agree	1622 77%	257 77%	684 78%	148 77%	1476 79%	139 69%	36 80%	65 64%	26 74%	3 34%	10 80%
Strongly agree	(5) 911 43%	135 41%	362 41%	92 48%	832 44%	75 37%	23 51%	32 32%	16 46%	2 16%	2 17%
Tend to agree	(4) 711 34%	123 37%	322 37%	57 30%	644 34%	64 32%	13 29%	32 32%	10 28%	2 18%	7 63%
Neither agree nor disagree	(3) 266 13%	39 12%	113 13%	23 12%	228 12%	30 15%	3 7%	17 17%	3 9%	6 66%	- -
Tend to disagree	(2) 45 2%	6 2%	18 2%	3 1%	37 2%	8 4%	- -	5 5%	2 7%	- -	1 9%
Strongly disagree	(1) 45 2%	12 4%	15 2%	16 8%	36 2%	8 4%	1 3%	4 4%	2 5%	- -	- -
NET: Disagree	90 4%	18 5%	33 4%	19 10%	73 4%	16 8%	1 3%	9 9%	4 12%	- -	1 9%
Don't know	118 6%	18 5%	46 5%	2 1%	98 5%	17 8%	5 10%	9 9%	2 5%	- -	1 11%
Mean	4.21	4.15	4.20	4.08	4.24	4.03	4.38	3.91	4.09	3.50	3.99
Standard deviation	0.92	0.98	0.89	1.19	0.90	1.06	0.92	1.10	1.17	0.80	0.81
Standard error	0.02	0.06	0.03	0.09	0.02	0.08	0.15	0.12	0.19	0.28	0.24

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Table 15
Q.8 Please select any options you have taken over the last year in support of UK farmers?
Base: All respondents

	Gender			Age						Social Grade				Region											
	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
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
NET: Any	1508	724	784	164	236	226	283	224	375	417	421	317	353	120	63	166	123	130	99	79	142	174	220	145	47
	72%	71%	73%	71%	65%	67%	76%	72%	77%	73%	72%	75%	69%	68%	74%	71%	72%	72%	67%	78%	73%	63%	77%	80%	74%
Selected UK-produced food ahead of imported products in shops	918	451	467	66	116	127	172	158	279	247	262	197	212	86	36	97	80	73	57	47	85	94	145	90	27
	44%	44%	44%	28%	32%	38%	47%	51%	58%	43%	45%	46%	42%	49%	42%	41%	47%	41%	39%	46%	44%	34%	51%	50%	43%
Bought directly from farmers (e.g. at farm shops or farmers' markets)	742	346	395	74	104	98	145	118	202	197	199	170	176	61	27	76	58	75	47	40	76	63	114	80	25
	35%	34%	37%	32%	29%	29%	39%	38%	42%	34%	34%	40%	35%	35%	31%	33%	34%	42%	32%	39%	39%	23%	40%	44%	39%
Bought from restaurants, cafes or shops (e.g. butchers) because they sell food produced in the UK	584	291	293	79	97	89	109	83	126	168	162	131	122	55	21	59	45	47	40	29	53	58	83	67	27
	28%	28%	27%	34%	27%	26%	29%	27%	26%	29%	28%	31%	24%	31%	24%	25%	26%	26%	27%	29%	27%	21%	29%	37%	43%
Signed petitions or campaigned in support of UK farming (including relating to Brexit and food imports & exports)	224	76	148	21	35	36	39	35	59	65	63	42	54	17	8	25	21	16	12	10	18	30	36	25	6
	11%	7%	14%	9%	10%	11%	10%	11%	12%	11%	11%	10%	11%	10%	9%	11%	12%	9%	8%	10%	9%	11%	12%	14%	10%
Supported UK farmers in other ways	185	97	88	18	21	31	37	28	51	46	51	42	47	17	10	19	18	14	15	10	14	19	22	21	5
	9%	9%	8%	8%	6%	9%	10%	9%	11%	8%	9%	10%	9%	10%	12%	8%	10%	8%	10%	10%	7%	7%	8%	12%	8%
Thanked a farmer for what they do (e.g. in person or through applauding farmers as key workers during the pandemic)	168	66	101	34	38	22	26	16	31	56	38	38	35	17	4	13	5	15	7	13	17	20	29	18	10
	8%	6%	9%	15%	10%	7%	7%	5%	6%	10%	6%	9%	7%	10%	4%	6%	3%	8%	4%	13%	9%	7%	10%	10%	16%
Visited farms e.g. participated in a farm open day	163	73	91	34	41	34	24	16	14	52	30	43	38	9	3	12	12	17	6	6	14	30	31	16	6
	8%	7%	8%	15%	11%	10%	6%	5%	3%	9%	5%	10%	7%	5%	4%	5%	7%	9%	4%	6%	7%	11%	11%	9%	10%

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Table 15

Q.8 Please select any options you have taken over the last year in support of UK farmers?

Base: All respondents

	Gender		Age						Social Grade				Region												
	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
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
Interacted with your MP about food and farming issues (e.g. written to them about the Agriculture Bill)	74 4%	39 4%	35 3%	8 3%	11 3%	14 4%	13 4%	10 3%	19 4%	32 6%	17 3%	9 2%	16 3%	3 2%	1 1%	7 3%	8 4%	6 3%	4 2%	3 3%	9 4%	12 5%	12 4%	8 4%	3 4%
Joined a food co-op or food buying group	62 3%	30 3%	32 3%	15 6%	19 5%	11 3%	13 4%	4 1%	-	27 5%	14 2%	8 2%	12 2%	3 2%	3 4%	11 5%	3 2%	2 1%	4 3%	3 3%	3 1%	10 4%	14 5%	2 1%	4 6%
I haven't supported UK farmers over the last year	587 28%	299 29%	288 27%	68 29%	126 35%	109 33%	88 24%	86 28%	110 23%	155 27%	167 28%	108 25%	157 31%	57 32%	23 26%	68 29%	47 28%	51 28%	49 33%	22 22%	53 27%	101 37%	64 23%	36 20%	16 26%

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Absolutes/col percents

Table 15

Q.8 Please select any options you have taken over the last year in support of UK farmers?

Base: All respondents

	Employment Sector			Opinion Influencer	Ethnicity						
	Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Unweighted base	2095	311	857	175	1877	197	44	95	38	8	12
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
NET: Any	1508	242	619	169	1363	135	31	67	23	4	10
	72%	73%	71%	88%	73%	67%	69%	66%	67%	44%	80%
Selected UK-produced food ahead of imported products in shops	918	126	364	88	855	58	19	24	10	2	4
	44%	38%	41%	46%	46%	29%	43%	23%	28%	25%	32%
Bought directly from farmers (e.g. at farm shops or farmers' markets)	742	119	298	81	682	56	12	26	11	-	7
	35%	36%	34%	42%	36%	28%	27%	26%	32%	-	58%
Bought from restaurants, cafes or shops (e.g. butchers) because they sell food produced in the UK	584	102	239	76	520	60	13	31	5	2	8
	28%	31%	27%	39%	28%	30%	29%	31%	16%	25%	67%
Signed petitions or campaigned in support of UK farming (including relating to Brexit and food imports & exports)	224	38	80	29	203	17	3	9	4	-	1
	11%	11%	9%	15%	11%	9%	7%	9%	11%	-	10%
Supported UK farmers in other ways	185	18	68	25	170	13	1	9	2	-	1
	9%	6%	8%	13%	9%	7%	1%	9%	7%	-	9%
Thanked a farmer for what they do (e.g. in person or through applauding farmers as key workers during the pandemic)	168	28	77	52	142	25	1	18	5	-	*
	8%	8%	9%	27%	8%	12%	3%	18%	13%	-	3%
Visited farms e.g. participated in a farm open day	163	25	103	44	132	31	3	10	11	3	5
	8%	7%	12%	23%	7%	16%	6%	10%	31%	36%	39%

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Absolutes/col percents

Table 15
Q.8 Please select any options you have taken over the last year in support of UK farmers?
Base: All respondents

	Employment Sector			Opinion Influencer	Ethnicity						
	Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
Interacted with your MP about food and farming issues (e.g. written to them about the Agriculture Bill)	74 4%	15 5%	33 4%	25 13%	61 3%	12 6%	2 5%	4 3%	4 3%	2 12%	- 25%
Joined a food co-op or food buying group	62 3%	14 4%	35 4%	24 12%	45 2%	16 8%	- -	11 11%	1 3%	4 44%	- -
I haven't supported UK farmers over the last year	587 28%	90 27%	258 29%	22 12%	512 27%	67 33%	14 31%	34 34%	11 33%	5 56%	2 20%

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Absolutes/col percents

Table 16
Q.9 Which, if any, of the following do you think could improve people's food choices?
Base: All respondents

	Gender			Age						Social Grade				Region											
	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
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
Clear labelling of the country of origin for all meat and meat products	1365	648	717	117	192	188	246	240	382	364	379	300	323	114	59	147	119	120	92	68	128	147	197	128	45
	65%	63%	67%	50%	53%	56%	66%	78%	79%	64%	64%	70%	63%	65%	69%	63%	70%	67%	62%	67%	66%	53%	69%	71%	71%
Clear labelling to indicate how animals are reared (bred and grown to eat)	1216	547	669	116	190	177	215	210	308	323	326	264	303	114	48	128	98	107	77	69	108	147	173	111	37
	58%	53%	62%	50%	52%	53%	58%	68%	64%	56%	55%	62%	60%	64%	57%	55%	57%	59%	52%	68%	56%	53%	61%	61%	59%
Better education in schools on how what we eat impacts on our health and the environment	1109	482	627	132	179	165	204	167	261	301	334	235	239	100	37	125	83	91	62	62	95	145	164	107	38
	53%	47%	58%	57%	50%	49%	55%	54%	54%	53%	57%	55%	47%	56%	43%	54%	49%	50%	42%	61%	49%	53%	58%	59%	60%
Better information/guidance on the environmental impacts of foods	971	431	539	120	165	153	169	159	205	268	297	187	219	89	35	91	71	93	66	46	79	148	139	79	35
	46%	42%	50%	52%	46%	46%	45%	51%	42%	47%	50%	44%	43%	50%	41%	39%	41%	52%	44%	46%	40%	54%	49%	44%	55%
Provide grants and support for farmers producing meat to higher animal welfare and environmental standards	969	424	545	93	162	141	166	148	259	270	262	205	231	88	34	98	90	85	67	55	78	123	135	89	26
	46%	42%	51%	40%	45%	42%	45%	48%	53%	47%	45%	48%	45%	50%	40%	42%	52%	47%	45%	54%	40%	45%	47%	49%	42%
Supermarkets and food companies to provide more meat-free or reduced meat alternatives	894	408	486	125	140	146	159	142	181	238	275	190	191	78	25	103	61	85	56	39	85	121	132	85	23
	43%	40%	45%	54%	39%	44%	43%	46%	37%	42%	47%	45%	37%	44%	30%	44%	36%	47%	38%	39%	44%	44%	47%	47%	37%
Restaurants and fast food companies to provide more meat-free or reduced meat choices	815	343	472	127	141	130	138	118	161	235	238	159	184	55	29	84	62	68	56	37	79	115	124	82	25
	39%	34%	44%	55%	39%	39%	37%	38%	33%	41%	40%	37%	36%	31%	35%	36%	36%	38%	38%	36%	40%	42%	44%	46%	39%

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Table 16

Q.9 Which, if any, of the following do you think could improve people's food choices?

Base: All respondents

	Gender			Age						Social Grade				Region											
	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	Northern Ireland
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
Schools, hospitals and canteens to provide more meat-free and reduced meat choices	755 36%	302 30%	453 42%	117 50%	127 35%	107 32%	130 35%	103 33%	171 35%	208 36%	219 37%	151 35%	177 35%	57 32%	28 33%	80 34%	46 27%	65 36%	50 34%	36 35%	66 34%	105 38%	124 43%	76 42%	23 37%
Other	49 2%	35 3%	14 1%	2 1%	7 2%	5 1%	12 3%	10 3%	14 3%	16 3%	15 3%	9 2%	9 2%	4 2%	3 4%	8 3%	4 3%	-	5 3%	1 1%	4 2%	7 2%	9 3%	4 2%	1 2%

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Absolutes/col percents

Table 16
Q.9 Which, if any, of the following do you think could improve people's food choices?
Base: All respondents

	Employment Sector			Opinion Influencer	Ethnicity						
	Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Unweighted base	2095	311	857	175	1877	197	44	95	38	8	12
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
Clear labelling of the country of origin for all meat and meat products	1365 65%	202 61%	536 61%	102 53%	1255 67%	101 50%	15 34%	52 51%	22 64%	6 62%	6 47%
Clear labelling to indicate how animals are reared (bred and grown to eat)	1216 58%	193 58%	483 55%	99 52%	1110 59%	99 49%	24 53%	50 49%	19 56%	3 26%	4 36%
Better education in schools on how what we eat impacts on our health and the environment	1109 53%	188 57%	437 50%	100 52%	996 53%	106 53%	26 59%	51 51%	23 67%	2 21%	3 29%
Better information/guidance on the environmental impacts of foods	971 46%	153 46%	401 46%	89 46%	859 46%	104 51%	29 66%	46 46%	21 61%	2 18%	6 48%
Provide grants and support for farmers producing meat to higher animal welfare and environmental standards	969 46%	149 45%	365 42%	73 38%	888 47%	72 36%	16 35%	34 34%	13 38%	1 9%	8 71%
Supermarkets and food companies to provide more meat-free or reduced meat alternatives	894 43%	154 46%	385 44%	70 36%	798 43%	92 46%	30 67%	41 40%	13 37%	4 42%	5 43%
Restaurants and fast food companies to provide more meat-free or reduced meat choices	815 39%	143 43%	328 37%	76 40%	730 39%	80 40%	26 59%	35 35%	10 30%	3 33%	6 49%

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Absolutes/col percents

Table 16
Q.9 Which, if any, of the following do you think could improve people's food choices?
Base: All respondents

	Employment Sector			Opinion Influencer	Ethnicity						
	Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
Schools, hospitals and canteens to provide more meat-free and reduced meat choices	755 36%	138 41%	282 32%	72 37%	680 36%	72 36%	24 55%	29 29%	13 36%	2 18%	4 35%
Other	49 2%	2 1%	21 2%	5 3%	48 3%	1 *	1 2%	-	-	-	-

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Absolutes/col percents

Table 17
Gender
Base: All respondents

	Gender			Age						Social Grade				Region											
	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 Ireland
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
Male	1022	1022	-	89	153	173	202	158	247	334	274	185	229	91	41	121	82	91	68	44	98	138	128	91	29
	49%	100%	-	38%	42%	52%	54%	51%	51%	58%	47%	44%	45%	51%	48%	52%	48%	50%	46%	44%	50%	50%	45%	50%	45%
Female	1073	-	1073	143	209	162	169	152	238	238	314	240	280	86	44	113	89	90	80	57	97	137	156	90	34
	51%	-	100%	62%	58%	48%	46%	49%	49%	42%	53%	56%	55%	49%	52%	48%	52%	50%	54%	56%	50%	50%	55%	50%	55%

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Table 17
Gender
Base: All respondents

	Employment Sector			Opinion Influencer	Ethnicity						
	Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Unweighted base	2095	311	857	175	1877	197	44	95	38	8	12
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
Male	1022 49%	145 44%	487 56%	117 61%	922 49%	87 43%	19 43%	45 44%	16 46%	5 55%	2 20%
Female	1073 51%	187 56%	389 44%	75 39%	953 51%	114 57%	25 57%	56 56%	19 54%	4 45%	10 80%

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Absolutes/col percents

Table 18
Age
Base: All respondents

	Gender			Age						Social Grade				Region											
	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
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
18-24	232	89	143	232	-	-	-	-	-	84	85	30	34	21	12	10	22	21	18	7	24	43	33	22	-
	11%	9%	13%	100%	-	-	-	-	-	15%	14%	7%	7%	12%	14%	4%	13%	12%	12%	7%	12%	16%	12%	12%	-
25-34	362	153	209	-	362	-	-	-	-	118	100	67	77	28	12	50	19	46	24	17	20	64	46	30	7
	17%	15%	19%	-	100%	-	-	-	-	21%	17%	16%	15%	16%	14%	21%	11%	25%	16%	17%	10%	23%	16%	16%	12%
35-44	335	173	162	-	-	335	-	-	-	67	102	71	96	33	7	28	23	29	22	19	37	51	46	29	11
	16%	17%	15%	-	-	100%	-	-	-	12%	17%	17%	19%	19%	8%	12%	13%	16%	15%	18%	19%	19%	16%	16%	18%
45-54	371	202	169	-	-	-	371	-	-	94	104	68	105	37	14	42	34	35	24	16	39	30	42	41	17
	18%	20%	16%	-	-	-	100%	-	-	16%	18%	16%	21%	21%	16%	18%	20%	20%	16%	16%	20%	11%	15%	23%	27%
55-64	310	158	152	-	-	-	-	310	-	58	71	88	93	26	22	43	35	21	12	34	27	37	18	17	17
	15%	15%	14%	-	-	-	-	100%	-	10%	12%	21%	18%	15%	25%	18%	20%	11%	14%	11%	17%	10%	13%	10%	26%
65+	484	247	238	-	-	-	-	-	484	152	127	101	105	32	19	61	38	29	40	31	41	59	81	42	11
	23%	24%	22%	-	-	-	-	-	100%	27%	22%	24%	21%	18%	23%	26%	23%	16%	27%	30%	21%	21%	28%	23%	17%
NET: 18-34	595	243	352	232	362	-	-	-	-	202	185	97	111	49	23	60	41	67	42	24	44	107	79	51	7
	28%	24%	33%	100%	100%	-	-	-	-	35%	31%	23%	22%	28%	27%	26%	24%	37%	28%	24%	23%	39%	28%	28%	12%
NET: 35-54	706	375	331	-	-	335	371	-	-	161	206	139	200	70	21	70	57	64	46	35	77	81	88	70	28
	34%	37%	31%	-	-	100%	100%	-	-	28%	35%	33%	39%	40%	24%	30%	33%	35%	31%	34%	39%	30%	31%	38%	44%
NET: 55+	794	405	390	-	-	-	-	310	484	209	198	189	198	58	41	104	73	50	60	42	74	86	118	60	28
	38%	40%	36%	-	-	-	-	100%	100%	37%	34%	44%	39%	33%	48%	44%	43%	27%	41%	42%	38%	31%	41%	33%	44%
Average age	47.98	49.54	46.50	21.88	29.51	39.23	49.79	59.42	71.68	47.17	46.16	50.06	49.27	46.85	50.62	50.49	49.31	44.14	48.43	50.20	48.52	44.14	49.16	47.83	51.37

Eating Better Survey
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Absolutes/col percents

Table 18
Age
Base: All respondents

	Employment Sector				Ethnicity						
	Total	Public	Private	Opinion Influencer	White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Unweighted base	2095	311	857	175	1877	197	44	95	38	8	12
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
18-24	232 11%	39 12%	101 12%	45 24%	181 10%	49 25%	8 19%	28 28%	6 18%	1 9%	5 46%
25-34	362 17%	87 26%	203 23%	46 24%	287 15%	71 36%	13 29%	38 37%	13 38%	6 64%	1 13%
35-44	335 16%	80 24%	186 21%	36 19%	277 15%	52 26%	15 34%	22 22%	11 32%	1 12%	3 26%
45-54	371 18%	84 25%	200 23%	28 15%	354 19%	14 7%	2 4%	6 6%	3 7%	2 16%	1 9%
55-64	310 15%	38 11%	127 15%	17 9%	299 16%	10 5%	5 11%	3 3%	2 5%	-	-
65+	484 23%	5 2%	59 7%	20 10%	478 25%	4 2%	1 2%	3 3%	-	-	1 7%
NET: 18-34	595 28%	126 38%	304 35%	92 48%	468 25%	121 60%	21 48%	66 66%	20 56%	7 72%	7 58%
NET: 35-54	706 34%	163 49%	386 44%	64 33%	631 34%	66 33%	17 39%	28 28%	14 39%	3 28%	4 35%
NET: 55+	794 38%	43 13%	187 21%	36 19%	776 41%	14 7%	6 13%	6 6%	2 5%	-	1 7%
Average age	47.98	40.14	42.26	39.22	49.54	33.91	36.02	32.62	35.23	32.96	33.96

Eating Better Survey

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Absolutes/col percents

Table 19
Social Grade
Base: All respondents

	Gender			Age						Social Grade				Region											
	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-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
A	153 7%	91 9%	62 6%	22 9%	36 10%	16 5%	24 6%	15 5%	41 8%	153 27%	-	-	-	9 5%	3 3%	10 4%	5 3%	16 9%	8 6%	4 4%	14 7%	39 14%	23 8%	14 8%	8 13%
B	419 20%	243 24%	176 16%	62 27%	82 23%	51 15%	70 19%	43 14%	111 23%	419 73%	-	-	-	35 20%	11 13%	39 17%	31 18%	34 19%	34 23%	24 24%	42 22%	59 22%	60 21%	37 20%	14 22%
C1	589 28%	274 27%	314 29%	85 37%	100 28%	102 30%	104 28%	71 23%	127 26%	-	589 100%	-	-	52 29%	29 34%	60 26%	42 25%	39 22%	36 24%	26 25%	55 28%	94 34%	76 27%	63 35%	16 25%
C2	425 20%	185 18%	240 22%	30 13%	67 19%	71 21%	68 18%	88 28%	101 21%	-	-	425 100%	-	36 20%	22 26%	55 24%	46 27%	43 24%	29 20%	22 22%	41 21%	31 11%	62 22%	32 18%	6 10%
D	247 12%	113 11%	134 13%	24 10%	47 13%	54 16%	54 15%	39 13%	30 6%	-	-	-	247 49%	20 12%	7 8%	35 15%	20 12%	31 17%	24 16%	10 10%	23 12%	23 8%	32 11%	17 10%	6 9%
E	262 13%	116 11%	146 14%	10 4%	30 8%	42 12%	50 14%	55 18%	75 15%	-	-	-	262 51%	24 14%	14 16%	35 15%	27 16%	19 10%	17 11%	16 16%	19 10%	28 10%	33 12%	17 9%	13 21%
NET: AB	572 27%	334 33%	238 22%	84 36%	118 32%	67 20%	94 25%	58 19%	152 31%	572 100%	-	-	-	44 25%	14 16%	48 21%	36 21%	50 27%	42 28%	28 27%	57 29%	98 36%	82 29%	51 28%	22 35%
NET: ABC1	1161 55%	608 59%	552 51%	169 73%	218 60%	168 50%	198 54%	128 41%	279 58%	572 100%	589 100%	-	-	96 54%	43 50%	109 46%	78 46%	89 49%	78 53%	53 53%	112 57%	192 70%	158 56%	114 63%	38 60%
NET: C2DE	934 45%	414 41%	520 49%	64 27%	144 40%	167 50%	172 46%	182 59%	206 42%	-	-	425 100%	509 100%	81 46%	43 50%	125 54%	92 54%	92 51%	70 47%	48 47%	83 43%	82 30%	126 44%	67 37%	25 40%
NET: DE	509 24%	229 22%	280 26%	34 14%	77 21%	96 29%	105 28%	93 30%	105 22%	-	-	-	509 100%	45 25%	21 24%	70 30%	47 27%	50 27%	40 27%	26 26%	42 22%	51 19%	65 23%	34 19%	19 30%

Eating Better Survey
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Absolutes/col percents

Table 19
Social Grade
Base: All respondents

	Employment Sector			Opinion Influencer	Ethnicity						
	Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Unweighted base	2095	311	857	175	1877	197	44	95	38	8	12
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
A	153 7%	24 7%	64 7%	30 16%	136 7%	17 9%	1 3%	8 8%	5 14%	2 20%	1 11%
B	419 20%	68 21%	184 21%	59 31%	367 20%	48 24%	13 29%	21 20%	11 31%	4 39%	- -
C1	589 28%	140 42%	263 30%	54 28%	524 28%	57 28%	14 32%	30 29%	7 20%	1 9%	5 45%
C2	425 20%	58 17%	198 23%	23 12%	392 21%	29 14%	6 13%	16 16%	4 12%	- -	3 24%
D	247 12%	38 12%	129 15%	17 9%	213 11%	34 17%	6 13%	18 18%	7 21%	3 33%	1 5%
E	262 13%	3 1%	39 4%	8 4%	244 13%	16 8%	4 10%	9 9%	* 1%	- -	2 16%
NET: AB	572 27%	93 28%	248 28%	89 47%	503 27%	65 32%	15 33%	28 28%	16 45%	6 58%	1 11%
NET: ABC1	1161 55%	233 70%	511 58%	144 75%	1027 55%	122 61%	29 64%	58 57%	23 66%	7 67%	7 56%
NET: C2DE	934 45%	99 30%	366 42%	48 25%	848 45%	79 39%	16 36%	43 43%	12 34%	3 33%	5 44%
NET: DE	509 24%	41 12%	168 19%	25 13%	457 24%	50 25%	10 22%	27 27%	8 22%	3 33%	2 20%

Eating Better Survey

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Absolutes/col percents

Table 20
GO Region
Base: All respondents

	Gender		Age							Social Grade				Region											
	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
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
Scotland	177	91	86	21	28	33	37	26	32	44	52	36	45	177	-	-	-	-	-	-	-	-	-	-	-
	8%	9%	8%	9%	8%	10%	10%	8%	7%	8%	9%	8%	9%	100%	-	-	-	-	-	-	-	-	-	-	-
North East	85	41	44	12	12	7	14	22	19	14	29	22	21	-	85	-	-	-	-	-	-	-	-	-	-
	4%	4%	4%	5%	3%	2%	4%	7%	4%	2%	5%	5%	4%	-	100%	-	-	-	-	-	-	-	-	-	-
North West	234	121	113	10	50	28	42	43	61	48	60	55	70	-	-	234	-	-	-	-	-	-	-	-	-
	11%	12%	11%	4%	14%	8%	11%	14%	13%	8%	10%	13%	14%	-	-	100%	-	-	-	-	-	-	-	-	-
Yorkshire & Humberside	171	82	89	22	19	23	34	35	38	36	42	46	47	-	-	-	171	-	-	-	-	-	-	-	-
	8%	8%	8%	10%	5%	7%	9%	11%	8%	6%	7%	11%	9%	-	-	-	100%	-	-	-	-	-	-	-	-
West Midlands	181	91	90	21	46	29	35	21	29	50	39	43	50	-	-	-	-	181	-	-	-	-	-	-	-
	9%	9%	8%	9%	13%	9%	10%	7%	6%	9%	7%	10%	10%	-	-	-	-	100%	-	-	-	-	-	-	-
East Midlands	148	68	80	18	24	22	24	21	40	42	36	29	40	-	-	-	-	-	148	-	-	-	-	-	-
	7%	7%	7%	8%	7%	7%	7%	7%	8%	7%	6%	7%	8%	-	-	-	-	-	100%	-	-	-	-	-	-
Wales	102	44	57	7	17	19	16	12	31	28	26	22	26	-	-	-	-	-	102	-	-	-	-	-	-
	5%	4%	5%	3%	5%	6%	4%	4%	6%	5%	4%	5%	5%	-	-	-	-	-	100%	-	-	-	-	-	-
Eastern	195	98	97	24	20	37	39	34	41	57	55	41	42	-	-	-	-	-	-	195	-	-	-	-	-
	9%	10%	9%	10%	6%	11%	11%	11%	8%	10%	9%	10%	8%	-	-	-	-	-	-	100%	-	-	-	-	-
London	274	138	137	43	64	51	30	27	59	98	94	31	51	-	-	-	-	-	-	-	-	274	-	-	-
	13%	13%	13%	19%	18%	15%	8%	9%	12%	17%	16%	7%	10%	-	-	-	-	-	-	-	-	100%	-	-	-
South East	285	128	156	33	46	46	42	37	81	82	76	62	65	-	-	-	-	-	-	-	-	-	285	-	-
	14%	13%	15%	14%	13%	14%	11%	12%	17%	14%	13%	14%	13%	-	-	-	-	-	-	-	-	-	100%	-	-
South West	181	91	90	22	30	29	41	18	42	51	63	32	34	-	-	-	-	-	-	-	-	-	-	181	-
	9%	9%	8%	9%	8%	9%	11%	6%	9%	9%	11%	8%	7%	-	-	-	-	-	-	-	-	-	-	100%	-
Northern Ireland	63	29	34	-	7	11	17	17	11	22	16	6	19	-	-	-	-	-	-	-	-	-	-	-	63
	3%	3%	3%	-	2%	3%	5%	5%	2%	4%	3%	2%	4%	-	-	-	-	-	-	-	-	-	-	-	100%

Eating Better Survey
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Absolutes/col percents

Table 20
GO Region
Base: All respondents

	Employment Sector			Opinion Influencer	Ethnicity						
	Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Unweighted base	2095	311	857	175	1877	197	44	95	38	8	12
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
Scotland	177	32	66	8	170	6	1	3	1	1	-
	8%	9%	8%	4%	9%	3%	2%	3%	2%	9%	-
North East	85	15	32	7	83	2	-	2	-	-	-
	4%	5%	4%	4%	4%	1%	-	2%	-	-	-
North West	234	32	96	10	213	19	4	10	5	-	*
	11%	10%	11%	5%	11%	9%	8%	10%	14%	-	3%
Yorkshire & Humberside	171	27	67	9	155	13	6	4	2	-	1
	8%	8%	8%	5%	8%	7%	14%	4%	5%	-	7%
West Midlands	181	33	89	20	155	25	3	21	-	-	1
	9%	10%	10%	11%	8%	12%	6%	21%	-	-	8%
East Midlands	148	15	62	12	135	12	1	8	3	-	-
	7%	4%	7%	6%	7%	6%	2%	8%	9%	-	-
Wales	102	18	31	8	95	5	2	1	-	1	1
	5%	5%	3%	4%	5%	3%	5%	1%	-	12%	6%
Eastern	195	36	72	21	185	8	4	2	1	-	*
	9%	11%	8%	11%	10%	4%	9%	2%	4%	-	4%
London	274	41	136	50	183	86	16	37	22	3	8
	13%	12%	16%	26%	10%	43%	37%	37%	65%	27%	63%
South East	285	34	125	32	263	22	6	12	*	3	-
	14%	10%	14%	17%	14%	11%	13%	12%	1%	36%	-
South West	181	44	70	10	175	4	1	-	-	2	1
	9%	13%	8%	5%	9%	2%	3%	-	-	17%	9%
Northern Ireland	63	7	31	5	63	-	-	-	-	-	-
	3%	2%	4%	3%	3%	-	-	-	-	-	-

Eating Better Survey
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Absolutes/col percents

Table 21
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Gender			Age						Social Grade				Region											
	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 Ireland
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
Yes	1309	637	673	183	251	202	215	180	279	417	391	263	238	101	49	142	106	121	90	52	112	203	172	118	46
		62%	62%	63%	79%	69%	60%	58%	58%	73%	66%	62%	47%	57%	58%	61%	62%	67%	61%	51%	57%	74%	60%	65%	72%
No	786	386	400	49	112	133	156	130	205	155	198	162	271	76	36	92	65	60	58	50	83	72	113	63	17
		38%	38%	37%	21%	31%	40%	42%	42%	27%	34%	38%	53%	43%	42%	39%	38%	33%	39%	49%	43%	26%	40%	35%	28%

Eating Better Survey
ONLINE Fieldwork: 21st to 22nd September 2020

Absolutes/col percents

Table 21
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Employment Sector			Opinion Influencer	Ethnicity						
	Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Unweighted base	2095	311	857	175	1877	197	44	95	38	8	12
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
Yes	1309 62%	234 71%	605 69%	152 80%	1154 62%	146 73%	29 66%	76 75%	23 65%	9 91%	10 85%
No	786 38%	98 29%	272 31%	39 20%	721 38%	55 27%	15 34%	25 25%	12 35%	1 9%	2 15%

Eating Better Survey
ONLINE Fieldwork: 21st to 22nd September 2020

Absolutes/col percents

Table 22
Opinion Influencer
Base: All respondents

	Gender			Age						Social Grade				Region											
	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 Ireland
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
Yes	192 9%	117 11%	75 7%	45 19%	46 13%	36 11%	28 8%	17 5%	20 4%	89 16%	54 9%	23 6%	25 5%	8 4%	7 8%	10 4%	9 5%	20 11%	12 8%	8 8%	21 11%	50 18%	32 11%	10 5%	5 8%
No	1903 91%	906 89%	998 93%	187 81%	316 87%	299 89%	343 92%	294 95%	465 96%	483 84%	534 91%	402 94%	484 95%	169 96%	78 92%	224 96%	162 95%	160 89%	137 92%	93 92%	174 89%	224 82%	252 89%	171 95%	58 92%

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Absolutes/col percents

Table 22
Opinion Influencer
Base: All respondents

	Employment Sector			Opinion Influencer	Ethnicity						
	Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Unweighted base	2095	311	857	175	1877	197	44	95	38	8	12
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
Yes	192 9%	42 13%	106 12%	192 100%	148 8%	43 21%	5 11%	17 17%	14 42%	5 54%	1 9%
No	1903 91%	290 87%	770 88%	-	1727 92%	158 79%	40 89%	83 83%	20 58%	5 46%	11 91%

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Absolutes/col percents

Table 23
Tenure
Base: All respondents

	Gender			Age						Social Grade					Region										
	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
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
NET: Homeowners	1357	703	654	123	179	177	246	230	403	444	387	307	219	113	51	155	116	116	106	69	132	146	182	127	44
Owned outright - without mortgage	756	409	348	48	41	49	98	155	366	241	210	181	124	59	28	94	67	50	59	43	79	83	98	70	25
	36%	40%	32%	21%	11%	15%	26%	50%	76%	42%	36%	43%	24%	33%	33%	40%	39%	28%	40%	42%	41%	30%	34%	39%	40%
Owned with a mortgage or loan	601	294	307	76	138	127	149	75	36	203	177	126	95	54	23	61	49	65	47	26	53	63	84	57	18
	29%	29%	29%	33%	38%	38%	40%	24%	7%	36%	30%	30%	19%	31%	27%	26%	29%	36%	31%	26%	27%	23%	30%	32%	29%
NET: Renters	702	303	400	97	170	152	124	80	80	119	187	114	281	60	31	76	55	62	41	31	59	122	99	50	17
	34%	30%	37%	42%	47%	45%	33%	26%	16%	21%	32%	27%	55%	34%	36%	32%	34%	28%	30%	30%	45%	35%	28%	27%	
NET: Rent from Council/ Housing Association	424	182	243	46	76	91	91	58	62	51	98	66	209	40	22	47	39	34	20	14	30	80	62	26	10
	20%	18%	23%	20%	21%	27%	25%	19%	13%	9%	17%	16%	41%	22%	26%	20%	23%	19%	13%	14%	16%	29%	22%	14%	15%
Rented from the council	272	112	160	23	55	60	64	33	38	26	63	41	143	31	17	25	32	19	10	8	21	52	37	15	5
	13%	11%	15%	10%	15%	18%	17%	11%	8%	5%	11%	10%	28%	18%	20%	11%	19%	11%	7%	8%	11%	19%	13%	8%	8%
Rented from a housing association	152	69	83	23	21	31	28	25	24	25	35	25	66	8	6	23	7	15	10	7	9	28	25	10	5
	7%	7%	8%	10%	6%	9%	7%	8%	5%	4%	6%	6%	13%	5%	7%	10%	4%	8%	7%	6%	5%	10%	9%	6%	7%
Rented from someone else	278	121	157	51	93	61	32	22	18	68	89	48	72	20	9	28	16	28	21	17	28	42	37	25	7
	13%	12%	15%	22%	26%	18%	9%	7%	4%	12%	15%	11%	14%	12%	10%	12%	9%	15%	14%	16%	14%	15%	13%	14%	11%
Rent free	35	16	19	12	14	7	1	-	2	8	14	4	9	4	3	3	-	3	2	2	4	6	3	3	2
	2%	2%	2%	5%	4%	2%	*	-	*	1%	2%	1%	2%	2%	4%	1%	-	2%	1%	2%	2%	2%	1%	2%	3%

Eating Better Survey
ONLINE Fieldwork: 21st to 22nd September 2020

Absolutes/col percents

Table 23
Tenure
Base: All respondents

	Employment Sector			Opinion Influencer	Ethnicity						
	Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Unweighted base	2095	311	857	175	1877	197	44	95	38	8	12
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
NET: Homeowners	1357	219	559	133	1249	99	17	55	19	6	2
	65%	66%	64%	69%	67%	49%	38%	54%	53%	65%	19%
Owned outright - without mortgage	756	52	240	62	721	31	8	13	6	4	-
	36%	16%	27%	32%	38%	15%	17%	13%	17%	37%	-
Owned with a mortgage or loan	601	167	319	71	528	68	9	41	13	3	2
	29%	50%	36%	37%	28%	34%	20%	41%	37%	29%	19%
NET: Renters	702	110	302	58	601	94	28	38	16	3	10
	34%	33%	34%	30%	32%	47%	62%	37%	47%	35%	81%
NET: Rent from Council/ Housing Association	424	57	151	32	367	54	15	23	8	2	6
	20%	17%	17%	17%	20%	27%	34%	23%	24%	17%	55%
Rented from the council	272	36	89	18	235	35	10	15	3	2	4
	13%	11%	10%	9%	13%	17%	23%	15%	10%	17%	33%
Rented from a housing association	152	21	63	14	131	20	5	7	5	-	3
	7%	6%	7%	7%	7%	10%	10%	7%	14%	-	21%
Rented from someone else	278	53	150	26	234	40	13	15	8	2	3
	13%	16%	17%	13%	12%	20%	29%	15%	23%	18%	26%
Rent free	35	2	16	1	26	8	-	8	-	-	-
	2%	1%	2%	1%	1%	4%	-	8%	-	-	-

Eating Better Survey

ONLINE Fieldwork: 21st to 22nd September 2020

Absolutes/col percents

Table 24
What is the highest educational level that you have achieved to date?
Base: All respondents

	Gender			Age						Social Grade				Region											
	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
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
No formal education	15 1%	9 1%	6 1%	1 *	1 *	1 *	2 *	2 1%	9 2%	3 1%	3 *	5 1%	4 1%	3 2%	1 1%	3 1%	1 *	-	1 1%	-	1 *	3 1%	3 1%	1 *	-
Primary	7 *	5 1%	2 *	1 *	2 *	1 *	-	1 *	2 *	1 *	-	3 1%	4 1%	-	-	1 1%	1 1%	3 2%	-	-	-	1 *	1 *	-	-
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1079 52%	516 50%	563 53%	87 37%	161 44%	163 49%	219 59%	193 62%	257 53%	183 32%	269 46%	273 64%	355 70%	77 44%	44 51%	141 60%	99 58%	103 57%	79 54%	50 49%	119 61%	104 38%	140 49%	93 51%	29 46%
University degree or equivalent professional qualification, NVQ level 4, etc.	716 34%	360 35%	355 33%	88 38%	131 36%	123 37%	110 30%	87 28%	177 37%	262 46%	232 39%	110 26%	111 22%	63 36%	31 37%	72 31%	50 29%	60 33%	52 35%	35 34%	53 27%	112 41%	95 33%	67 37%	25 39%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	238 11%	115 11%	123 11%	34 15%	61 17%	43 13%	39 11%	24 8%	36 7%	117 20%	66 11%	28 7%	27 5%	26 15%	7 9%	15 6%	13 7%	14 8%	12 8%	16 16%	20 10%	47 17%	41 14%	17 10%	9 14%
Still in full time education	24 1%	10 1%	15 1%	21 9%	2 1%	1 *	-	-	-	4 1%	15 2%	3 1%	3 1%	5 3%	1 1%	-	4 2%	1 *	3 2%	1 1%	-	6 2%	3 1%	2 1%	-
Don't know	6 *	1 *	4 *	-	1 *	1 *	-	2 1%	2 *	-	1 *	2 *	3 1%	1 *	1 1%	1 1%	2 1%	-	-	-	-	-	1 *	-	-
Prefer not to answer	10 *	6 1%	4 *	1 *	2 1%	3 1%	2 *	1 *	2 *	2 *	2 *	2 1%	3 1%	2 1%	1 1%	-	2 1%	-	-	-	3 1%	1 *	2 1%	1 *	-

Eating Better Survey
ONLINE Fieldwork: 21st to 22nd September 2020

Absolutes/col percents

Table 24

What is the highest educational level that you have achieved to date?

Base: All respondents

	Employment Sector			Opinion Influencer	Ethnicity						
	Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Unweighted base	2095	311	857	175	1877	197	44	95	38	8	12
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
No formal education	15 1%	- -	4 *	1 *	15 1%	- -	- -	- -	- -	- -	- -
Primary	7 *	1 *	3 *	- -	7 *	- -	- -	- -	- -	- -	- -
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1079 52%	125 38%	443 51%	48 25%	1011 54%	62 31%	17 37%	34 34%	7 19%	2 17%	3 25%
University degree or equivalent professional qualification, NVQ level 4, etc.	716 34%	137 41%	316 36%	86 45%	622 33%	87 43%	18 41%	42 41%	16 48%	4 38%	7 57%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	238 11%	68 21%	102 12%	50 26%	191 10%	43 21%	9 20%	19 18%	9 26%	4 45%	2 18%
Still in full time education	24 1%	- -	3 *	5 3%	17 1%	7 3%	1 2%	6 6%	* 1%	- -	- -
Don't know	6 *	- -	4 *	- -	5 *	1 1%	- -	- -	1 4%	- -	- -
Prefer not to answer	10 *	1 *	3 *	1 1%	7 *	1 1%	- -	1 1%	1 2%	- -	- -

Eating Better Survey
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Absolutes/col percents

Table 25

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											
	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
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
Yes - responsible for half or more of the items bought	1894	891	1004	151	340	317	359	290	437	499	529	394	472	161	78	214	161	165	133	91	172	244	252	166	57
	90%	87%	94%	65%	94%	95%	97%	94%	90%	87%	90%	93%	93%	91%	92%	91%	94%	92%	90%	90%	88%	89%	89%	92%	91%
No - not responsible for most of the items bought	201	132	69	82	22	18	12	20	47	73	60	32	37	16	7	20	10	15	15	10	23	31	33	15	6
	10%	13%	6%	35%	6%	5%	3%	6%	10%	13%	10%	7%	7%	9%	8%	9%	6%	8%	10%	10%	12%	11%	11%	8%	9%

Eating Better Survey
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Absolutes/col percents

Table 25

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

	Employment Sector			Opinion Influencer	Ethnicity						
	Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Unweighted base	2095	311	857	175	1877	197	44	95	38	8	12
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
Yes - responsible for half or more of the items bought	1894 90%	314 95%	804 92%	170 89%	1699 91%	178 89%	38 85%	89 89%	32 93%	9 91%	10 85%
No - not responsible for most of the items bought	201 10%	18 5%	73 8%	21 11%	176 9%	23 11%	6 15%	11 11%	3 7%	1 9%	2 15%

Eating Better Survey
ONLINE Fieldwork: 21st to 22nd September 2020

Absolutes/col percents

Table 26
How many cars are there in your household?
Base: All respondents

	Gender			Age						Social Grade				Region											
	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 Ireland
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
No cars in the household	440	207	233	54	89	90	77	47	82	76	134	45	184	39	21	60	45	30	22	15	39	96	43	22	9
	21%	20%	22%	23%	25%	27%	21%	15%	17%	13%	23%	11%	36%	22%	24%	26%	26%	17%	15%	15%	20%	35%	15%	12%	14%
NET: Any	1655	815	840	178	273	245	294	263	402	496	454	380	325	138	65	174	126	150	126	86	156	178	242	159	54
	79%	80%	78%	77%	75%	73%	79%	85%	83%	87%	77%	89%	64%	78%	76%	74%	74%	83%	85%	85%	80%	65%	85%	88%	86%
1	850	418	431	29	129	148	141	148	255	213	256	182	199	79	39	98	72	61	61	48	75	109	123	64	23
	41%	41%	40%	13%	36%	44%	38%	48%	53%	37%	44%	43%	39%	45%	46%	42%	42%	34%	41%	47%	39%	40%	43%	35%	36%
2	613	323	290	76	113	85	115	97	127	218	141	152	103	47	20	65	43	74	54	34	50	55	89	60	23
	29%	32%	27%	33%	31%	25%	31%	31%	26%	38%	24%	36%	20%	27%	23%	28%	25%	41%	36%	34%	26%	20%	31%	33%	36%
3+	192	74	118	73	32	12	38	18	20	65	57	47	23	12	6	11	12	15	12	4	31	14	30	35	9
	9%	7%	11%	31%	9%	4%	10%	6%	4%	11%	10%	11%	5%	7%	7%	5%	7%	8%	8%	4%	16%	5%	11%	20%	14%

Eating Better Survey
ONLINE Fieldwork: 21st to 22nd September 2020

Absolutes/col percents

Table 26
How many cars are there in your household?
Base: All respondents

	Employment Sector			Opin- ion Influ- encer	Ethnicity						
	Total	Public	Pri- vate		White	NET: BAME	Mixed	Asian	Black	Chines e	Other ethnic group
Unweighted base	2095	311	857	175	1877	197	44	95	38	8	12
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
No cars in the household	440 21%	57 17%	166 19%	41 21%	385 21%	47 23%	13 30%	20 20%	7 21%	5 55%	1 11%
NET: Any	1655 79%	275 83%	711 81%	151 79%	1490 79%	154 77%	31 70%	81 80%	27 79%	4 45%	11 89%
1	850 41%	131 39%	330 38%	59 31%	757 40%	83 41%	18 40%	40 40%	16 46%	3 26%	6 49%
2	613 29%	107 32%	287 33%	67 35%	558 30%	54 27%	12 27%	27 27%	10 28%	2 20%	3 29%
3+	192 9%	37 11%	93 11%	25 13%	174 9%	18 9%	1 3%	14 14%	2 5%	- -	1 11%

Eating Better Survey

ONLINE Fieldwork: 21st to 22nd September 2020

Absolutes/col percents

Table 27
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Gender		Age							Social Grade				Region											
	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
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
White	1875	922	953	181	287	277	354	299	478	503	524	392	457	170	83	213	155	155	135	95	185	183	263	175	63
	90%	90%	89%	78%	79%	83%	96%	96%	99%	88%	89%	92%	90%	96%	97%	91%	91%	86%	91%	94%	95%	67%	92%	97%	100%
NET: BAME	201	87	114	49	71	52	14	10	4	65	57	29	50	6	2	19	13	25	12	5	8	86	22	4	-
	10%	9%	11%	21%	20%	16%	4%	3%	1%	11%	10%	7%	10%	3%	2%	8%	8%	14%	8%	5%	4%	31%	8%	2%	-
Mixed	44	19	25	8	13	15	2	5	1	15	14	6	10	1	-	4	6	3	1	2	4	16	6	1	-
	2%	2%	2%	4%	4%	5%	1%	2%	*	3%	2%	1%	2%	1%	-	2%	4%	2%	1%	2%	2%	6%	2%	1%	-
Asian	100	45	56	28	38	22	6	3	3	28	30	16	27	3	2	10	4	21	8	1	2	37	12	-	-
	5%	4%	5%	12%	10%	7%	2%	1%	1%	5%	5%	4%	5%	2%	2%	4%	3%	11%	6%	1%	1%	14%	4%	-	-
Black	35	16	19	6	13	11	3	2	-	16	7	4	8	1	-	5	2	-	3	-	1	22	*	-	-
	2%	2%	2%	3%	4%	3%	1%	1%	-	3%	1%	1%	2%	*	-	2%	1%	-	2%	-	1%	8%	*	-	-
Chinese	10	5	4	1	6	1	2	-	-	6	1	-	3	1	-	-	-	-	-	1	-	3	3	2	-
	*	1%	*	*	2%	*	*	-	-	1%	*	-	1%	1%	-	-	-	-	-	1%	-	1%	1%	1%	-
Other ethnic group	12	2	10	5	1	3	1	-	1	1	5	3	2	-	-	*	1	1	-	1	*	8	-	1	-
	1%	*	1%	2%	*	1%	*	-	*	*	1%	1%	*	-	-	*	*	1%	-	1%	*	3%	-	1%	-
Prefer not to answer	19	13	5	2	4	6	3	1	2	3	8	5	2	1	1	2	2	1	1	1	2	5	-	2	-
	1%	1%	1%	1%	1%	2%	1%	*	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	*	1%	1%	2%	-	1%	-

Eating Better Survey
ONLINE Fieldwork: 21st to 22nd September 2020

Absolutes/col percents

Table 27
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Employment Sector			Opinion Influencer	Ethnicity						
	Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Unweighted base	2095	311	857	175	1877	197	44	95	38	8	12
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
White	1875	287	757	148	1875	-	-	-	-	-	-
	90%	86%	86%	77%	100%	-	-	-	-	-	-
NET: BAME	201	43	108	43	-	201	44	100	35	10	12
	10%	13%	12%	22%	-	100%	100%	100%	100%	100%	100%
Mixed	44	13	19	5	-	44	44	-	-	-	-
	2%	4%	2%	3%	-	22%	100%	-	-	-	-
Asian	100	17	54	17	-	100	-	100	-	-	-
	5%	5%	6%	9%	-	50%	-	100%	-	-	-
Black	35	12	21	14	-	35	-	-	35	-	-
	2%	4%	2%	8%	-	17%	-	-	100%	-	-
Chinese	10	1	8	5	-	10	-	-	-	10	-
	*	*	1%	3%	-	5%	-	-	-	100%	-
Other ethnic group	12	1	7	1	-	12	-	-	-	-	12
	1%	*	1%	1%	-	6%	-	-	-	-	100%
Prefer not to answer	19	2	12	1	-	-	-	-	-	-	-
	1%	1%	1%	*	-	-	-	-	-	-	-

Eating Better Survey

ONLINE Fieldwork: 21st to 22nd September 2020

Absolutes/col percents

Table 28
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

	Gender			Age						Social Grade				Region											
	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
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
Christian	1012	513	499	51	135	115	183	195	333	277	281	213	241	85	46	129	91	88	67	44	85	114	138	87	41
	48%	50%	47%	22%	37%	34%	49%	63%	69%	48%	48%	50%	47%	48%	53%	55%	54%	49%	45%	43%	43%	41%	49%	48%	64%
NET: Other	144	64	80	27	40	38	18	11	10	41	43	21	40	5	2	14	8	24	12	4	10	45	17	3	1
	7%	6%	7%	12%	11%	11%	5%	4%	2%	7%	7%	5%	8%	3%	3%	6%	5%	13%	8%	4%	5%	16%	6%	2%	1%
Muslim	67	31	36	15	26	20	4	2	-	16	19	13	20	2	-	9	4	12	4	1	3	28	5	-	-
	3%	3%	3%	6%	7%	6%	1%	1%	-	3%	3%	3%	4%	1%	-	4%	2%	7%	3%	1%	1%	10%	2%	-	-
Hindu	23	12	11	6	9	3	2	1	1	9	10	2	3	-	*	2	-	5	2	-	-	8	7	-	-
	1%	1%	1%	3%	3%	1%	*	*	*	2%	2%	*	1%	-	1%	1%	-	3%	1%	-	-	3%	2%	-	-
Jewish	10	3	7	1	1	2	2	1	4	3	2	2	3	1	1	-	1	-	2	-	1	4	-	1	-
	*	*	1%	*	*	1%	*	*	1%	1%	*	1%	1%	*	1%	-	*	-	1%	-	1%	1%	-	1%	-
Sikh	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-
	*	-	*	-	-	*	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	*	-	-	-
Buddhist	14	7	7	2	-	5	5	1	2	3	6	1	4	-	-	1	2	1	2	2	2	3	2	-	-
	1%	1%	1%	1%	-	1%	1%	*	*	1%	1%	*	1%	-	-	*	1%	1%	1%	2%	1%	1%	1%	-	-
Other	29	11	18	3	4	8	5	3	3	9	7	3	10	2	1	3	1	6	3	1	4	2	4	2	1
	1%	1%	2%	1%	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%	3%	2%	1%	2%	1%	1%	1%	1%
None	898	422	476	149	179	168	163	101	139	248	250	180	221	84	37	89	68	66	67	51	95	105	126	88	22
	43%	41%	44%	64%	49%	50%	44%	32%	29%	43%	42%	42%	43%	47%	43%	38%	40%	37%	45%	50%	49%	38%	44%	49%	35%
Prefer not to say	40	23	17	5	9	14	7	3	3	6	15	12	7	4	1	2	3	3	2	3	5	11	3	3	-
	2%	2%	2%	2%	2%	4%	2%	1%	1%	1%	3%	3%	1%	2%	1%	1%	2%	2%	1%	3%	3%	4%	1%	2%	-

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Absolutes/col percents

Table 28
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

	Employment Sector			Opinion Influencer	Ethnicity							Other ethnic group
	Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese		
Unweighted base	2095	311	857	175	1877	197	44	95	38	8	12	
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12	
Christian	1012	151	387	98	959	53	18	8	24	2	2	
	48%	45%	44%	51%	51%	26%	39%	8%	69%	18%	14%	
NET: Other	144	24	76	28	49	95	4	81	6	-	4	
	7%	7%	9%	14%	3%	47%	8%	81%	17%	-	34%	
Muslim	67	12	39	12	6	61	1	53	4	-	3	
	3%	4%	4%	6%	*	30%	3%	53%	11%	-	21%	
Hindu	23	4	11	5	-	23	-	23	-	-	-	
	1%	1%	1%	3%	-	11%	-	23%	-	-	-	
Jewish	10	1	4	-	10	1	-	-	-	-	1	
	*	*	*	-	1%	*	-	-	-	-	7%	
Sikh	1	-	-	-	-	1	-	1	-	-	-	
	*	-	-	-	-	*	-	1%	-	-	-	
Buddhist	14	2	8	6	8	6	1	3	2	-	1	
	1%	1%	1%	3%	*	3%	2%	3%	5%	-	6%	
Other	29	5	14	5	25	3	1	2	-	-	-	
	1%	1%	2%	2%	1%	2%	3%	2%	-	-	-	
None	898	150	394	63	850	47	23	7	3	7	6	
	43%	45%	45%	33%	45%	23%	53%	7%	8%	73%	52%	
Prefer not to say	40	7	20	3	17	7	-	4	2	1	-	
	2%	2%	2%	2%	1%	3%	-	4%	6%	9%	-	

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Absolutes/col percents

Table 29
Which of the following best describes where you live?
Base: All respondents

	Gender			Age						Social Grade				Region											
	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
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
NET: Urban	1700	847	853	192	322	289	302	234	361	459	482	330	429	144	70	196	135	164	110	76	141	272	223	127	42
	81%	83%	80%	82%	89%	86%	81%	75%	75%	80%	82%	78%	84%	81%	82%	84%	79%	91%	74%	75%	72%	99%	79%	70%	66%
Urban - Population over 10,000	920	486	434	126	195	158	153	122	166	246	274	159	241	86	24	89	71	85	56	32	60	233	104	59	20
	44%	48%	40%	54%	54%	47%	41%	39%	34%	43%	47%	37%	47%	49%	28%	38%	41%	47%	38%	32%	31%	85%	37%	33%	31%
Town and Fringe	780	361	419	66	127	131	149	112	196	213	208	171	188	58	45	106	65	80	54	44	81	39	119	67	22
	37%	35%	39%	28%	35%	39%	40%	36%	40%	37%	35%	40%	37%	33%	53%	46%	38%	44%	37%	43%	42%	14%	42%	37%	35%
NET: Rural	395	176	219	41	40	46	69	76	123	113	106	95	80	33	16	38	36	16	38	25	54	2	61	54	21
	19%	17%	20%	18%	11%	14%	19%	25%	25%	20%	18%	22%	16%	19%	18%	16%	21%	9%	26%	25%	28%	1%	21%	30%	34%
Village	337	145	192	38	36	44	53	65	101	97	92	76	71	25	16	34	36	15	37	19	48	1	54	40	11
	16%	14%	18%	16%	10%	13%	14%	21%	21%	17%	16%	18%	14%	14%	18%	15%	21%	9%	25%	19%	25%	*	19%	22%	18%
Hamlet & Isolated Dwelling	58	31	27	3	4	2	16	11	22	16	14	19	9	8	-	4	-	1	1	6	5	1	7	14	10
	3%	3%	3%	1%	1%	1%	4%	4%	5%	3%	2%	4%	2%	4%	-	2%	-	1%	1%	6%	3%	*	3%	8%	16%

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Absolutes/col percents

Table 29
Which of the following best describes where you live?
Base: All respondents

	Employment Sector			Opinion Influencer	Ethnicity						
	Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Unweighted base	2095	311	857	175	1877	197	44	95	38	8	12
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
NET: Urban	1700	281	720	163	1490	194	43	97	32	10	12
	81%	85%	82%	85%	79%	96%	96%	97%	93%	100%	100%
Urban - Population over 10,000	920	152	417	111	766	141	30	69	24	7	11
	44%	46%	48%	58%	41%	70%	68%	69%	68%	72%	93%
Town and Fringe	780	129	303	52	724	53	13	28	9	3	1
	37%	39%	35%	27%	39%	26%	28%	28%	25%	28%	7%
NET: Rural	395	51	157	29	385	7	2	3	2	-	-
	19%	15%	18%	15%	21%	4%	4%	3%	7%	-	-
Village	337	45	131	26	329	6	2	2	2	-	-
	16%	13%	15%	14%	18%	3%	4%	2%	7%	-	-
Hamlet & Isolated Dwelling	58	7	26	3	56	1	-	1	-	-	-
	3%	2%	3%	2%	3%	1%	-	1%	-	-	-

Eating Better Survey

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Absolutes/col percents

Table 30
Please indicate which of the following best describes your working status before March 2020 (Pre-Covid 19)
Base: All respondents

	Gender			Age						Social Grade				Region											
	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
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
NET: Working	1209	633	576	140	290	265	283	165	65	340	404	256	209	97	47	128	94	122	76	48	108	177	159	113	38
	58%	62%	54%	60%	80%	79%	76%	53%	13%	59%	69%	60%	41%	55%	55%	55%	55%	67%	51%	48%	55%	65%	56%	63%	60%
NET: Employed	1078	557	521	129	272	240	249	135	52	310	359	220	189	92	42	112	80	108	63	44	99	162	141	99	35
	51%	55%	49%	56%	75%	72%	67%	44%	11%	54%	61%	52%	37%	52%	49%	48%	47%	60%	43%	44%	51%	59%	50%	55%	55%
Working full time - working 30 hours per week or more	875	488	387	108	231	198	213	101	24	266	304	175	131	76	36	90	65	91	44	36	83	137	108	80	31
	42%	48%	36%	47%	64%	59%	58%	33%	5%	47%	52%	41%	26%	43%	42%	38%	38%	50%	30%	35%	42%	50%	38%	44%	49%
Working part-time - working between 8 and 29 hours per week	203	69	134	21	41	42	36	34	29	44	56	45	59	16	6	23	15	18	20	9	16	25	33	18	4
	10%	7%	12%	9%	11%	13%	10%	11%	6%	8%	9%	11%	12%	9%	7%	10%	9%	10%	13%	9%	8%	9%	12%	10%	6%
NET: Self-employed	130	75	55	11	18	26	34	30	12	30	45	35	20	5	5	16	14	14	13	4	9	15	18	15	3
	6%	7%	5%	5%	5%	8%	9%	10%	3%	5%	8%	8%	4%	3%	6%	7%	8%	7%	9%	4%	5%	5%	6%	8%	5%
Self-employed - working 30 hours per week or more	80	55	25	4	14	16	23	21	2	20	23	24	13	3	-	11	10	9	10	3	7	8	7	10	2
	4%	5%	2%	2%	4%	5%	6%	7%	*	3%	4%	6%	3%	1%	-	5%	6%	5%	7%	3%	3%	3%	2%	5%	4%
Self-employed - working between 8 and 29 hours per week	50	20	30	7	3	10	11	10	10	11	21	12	7	3	5	5	3	5	3	1	2	7	11	5	1
	2%	2%	3%	3%	1%	3%	3%	3%	2%	2%	4%	3%	1%	2%	6%	2%	2%	3%	2%	1%	1%	3%	4%	3%	1%
NET: Not working	886	390	496	92	72	70	87	145	420	232	185	170	300	80	38	106	77	59	72	53	87	97	125	67	25
	42%	38%	46%	40%	20%	21%	24%	47%	87%	41%	31%	40%	59%	45%	45%	45%	45%	33%	49%	52%	45%	35%	44%	37%	40%
Not working but seeking work or temporarily unemployed or sick	95	51	44	10	25	24	14	19	2	11	9	10	65	6	6	13	7	9	10	3	9	12	8	8	4
	5%	5%	4%	4%	7%	7%	4%	6%	*	2%	2%	2%	13%	3%	7%	5%	4%	5%	7%	3%	5%	5%	3%	5%	6%
Not working and not seeking work	102	50	53	5	10	12	26	41	9	12	8	11	71	13	4	7	10	9	5	3	14	14	12	6	6
	5%	5%	5%	2%	3%	4%	7%	13%	2%	2%	1%	3%	14%	7%	4%	3%	6%	5%	4%	3%	7%	5%	4%	3%	10%
Student	97	32	65	77	14	6	1	-	-	32	46	7	12	14	1	10	14	6	12	7	6	12	10	6	-
	5%	3%	6%	33%	4%	2%	*	-	-	6%	8%	2%	2%	8%	1%	4%	8%	3%	8%	7%	3%	4%	4%	3%	-
Retired on a state pension only	105	30	75	-	-	-	-	-	105	9	10	25	62	3	5	14	8	5	7	12	5	17	17	9	2
	5%	3%	7%	-	-	-	-	-	22%	2%	2%	6%	12%	2%	6%	6%	5%	3%	5%	12%	2%	6%	6%	5%	3%

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Absolutes/col percents

Table 30
Please indicate which of the following best describes your working status before March 2020 (Pre-Covid 19)
Base: All respondents

	Gender		Age							Social Grade					Region										
	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
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
Retired with a private pension	365 17%	213 21%	151 14%	-	-	-	6 2%	60 19%	299 62%	153 27%	102 17%	76 18%	33 6%	34 19%	18 22%	48 21%	27 16%	19 10%	30 20%	20 20%	39 20%	38 14%	55 19%	29 16%	7 12%
House person, housewife, househusband, etc.	122 6%	13 1%	109 10%	-	24 7%	27 8%	41 11%	25 8%	5 1%	15 3%	9 2%	41 10%	58 11%	9 5%	4 5%	14 6%	11 7%	12 7%	8 5%	8 8%	14 7%	4 2%	23 8%	8 5%	6 9%

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Absolutes/col percents

Table 30
Please indicate which of the following best describes your working status before March 2020 (Pre-Covid 19)
Base: All respondents

	Employment Sector			Ethnicity							
	Total	Public	Private	Opinion Influencer	White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Unweighted base	2095	311	857	175	1877	197	44	95	38	8	12
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
NET: Working	1209	332	876	149	1044	151	31	71	33	9	8
	58%	100%	100%	78%	56%	75%	71%	70%	95%	88%	64%
NET: Employed	1078	328	750	136	927	141	30	65	31	9	7
	51%	99%	86%	71%	49%	70%	68%	64%	89%	88%	55%
Working full time - working 30 hours per week or more	875	279	597	117	744	123	27	56	26	8	6
	42%	84%	68%	61%	40%	61%	60%	56%	76%	79%	47%
Working part-time - working between 8 and 29 hours per week	203	50	154	19	183	18	4	8	5	1	1
	10%	15%	18%	10%	10%	9%	8%	8%	13%	9%	8%
NET: Self-employed	130	4	126	12	116	10	1	6	2	-	1
	6%	1%	14%	6%	6%	5%	2%	6%	6%	-	9%
Self-employed - working 30 hours per week or more	80	2	78	8	69	7	-	4	2	-	1
	4%	1%	9%	4%	4%	4%	-	4%	6%	-	9%
Self-employed - working between 8 and 29 hours per week	50	2	48	4	47	3	1	2	-	-	-
	2%	1%	5%	2%	2%	2%	2%	2%	-	-	-
NET: Not working	886	-	-	43	832	50	13	30	2	1	4
	42%	-	-	22%	44%	25%	29%	30%	5%	12%	36%
Not working but seeking work or temporarily unemployed or sick	95	-	-	2	84	9	3	4	1	-	1
	5%	-	-	1%	4%	5%	7%	4%	3%	-	11%
Not working and not seeking work	102	-	-	5	99	2	-	1	-	-	1
	5%	-	-	2%	5%	1%	-	1%	-	-	9%
Student	97	-	-	17	74	22	2	17	1	1	1
	5%	-	-	9%	4%	11%	5%	17%	2%	12%	6%
Retired on a state pension only	105	-	-	2	101	3	-	3	-	-	1
	5%	-	-	1%	5%	2%	-	3%	-	-	7%

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Absolutes/col percents

Table 30
Please indicate which of the following best describes your working status before March 2020 (Pre-Covid 19)
Base: All respondents

	Employment Sector			Opinion Influencer	Ethnicity						
	Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
Retired with a private pension	365 17%	-	-	11 6%	361 19%	3 1%	3 6%	-	-	-	-
House person, housewife, househusband, etc.	122 6%	-	-	7 4%	112 6%	10 5%	5 11%	5 5%	-	-	* 4%

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Absolutes/col percents

Table 31

Please indicate which of the following best describes your working status today, taking into account any changes due to the impact of the Coronavirus pandemic
Base: All respondents

	Gender			Age						Social Grade				Region											
	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
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
Currently furloughed / reduced hours / employer imposed temporary leave of absence as a result of the Coronavirus	144	76	68	23	34	37	17	20	13	35	45	35	28	10	6	13	12	22	6	4	10	29	18	9	5
	7%	7%	6%	10%	9%	11%	5%	6%	3%	6%	8%	8%	6%	6%	7%	5%	7%	12%	4%	4%	5%	11%	6%	5%	8%
NET: Working	1042	545	497	120	260	220	259	136	48	313	359	216	154	88	36	112	79	96	73	46	93	142	139	106	33
	50%	53%	46%	52%	72%	66%	70%	44%	10%	55%	61%	51%	30%	50%	42%	48%	47%	53%	49%	45%	48%	52%	49%	59%	52%
NET: Employed	936	484	453	111	240	198	231	117	40	287	320	185	144	83	33	97	68	87	64	43	83	129	129	89	30
	45%	47%	42%	48%	66%	59%	62%	38%	8%	50%	54%	43%	28%	47%	38%	42%	40%	48%	43%	42%	43%	47%	45%	49%	48%
Working full time - working 30 hours per week or more	741	417	324	85	198	161	194	86	18	241	263	145	92	70	26	71	54	74	44	32	70	108	90	74	27
	35%	41%	30%	36%	55%	48%	52%	28%	4%	42%	45%	34%	18%	39%	31%	30%	32%	41%	30%	32%	36%	39%	32%	41%	43%
Working part-time - working between 8 and 29 hours per week	195	67	128	26	42	37	37	31	22	47	57	40	52	13	6	26	14	13	21	11	13	21	39	15	3
	9%	7%	12%	11%	12%	11%	10%	10%	5%	8%	10%	10%	10%	8%	7%	11%	8%	7%	14%	11%	7%	8%	14%	8%	5%
NET: Self-employed	106	61	45	9	20	22	28	19	8	26	39	31	11	5	4	15	11	9	8	3	10	13	10	17	2
	5%	6%	4%	4%	5%	7%	7%	6%	2%	4%	7%	7%	2%	3%	4%	6%	6%	5%	6%	3%	5%	5%	3%	9%	3%
Self-employed - working 30 hours per week or more	49	36	13	-	14	12	11	12	1	11	16	18	4	2	-	7	8	5	6	1	3	5	1	9	2
	2%	4%	1%	-	4%	4%	3%	4%	*	2%	3%	4%	1%	1%	-	3%	4%	3%	4%	1%	2%	2%	*	5%	2%
Self-employed - working between 8 and 29 hours per week	57	25	32	9	6	10	17	7	7	14	23	13	7	3	4	8	3	4	2	2	6	8	9	8	1
	3%	2%	3%	4%	2%	3%	5%	2%	1%	3%	4%	3%	1%	2%	4%	3%	2%	2%	1%	2%	3%	3%	3%	4%	1%
NET: Not working	909	401	507	90	68	78	95	154	424	223	185	174	326	79	44	109	79	63	70	52	92	104	128	66	25
	43%	39%	47%	39%	19%	23%	26%	50%	87%	39%	31%	41%	64%	45%	51%	47%	46%	35%	47%	51%	47%	38%	45%	36%	40%
Not working but seeking work or temporarily unemployed or sick	140	66	74	26	28	34	22	26	5	16	14	15	95	8	10	17	14	12	13	7	13	19	11	11	5
	7%	6%	7%	11%	8%	10%	6%	8%	1%	3%	2%	3%	19%	4%	12%	7%	8%	7%	9%	6%	7%	7%	4%	6%	8%
Not working and not seeking work	104	54	51	4	9	14	27	42	9	12	6	11	75	13	5	9	10	7	5	3	16	14	13	5	5
	5%	5%	5%	2%	3%	4%	7%	14%	2%	2%	1%	3%	15%	7%	6%	4%	6%	4%	4%	3%	8%	5%	4%	3%	8%

Eating Better Survey

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Absolutes/col percents

Table 31

Please indicate which of the following best describes your working status today, taking into account any changes due to the impact of the Coronavirus pandemic
Base: All respondents

	Gender		Age							Social Grade				Region											
	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
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
Student	72 3%	23 2%	49 5%	60 26%	10 3%	2 1%	-	-	-	18 3%	42 7%	6 1%	6 1%	11 6%	1 2%	7 3%	10 6%	4 2%	7 5%	4 4%	4 2%	11 4%	9 3%	4 2%	-
Retired on a state pension only	109 5%	34 3%	76 7%	-	-	-	-	-	109 23%	9 2%	13 2%	25 6%	63 12%	3 2%	6 7%	13 6%	7 4%	7 4%	9 6%	12 12%	5 3%	17 6%	17 6%	9 5%	3 5%
Retired with a private pension	365 17%	212 21%	153 14%	-	-	-	6 2%	63 20%	296 61%	154 27%	100 17%	78 18%	33 6%	35 20%	18 21%	48 20%	27 16%	20 11%	28 19%	20 20%	39 20%	39 14%	55 19%	29 16%	7 12%
House person, housewife, househusband, etc.	118 6%	13 1%	106 10%	-	21 6%	28 8%	41 11%	23 8%	5 1%	15 3%	8 1%	40 9%	55 11%	9 5%	4 5%	14 6%	11 7%	12 7%	8 5%	7 7%	14 7%	4 1%	22 8%	8 5%	5 7%

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Absolutes/col percents

Table 31

Please indicate which of the following best describes your working status today, taking into account any changes due to the impact of the Coronavirus pandemic

Base: All respondents

	Employment Sector			Opinion Influencer	Ethnicity						
	Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
	Unweighted base	2095	311		857	175	1877	197	44	95	38
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
Currently furloughed / reduced hours / employer imposed temporary leave of absence as a result of the Coronavirus	144 7%	24 7%	120 14%	26 13%	108 6%	35 17%	7 16%	16 16%	4 12%	3 34%	4 36%
NET: Working	1042 50%	304 92%	701 80%	118 62%	916 49%	114 57%	25 57%	51 51%	28 80%	6 66%	3 27%
NET: Employed	936 45%	302 91%	599 68%	111 58%	822 44%	106 53%	23 53%	48 48%	26 75%	6 66%	2 18%
Working full time - working 30 hours per week or more	741 35%	256 77%	465 53%	89 47%	641 34%	91 45%	20 45%	43 43%	21 60%	5 54%	2 14%
Working part-time - working between 8 and 29 hours per week	195 9%	46 14%	135 15%	21 11%	180 10%	15 8%	4 8%	5 5%	5 15%	1 12%	1 5%
NET: Self-employed	106 5%	2 1%	101 12%	8 4%	94 5%	8 4%	2 4%	3 3%	2 4%	- -	1 9%
Self-employed - working 30 hours per week or more	49 2%	2 1%	47 5%	4 2%	43 2%	4 2%	- -	2 2%	2 4%	- -	- -
Self-employed - working between 8 and 29 hours per week	57 3%	1 *	54 6%	3 2%	51 3%	4 2%	2 4%	1 1%	- -	- -	1 9%
NET: Not working	909 43%	5 1%	56 6%	48 25%	852 45%	53 26%	12 27%	33 33%	3 8%	- -	4 36%
Not working but seeking work or temporarily unemployed or sick	140 7%	4 1%	41 5%	11 6%	124 7%	14 7%	3 7%	9 9%	2 6%	- -	- -
Not working and not seeking work	104 5%	- -	7 1%	4 2%	100 5%	4 2%	- -	1 1%	- -	- -	2 20%

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Absolutes/col percents

Table 31

Please indicate which of the following best describes your working status today, taking into account any changes due to the impact of the Coronavirus pandemic
 Base: All respondents

	Employment Sector			Opinion Influencer	Ethnicity						
	Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
Student	72 3%	-	4 *	14 7%	53 3%	19 9%	2 4%	16 15%	1 2%	-	1 6%
Retired on a state pension only	109 5%	-	1 *	3 2%	105 6%	3 2%	-	3 3%	-	-	1 7%
Retired with a private pension	365 17%	1 *	2 *	9 5%	361 19%	3 1%	3 6%	-	-	-	-
House person, housewife, househusband, etc.	118 6%	-	1 *	7 4%	108 6%	11 5%	5 11%	5 5%	-	-	* 4%

Eating Better Survey

ONLINE Fieldwork: 21st to 22nd September 2020

Absolutes/col percents

Table 32
Do you work in any of the following occupations?
Base: All respondents who work

	Gender			Age						Social Grade				Region											
	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
Unweighted base	1168	604	564	112	262	272	283	175	64	345	353	266	204	99	45	128	90	107	75	41	116	177	141	111	38
Weighted base	1209	633	576	140	290	265	283	165	65	340	404	256	209	97	47	128	94	122	76	48	108	177	159	113	38
NET: Public Sector	332	145	187	39	87	80	84	38	5	93	140	58	41	32	15	32	27	33	15	18	36	41	34	44	7
	27%	23%	32%	28%	30%	30%	29%	23%	8%	27%	35%	23%	20%	32%	32%	25%	29%	27%	19%	37%	33%	23%	21%	38%	18%
A nationalised industry/state corporation	35	21	14	11	6	9	6	3	-	7	16	10	3	-	2	4	-	2	2	3	4	10	3	4	1
	3%	3%	2%	8%	2%	4%	2%	2%	-	2%	4%	4%	1%	-	5%	3%	-	2%	2%	6%	3%	6%	2%	4%	2%
Central government or civil service (including Courts service and Bank of England)	42	25	17	4	17	6	9	6	1	23	14	3	1	3	3	6	7	5	-	2	3	6	3	4	1
	3%	4%	3%	3%	6%	2%	3%	3%	1%	7%	4%	1%	*	3%	5%	5%	8%	4%	-	5%	3%	3%	2%	3%	2%
Local government or council (including fire services, police and local authority controlled schools/colleges)	124	49	74	7	35	26	37	14	4	33	63	13	14	15	6	9	9	14	7	5	13	14	14	15	3
	10%	8%	13%	5%	12%	10%	13%	8%	7%	10%	16%	5%	7%	15%	13%	7%	9%	12%	9%	11%	12%	8%	9%	13%	9%
A university, or other grant funded establishment (include opted-out schools)	37	13	23	4	10	10	9	3	-	12	15	5	5	3	1	3	3	2	*	2	5	3	8	5	1
	3%	2%	4%	3%	4%	4%	3%	2%	-	3%	4%	2%	2%	3%	1%	3%	3%	2%	1%	3%	5%	2%	5%	5%	2%
A health authority or NHS Trust	69	24	46	8	15	16	20	10	-	13	25	17	14	6	3	6	8	7	5	3	9	3	6	12	1
	6%	4%	8%	6%	5%	6%	7%	6%	-	4%	6%	7%	7%	6%	6%	5%	8%	6%	6%	7%	8%	2%	4%	10%	3%
The armed forces	2	-	2	-	1	1	-	-	-	-	1	1	-	-	-	-	-	-	-	-	1	-	-	1	-
	*	-	*	-	*	*	-	-	-	-	*	*	-	-	-	-	-	-	-	-	1%	-	-	1%	-
Other public sector occupation (Please specify as much detail as possible)	24	13	11	5	3	11	2	3	-	5	6	9	5	5	1	2	-	3	1	3	2	4	1	2	-
	2%	2%	2%	4%	1%	4%	1%	2%	-	1%	1%	3%	2%	5%	1%	2%	-	3%	1%	5%	2%	2%	*	2%	-
NET: Private Sector	876	487	389	101	203	186	200	127	59	248	263	198	168	66	32	96	67	89	62	31	72	136	125	70	31
	73%	77%	68%	72%	70%	70%	71%	77%	92%	73%	65%	77%	80%	68%	68%	75%	71%	73%	81%	63%	67%	77%	79%	62%	82%

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Absolutes/col percents

Table 32
Do you work in any of the following occupations?
Base: All respondents who work

	Gender		Age							Social Grade				Region											
	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
Weighted base	1209	633	576	140	290	265	283	165	65	340	404	256	209	97	47	128	94	122	76	48	108	177	159	113	38
A charity, voluntary organisation or trust	66 5%	23 4%	43 7%	3 2%	17 6%	8 3%	20 7%	15 9%	2 4%	11 3%	30 7%	10 4%	15 7%	4 4%	2 4%	7 5%	4 5%	5 4%	4 5%	3 5%	5 4%	10 6%	14 9%	6 5%	3 8%
Self-employed (Private sector)	178 15%	104 16%	74 13%	20 14%	28 10%	36 13%	39 14%	38 23%	16 25%	45 13%	57 14%	53 21%	22 11%	9 10%	8 17%	21 17%	18 19%	15 12%	12 16%	4 9%	13 12%	27 15%	27 17%	20 17%	5 12%
None of the above/ I work in the Private sector	633 52%	361 57%	272 47%	78 55%	158 54%	142 53%	141 50%	74 45%	41 63%	191 56%	176 44%	135 53%	131 62%	52 54%	22 47%	69 53%	45 48%	69 56%	46 60%	24 49%	55 51%	100 56%	84 53%	44 39%	23 62%

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Absolutes/col percents

Table 32
Do you work in any of the following occupations?
Base: All respondents who work

	Employment Sector			Opinion Influencer	Ethnicity						
	Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Unweighted base	1168	311	857	132	1011	142	30	63	35	7	7
Weighted base	1209	332	876	149	1044	151	31	71	33	9	8
NET: Public Sector	332	332	-	42	287	43	13	17	12	1	1
	27%	100%	-	28%	28%	28%	40%	24%	36%	10%	12%
A nationalised industry/state corporation	35	35	-	6	27	8	4	4	-	-	-
	3%	11%	-	4%	3%	5%	13%	6%	-	-	-
Central government or civil service (including Courts service and Bank of England)	42	42	-	9	38	3	-	2	1	-	-
	3%	13%	-	6%	4%	2%	-	3%	3%	-	-
Local government or council (including fire services, police and local authority controlled schools/colleges)	124	124	-	8	111	12	4	4	3	1	1
	10%	37%	-	5%	11%	8%	12%	5%	8%	10%	12%
A university, or other grant funded establishment (include opted-out schools)	37	37	-	9	30	6	3	1	2	-	-
	3%	11%	-	6%	3%	4%	11%	2%	6%	-	-
A health authority or NHS Trust	69	69	-	8	63	6	-	3	3	-	-
	6%	21%	-	5%	6%	4%	-	5%	9%	-	-
The armed forces	2	2	-	1	1	1	-	1	-	-	-
	*	1%	-	*	*	*	-	1%	-	-	-
Other public sector occupation (Please specify as much detail as possible)	24	24	-	2	17	6	2	1	4	-	-
	2%	7%	-	1%	2%	4%	5%	1%	11%	-	-
NET: Private Sector	876	-	876	106	757	108	19	54	21	8	7
	73%	-	100%	72%	72%	72%	60%	76%	64%	90%	88%

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Absolutes/col percents

Table 32
Do you work in any of the following occupations?
Base: All respondents who work

	Employment Sector			Opinion Influencer	Ethnicity						
	Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Weighted base	1209	332	876	149	1044	151	31	71	33	9	8
A charity, voluntary organisation or trust	66 5%	-	66 7%	10 6%	59 6%	6 4%	1 3%	3 4%	1 3%	2 19%	-
Self-employed (Private sector)	178 15%	-	178 20%	25 17%	158 15%	16 11%	2 5%	7 10%	6 18%	-	2 21%
None of the above/ I work in the Private sector	633 52%	-	633 72%	72 48%	540 52%	86 57%	16 52%	44 63%	14 43%	6 71%	5 67%

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Absolutes/col percents

Table 33
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Gender			Age						Social Grade				Region											
	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 of London	London	South East	South West	North Ireland
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
No children aged 18 or under	1523	741	782	199	201	138	234	277	473	400	443	293	386	137	66	171	127	107	101	75	149	186	210	148	48
	73%	72%	73%	86%	56%	41%	63%	89%	98%	70%	75%	69%	76%	77%	77%	73%	74%	59%	68%	73%	76%	68%	74%	82%	76%
NET: Yes	549	269	280	26	153	194	133	33	10	165	135	127	123	38	17	62	41	74	46	25	43	85	72	32	15
	26%	26%	26%	11%	42%	58%	36%	11%	2%	29%	23%	30%	24%	22%	19%	26%	24%	41%	31%	25%	22%	31%	25%	18%	24%
NET: Any 5-18	452	224	227	16	100	164	132	30	9	127	108	108	109	29	14	52	32	66	42	18	38	65	61	20	15
	22%	22%	21%	7%	28%	49%	36%	10%	2%	22%	18%	25%	21%	16%	17%	22%	19%	37%	28%	18%	19%	24%	21%	11%	23%
NET: Any 11-18	300	149	151	10	39	104	112	29	7	86	72	65	77	19	5	31	22	45	25	13	28	42	47	13	10
	14%	15%	14%	4%	11%	31%	30%	9%	1%	15%	12%	15%	15%	11%	6%	13%	13%	25%	17%	13%	14%	15%	17%	7%	16%
Yes - children aged under 5 years old	198	85	113	14	100	79	3	3	1	63	48	47	40	15	7	21	13	24	18	14	11	35	23	15	2
	9%	8%	11%	6%	27%	23%	1%	1%	*	11%	8%	11%	8%	8%	9%	8%	13%	12%	14%	6%	13%	8%	9%	3%	
Yes - children aged 5 to 10 years old	258	126	131	9	81	112	48	5	2	69	57	61	71	15	9	37	19	39	23	10	14	37	36	13	5
	12%	12%	12%	4%	22%	33%	13%	2%	*	12%	10%	14%	14%	8%	11%	16%	11%	21%	15%	10%	7%	14%	13%	7%	7%
Yes - children aged 11 to 15 years old	219	101	117	8	35	88	75	11	2	66	46	47	60	12	4	26	11	29	21	9	18	33	35	10	8
	10%	10%	11%	3%	10%	26%	20%	4%	*	11%	8%	11%	12%	7%	5%	11%	6%	16%	14%	9%	9%	12%	12%	6%	13%
Yes - children aged 16 to 18 years old	121	66	55	5	5	33	52	21	6	29	36	28	29	8	2	11	12	20	13	6	13	17	12	5	4
	6%	6%	5%	2%	1%	10%	14%	7%	1%	5%	6%	7%	6%	5%	2%	5%	7%	11%	8%	5%	6%	6%	4%	3%	6%
Refused	23	12	11	7	8	3	4	-	1	7	10	5	-	2	3	1	3	1	2	2	3	4	3	1	-
	1%	1%	1%	3%	2%	1%	1%	-	*	1%	2%	1%	-	1%	4%	*	2%	*	1%	2%	2%	1%	1%	*	-

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Absolutes/col percents

Table 33
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Employment Sector			Opinion Influencer	Ethnicity						
	Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Unweighted base	2095	311	857	175	1877	197	44	95	38	8	12
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
No children aged 18 or under	1523 73%	193 58%	563 64%	101 53%	1416 76%	95 47%	25 56%	47 47%	9 26%	7 71%	7 57%
NET: Yes	549 26%	131 39%	302 34%	82 43%	447 24%	99 49%	18 41%	50 50%	22 64%	3 29%	5 43%
NET: Any 5-18	452 22%	107 32%	249 28%	64 33%	376 20%	74 37%	15 33%	37 37%	19 55%	1 9%	2 21%
NET: Any 11-18	300 14%	66 20%	165 19%	44 23%	256 14%	43 21%	8 18%	19 19%	15 44%	-	1 7%
Yes - children aged under 5 years old	198 9%	48 14%	109 12%	36 19%	146 8%	51 25%	8 17%	30 30%	8 23%	3 29%	3 22%
Yes - children aged 5 to 10 years old	258 12%	61 18%	145 17%	38 20%	207 11%	49 24%	10 22%	24 23%	13 37%	1 9%	2 17%
Yes - children aged 11 to 15 years old	219 10%	45 13%	122 14%	36 19%	182 10%	36 18%	7 16%	14 14%	14 39%	-	1 7%
Yes - children aged 16 to 18 years old	121 6%	29 9%	70 8%	13 7%	104 6%	18 9%	3 7%	7 7%	7 19%	-	* 4%
Refused	23 1%	8 2%	12 1%	8 4%	12 1%	8 4%	1 3%	3 3%	3 9%	-	-

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Absolutes/col percents

Table 34
Which of the following ITV regions do you live in?
Base: All respondents

	Gender			Age						Social Grade					Region										
	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
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
Anglia	215 10%	99 10%	115 11%	35 15%	29 8%	44 13%	37 10%	29 9%	40 8%	52 9%	62 11%	48 11%	52 10%	2 1%	-	-	-	2 1%	27 18%	-	165 84%	-	18 6%	1 1%	-
Border	19 1%	13 1%	6 1%	2 1%	3 1%	3 1%	6 2%	3 1%	3 1%	6 1%	5 1%	3 1%	4 1%	7 4%	-	11 5%	-	-	-	-	-	1 *	-	-	-
Central	282 13%	146 14%	136 13%	31 13%	60 17%	41 12%	55 15%	39 12%	57 12%	82 14%	62 11%	62 15%	76 15%	4 2%	-	4 2%	-	159 88%	96 64%	-	1 *	1 *	11 4%	6 3%	-
Granada	220 11%	109 11%	111 10%	11 5%	42 12%	28 8%	39 11%	41 13%	60 12%	44 8%	58 10%	52 12%	66 13%	-	1 1%	213 91%	1 *	-	4 3%	-	1 *	1 *	-	-	-
London	387 18%	190 19%	197 18%	54 23%	75 21%	68 20%	58 16%	45 14%	87 18%	130 23%	126 21%	55 13%	76 15%	-	-	1 *	-	4 2%	-	-	27 14%	271 99%	82 29%	1 1%	1 2%
Meridian	201 10%	94 9%	107 10%	19 8%	31 9%	33 10%	26 7%	25 8%	65 14%	64 11%	50 8%	42 10%	45 9%	-	-	-	1 1%	1 1%	-	2 1%	-	170 60%	27 15%	-	
STV	166 8%	85 8%	81 8%	17 7%	28 8%	31 9%	35 9%	25 8%	30 6%	42 7%	48 8%	33 8%	43 8%	163 92%	-	1 1%	-	-	-	-	-	-	1 *	-	-
Tyne Tees	84 4%	42 4%	42 4%	9 4%	12 3%	7 2%	14 4%	22 7%	20 4%	14 2%	29 5%	20 5%	21 4%	-	82 97%	-	2 1%	-	-	-	-	-	-	-	-
Wales	101 5%	44 4%	56 5%	7 3%	17 5%	18 5%	16 4%	12 4%	31 6%	28 5%	26 4%	22 5%	26 5%	-	-	-	-	1 *	-	100 99%	-	-	-	-	
West	65 3%	31 3%	34 3%	12 5%	18 5%	8 2%	11 3%	9 3%	6 1%	19 3%	26 4%	9 2%	11 2%	-	1 1%	3 1%	-	10 5%	3 2%	1 1%	-	-	2 1%	45 25%	
Westcountry	106 5%	49 5%	57 5%	12 5%	18 5%	18 5%	24 6%	6 2%	28 6%	28 5%	35 6%	23 5%	21 4%	-	-	1 1%	-	4 2%	-	-	-	-	-	101 56%	
Yorkshire	187 9%	92 9%	95 9%	23 10%	21 6%	25 7%	35 10%	38 12%	45 9%	41 7%	46 8%	50 12%	50 10%	-	1 1%	-	168 99%	-	17 12%	-	-	-	1 *	-	
UTV	61 3%	27 3%	34 3%	-	7 2%	11 3%	15 4%	17 5%	11 2%	20 4%	16 3%	6 2%	19 4%	-	-	-	-	-	-	-	-	-	-	-	61 98%

Eating Better Survey
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Absolutes/col percents

Table 34
Which of the following ITV regions do you live in?
Base: All respondents

	Employment Sector			Opinion Influencer	Ethnicity						
	Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Unweighted base	2095	311	857	175	1877	197	44	95	38	8	12
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
Anglia	215 10%	36 11%	90 10%	27 14%	201 11%	11 5%	3 7%	5 5%	3 7%	-	* 4%
Border	19 1%	2 1%	11 1%	-	18 1%	1 1%	1 2%	-	-	-	-
Central	282 13%	50 15%	125 14%	28 15%	253 13%	27 14%	4 8%	19 19%	3 10%	-	1 8%
Granada	220 11%	31 9%	85 10%	9 5%	205 11%	13 7%	2 5%	7 7%	4 11%	-	-
London	387 18%	61 18%	179 20%	62 32%	285 15%	97 48%	20 44%	45 45%	22 65%	3 27%	8 63%
Meridian	201 10%	21 6%	90 10%	18 9%	191 10%	8 4%	1 1%	3 3%	-	3 36%	1 9%
STV	166 8%	27 8%	63 7%	6 3%	159 8%	6 3%	2 5%	2 2%	1 2%	1 9%	-
Tyne Tees	84 4%	15 5%	31 4%	8 4%	82 4%	2 1%	-	2 2%	-	-	-
Wales	101 5%	18 5%	31 3%	8 4%	95 5%	5 3%	2 5%	1 1%	-	1 12%	1 6%
West	65 3%	14 4%	25 3%	5 3%	54 3%	11 5%	1 3%	9 9%	-	-	* 3%
Westcountry	106 5%	22 7%	43 5%	9 4%	100 5%	6 3%	1 3%	2 2%	-	2 17%	-
Yorkshire	187 9%	27 8%	74 8%	10 5%	171 9%	14 7%	7 16%	4 4%	2 5%	-	1 7%
UTV	61 3%	7 2%	30 3%	4 2%	61 3%	-	-	-	-	-	-

Eating Better Survey
ONLINE Fieldwork: 21st to 22nd September 2020

Absolutes/col percents

Table 35
Marital Status
Base: All respondents

	Gender		Age							Social Grade				Region											
	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
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
Single	672	337	335	186	175	113	102	59	36	170	233	86	183	69	25	68	53	53	44	28	62	116	84	56	15
	32%	33%	31%	80%	48%	34%	28%	19%	8%	30%	40%	20%	36%	39%	29%	29%	31%	30%	29%	27%	32%	42%	30%	31%	24%
NET: Married/ Civil partnership/ co habiting	1154	593	561	45	180	201	225	183	321	346	257	313	239	89	50	138	91	113	88	56	100	129	161	101	39
	55%	58%	52%	19%	50%	60%	61%	59%	66%	60%	44%	74%	47%	50%	58%	59%	54%	63%	59%	55%	51%	47%	57%	56%	62%
Married	864	458	407	13	100	146	158	153	293	267	185	243	169	64	34	101	69	85	67	45	73	98	120	74	34
	41%	45%	38%	6%	28%	44%	43%	49%	61%	47%	31%	57%	33%	36%	40%	43%	40%	47%	45%	45%	37%	36%	42%	41%	54%
Civil Partnership	29	16	13	3	9	7	8	2	-	8	8	7	5	2	2	4	1	1	4	4	3	5	2	1	-
	1%	2%	1%	1%	2%	2%	2%	1%	-	1%	1%	2%	1%	1%	2%	2%	1%	1%	3%	4%	1%	2%	1%	*	-
Co Habiting	262	120	141	28	71	48	59	28	28	70	64	63	65	23	13	33	21	27	16	7	24	25	39	26	5
	12%	12%	13%	12%	20%	14%	16%	9%	6%	12%	11%	15%	13%	13%	16%	14%	12%	15%	11%	7%	13%	9%	14%	15%	8%
NET: Widowed/ separated/ divorced	260	90	170	-	4	19	42	68	127	54	93	25	88	19	10	27	25	14	17	18	29	28	40	24	9
	12%	9%	16%	-	1%	6%	11%	22%	26%	10%	16%	6%	17%	11%	12%	12%	15%	8%	12%	18%	15%	10%	14%	13%	14%
Widowed	84	25	59	-	-	3	7	11	62	15	32	11	26	3	2	7	8	1	6	12	8	10	10	13	3
	4%	2%	6%	-	-	1%	2%	4%	13%	3%	5%	3%	5%	2%	3%	3%	5%	1%	4%	12%	4%	4%	4%	7%	5%
Separated	26	11	15	-	2	3	5	9	8	5	12	2	8	3	1	5	1	3	-	-	7	2	3	2	-
	1%	1%	1%	-	1%	1%	1%	3%	2%	1%	2%	*	1%	2%	1%	2%	1%	2%	-	-	3%	1%	1%	1%	-
Divorced	150	54	96	-	2	13	30	48	57	35	49	12	54	12	7	15	16	10	11	6	14	16	26	10	6
	7%	5%	9%	-	1%	4%	8%	15%	12%	6%	8%	3%	11%	7%	8%	6%	9%	5%	8%	6%	7%	6%	9%	6%	9%
Prefer not to answer	9	2	7	2	4	2	1	-	-	2	6	1	-	1	1	-	2	-	-	-	4	2	-	-	-
	*	*	1%	1%	1%	1%	*	-	-	*	1%	*	-	*	1%	-	1%	-	-	-	2%	1%	-	-	-

Eating Better Survey
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Absolutes/col percents

Table 35
Marital Status
Base: All respondents

	Employment Sector			Opinion Influencer	Ethnicity						
	Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Unweighted base	2095	311	857	175	1877	197	44	95	38	8	12
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
Single	672 32%	114 34%	314 36%	75 39%	573 31%	91 45%	20 45%	45 45%	12 34%	7 71%	7 58%
NET: Married/ Civil partnership/ co habiting	1154 55%	184 55%	488 56%	104 54%	1048 56%	98 48%	20 45%	49 49%	21 62%	3 29%	4 35%
Married	864 41%	111 34%	349 40%	81 42%	773 41%	84 42%	13 30%	46 46%	19 54%	3 29%	4 31%
Civil Partnership	29 1%	7 2%	18 2%	5 3%	25 1%	4 2%	2 4%	1 1%	1 3%	-	-
Co Habiting	262 12%	66 20%	121 14%	17 9%	250 13%	10 5%	5 11%	2 2%	2 5%	-	* 4%
NET: Widowed/ separated/ divorced	260 12%	31 9%	71 8%	13 7%	248 13%	12 6%	4 10%	6 6%	1 1%	-	1 7%
Widowed	84 4%	3 1%	14 2%	5 3%	80 4%	3 2%	-	2 2%	-	-	1 7%
Separated	26 1%	4 1%	13 1%	-	26 1%	-	-	-	-	-	-
Divorced	150 7%	24 7%	44 5%	8 4%	142 8%	8 4%	4 10%	4 4%	1 1%	-	-
Prefer not to answer	9 *	3 1%	3 *	1 *	6 *	1 *	-	-	1 2%	-	-

Eating Better Survey

ONLINE Fieldwork: 21st to 22nd September 2020

Absolutes/col percents

Table 36
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age						Social Grade				Region											
	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
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
Glasgow	86 4%	38 4%	48 4%	14 6%	18 5%	13 4%	15 4%	15 5%	13 3%	24 4%	25 4%	17 4%	21 4%	86 49%	-	-	-	-	-	-	-	-	*	-	-
Edinburgh	70 3%	44 4%	26 2%	6 3%	11 3%	17 5%	17 5%	8 2%	11 2%	16 3%	24 4%	11 2%	19 4%	70 40%	-	-	-	-	-	-	-	-	-	-	-
Newcastle	89 4%	48 5%	41 4%	7 3%	15 4%	7 2%	16 4%	24 8%	20 4%	16 3%	29 5%	21 5%	24 5%	-	78 91%	11 5%	1 *	-	-	-	-	-	-	-	-
Leeds	89 4%	43 4%	46 4%	11 5%	12 3%	6 2%	18 5%	20 6%	21 4%	21 4%	20 3%	23 5%	24 5%	-	-	-	89 52%	-	-	-	-	-	-	-	-
Hull	42 2%	23 2%	20 2%	5 2%	5 1%	9 3%	6 2%	6 2%	11 2%	8 1%	10 2%	12 3%	12 2%	-	1 1%	-	38 23%	-	3 2%	-	-	-	-	-	-
Sheffield	47 2%	22 2%	25 2%	7 3%	5 1%	10 3%	9 3%	8 3%	8 2%	9 2%	13 2%	12 3%	13 3%	-	-	-	39 23%	-	8 6%	-	-	-	-	-	
Manchester	167 8%	85 8%	81 8%	8 3%	40 11%	15 5%	27 7%	35 11%	41 9%	38 7%	35 6%	45 10%	49 10%	-	1 1%	151 65%	-	12 7%	2 1%	-	-	-	-	-	-
Liverpool	73 3%	35 3%	38 4%	3 1%	14 4%	13 4%	15 4%	12 4%	16 3%	16 3%	21 4%	20 5%	17 3%	-	-	58 25%	-	-	-	15 15%	-	-	-	-	-
Nottingham	89 4%	40 4%	49 5%	9 4%	16 4%	15 4%	13 3%	10 3%	26 5%	26 4%	25 4%	17 4%	20 4%	-	-	-	1 1%	82 56%	-	4 2%	-	1 *	-	-	
Birmingham	172 8%	84 8%	88 8%	24 10%	37 10%	29 9%	31 8%	18 6%	33 7%	47 8%	42 7%	36 8%	47 9%	-	-	1 1%	-	155 86%	10 7%	4 3%	-	-	1 *	1 1%	
Norwich	90 4%	39 4%	51 5%	11 5%	14 4%	18 5%	16 4%	19 6%	13 3%	19 3%	27 5%	21 5%	24 5%	-	-	-	-	2 1%	-	85 44%	-	3 1%	1 *	-	
Milton Keynes	68 3%	34 3%	34 3%	14 6%	8 2%	13 4%	15 4%	4 1%	12 3%	19 3%	19 3%	14 3%	16 3%	-	-	-	-	27 18%	-	26 13%	-	15 5%	-	-	
Brighton	46 2%	22 2%	24 2%	1 *	8 2%	4 1%	8 2%	5 2%	21 4%	15 3%	8 1%	13 3%	11 2%	-	-	-	-	-	-	-	-	-	46 16%	-	-
Oxford	27 1%	12 1%	15 1%	7 3%	7 2%	4 1%	1 *	4 1%	4 1%	8 1%	8 1%	5 1%	6 1%	-	-	-	-	-	-	-	-	-	24 8%	3 2%	-

Eating Better Survey

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Absolutes/col percents

Table 36
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age						Social Grade				Region											
	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
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
London	480	242	239	70	86	88	63	59	114	159	158	76	88	-	3	2	-	1	-	-	67	274	132	1	-
	23%	24%	22%	30%	24%	26%	17%	19%	24%	28%	27%	18%	17%	-	4%	1%	-	*	-	-	34%	100%	46%	1%	-
Southampton	85	39	46	14	12	18	10	11	21	27	25	11	21	-	-	-	-	-	-	-	1	-	52	32	-
	4%	4%	4%	6%	3%	5%	3%	3%	4%	5%	4%	3%	4%	-	-	-	-	-	-	-	*	-	18%	18%	-
Bristol	74	40	34	6	12	12	21	9	14	24	24	12	14	-	-	-	-	-	-	-	-	-	1	73	-
	4%	4%	3%	2%	3%	4%	6%	3%	3%	4%	4%	3%	3%	-	-	-	-	-	-	-	-	-	1%	40%	-
Plymouth	63	29	33	7	11	10	16	6	13	16	18	14	15	-	-	-	-	-	-	-	-	-	-	63	-
	3%	3%	3%	3%	3%	3%	4%	2%	3%	3%	3%	3%	3%	-	-	-	-	-	-	-	-	-	-	-	35%
Cardiff	70	30	40	6	13	14	13	5	19	17	22	13	18	-	-	-	-	1	-	69	-	-	-	-	-
	3%	3%	4%	3%	4%	4%	3%	2%	4%	3%	4%	3%	3%	-	-	-	-	*	-	68%	-	-	-	-	-
Belfast	63	29	34	-	7	11	17	17	11	22	16	6	19	-	-	-	-	-	-	-	-	-	-	-	63
	3%	3%	3%	-	2%	3%	5%	5%	2%	4%	3%	2%	4%	-	-	-	-	-	-	-	-	-	-	-	100%
None of these	105	44	61	2	10	11	24	16	43	26	19	28	32	21	2	10	4	12	13	14	12	1	9	8	-
	5%	4%	6%	1%	3%	3%	7%	5%	9%	5%	3%	7%	6%	12%	2%	4%	2%	6%	9%	13%	6%	*	3%	4%	-

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Absolutes/col percents

Table 36
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Employment Sector			Opinion Influencer	Ethnicity						
	Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Unweighted base	2095	311	857	175	1877	197	44	95	38	8	12
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
Glasgow	86 4%	18 5%	29 3%	3 2%	84 4%	3 1%	1 2%	1 1%	* 1%	- -	- -
Edinburgh	70 3%	11 3%	28 3%	2 1%	66 3%	3 2%	- -	2 2%	1 2%	1 9%	- -
Newcastle	89 4%	13 4%	38 4%	6 3%	87 5%	2 1%	- -	2 2%	- -	- -	- -
Leeds	89 4%	11 3%	32 4%	4 2%	81 4%	7 4%	4 9%	3 3%	- -	- -	1 7%
Hull	42 2%	5 1%	16 2%	2 1%	39 2%	3 1%	1 2%	- -	2 5%	- -	- -
Sheffield	47 2%	11 3%	20 2%	2 1%	43 2%	3 2%	1 3%	2 2%	- -	- -	- -
Manchester	167 8%	22 7%	73 8%	6 3%	146 8%	17 9%	4 8%	11 10%	3 9%	- -	* 3%
Liverpool	73 3%	20 6%	20 2%	6 3%	73 4%	1 *	- -	- -	1 2%	- -	- -
Nottingham	89 4%	7 2%	39 4%	11 6%	79 4%	9 4%	1 2%	7 7%	1 2%	- -	* 4%
Birmingham	172 8%	33 10%	84 10%	21 11%	148 8%	24 12%	5 11%	19 19%	- -	- -	1 8%
Norwich	90 4%	20 6%	36 4%	7 4%	88 5%	1 1%	1 2%	- -	- -	- -	- -
Milton Keynes	68 3%	7 2%	35 4%	11 6%	61 3%	7 3%	2 3%	3 3%	2 7%	- -	- -
Brighton	46 2%	2 *	13 1%	5 3%	45 2%	1 *	- -	1 1%	- -	- -	- -
Oxford	27 1%	7 2%	12 1%	5 3%	25 1%	2 1%	2 5%	- -	- -	- -	- -

Eating Better Survey
ONLINE Fieldwork: 21st to 22nd September 2020

Absolutes/col percents

Table 36
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Employment Sector			Opinion Influencer	Ethnicity						
	Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
London	480	73	219	75	370	104	20	47	25	5	8
	23%	22%	25%	39%	20%	52%	45%	47%	72%	47%	63%
Southampton	85	13	38	5	79	4	-	1	-	2	1
	4%	4%	4%	2%	4%	2%	-	1%	-	16%	9%
Bristol	74	16	34	2	74	-	-	-	-	-	-
	4%	5%	4%	1%	4%	-	-	-	-	-	-
Plymouth	63	18	24	5	59	3	1	-	-	2	-
	3%	5%	3%	3%	3%	2%	3%	-	-	17%	-
Cardiff	70	10	25	5	65	4	1	1	-	1	1
	3%	3%	3%	3%	3%	2%	2%	1%	-	12%	6%
Belfast	63	7	31	5	63	-	-	-	-	-	-
	3%	2%	4%	3%	3%	-	-	-	-	-	-
None of these	105	10	31	2	101	3	1	2	-	-	-
	5%	3%	4%	1%	5%	2%	2%	2%	-	-	-

Eating Better Survey

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Absolutes/col percents

Table 37
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Gender			Age						Social Grade				Region												
	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	
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64	
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63	
Up to £7,000	(3.5)	89 4%	34 3%	55 5%	14 6%	23 6%	12 4%	13 4%	21 7%	7 1%	6 1%	15 3%	5 12%	64 12%	10 6%	5 6%	14 6%	6 4%	8 4%	5 4%	7 7%	3 2%	12 5%	13 5%	5 3%	-
£7,001 to £14,000	(10.5)	246 12%	101 10%	144 13%	20 9%	32 9%	33 10%	42 11%	58 19%	60 12%	27 5%	53 9%	27 6%	138 27%	20 11%	10 12%	37 16%	26 15%	20 11%	21 14%	14 14%	19 10%	18 6%	38 13%	12 7%	11 18%
£14,001 to £21,000	(17.5)	319 15%	156 15%	164 15%	14 6%	50 14%	56 17%	53 14%	51 17%	95 20%	55 10%	87 15%	71 17%	107 21%	29 16%	12 14%	39 17%	33 19%	32 18%	23 16%	13 13%	41 21%	37 13%	32 11%	23 13%	6 9%
£21,001 to £28,000	(24.5)	367 18%	186 18%	181 17%	21 9%	57 16%	56 17%	59 16%	51 16%	123 25%	91 16%	141 24%	68 16%	67 13%	29 16%	25 30%	52 22%	31 18%	38 21%	25 17%	19 19%	35 18%	41 15%	43 15%	22 12%	6 10%
£28,001 to £34,000	(31)	331 16%	187 18%	144 13%	17 7%	56 15%	63 19%	61 16%	42 14%	92 19%	102 18%	111 19%	80 19%	39 8%	34 19%	16 18%	34 15%	30 18%	23 13%	24 16%	15 14%	25 13%	38 14%	56 20%	31 17%	4 7%
£34,001 to £41,000	(37.5)	167 8%	88 9%	79 7%	13 6%	36 10%	25 7%	32 9%	23 7%	38 8%	61 11%	39 7%	38 9%	29 6%	12 7%	4 5%	17 7%	10 6%	12 7%	19 13%	7 7%	13 7%	27 10%	24 9%	14 8%	8 13%
£41,001 to £48,000	(44.5)	130 6%	49 5%	80 7%	23 10%	24 7%	30 9%	23 6%	13 4%	17 4%	32 6%	42 7%	42 10%	14 3%	8 5%	2 2%	8 4%	11 7%	17 9%	4 3%	8 8%	12 6%	16 6%	17 6%	15 8%	11 18%
£48,001 to £55,000	(51.5)	73 3%	37 4%	36 3%	12 5%	18 5%	8 3%	16 4%	13 4%	6 1%	27 5%	14 2%	26 6%	6 1%	7 4%	4 3%	7 3%	2 1%	7 4%	5 3%	6 5%	4 2%	9 3%	11 4%	13 7%	-
£55,001 to £62,000	(58.5)	40 2%	14 1%	26 2%	13 6%	7 2%	5 2%	11 3%	3 1%	-	14 2%	10 2%	16 4%	-	-	*	5 2%	2 1%	3 2%	4 2%	-	6 3%	4 1%	8 3%	7 4%	1 1%
£62,001 to £69,000	(65.5)	49 2%	29 3%	20 2%	8 3%	9 2%	11 3%	10 3%	7 2%	5 1%	23 4%	17 3%	7 2%	2 *	5 3%	-	5 2%	3 2%	2 1%	2 1%	1 1%	7 4%	13 5%	6 2%	4 2%	1 1%
£69,001 to £76,000	(72.5)	33 2%	16 2%	18 2%	11 5%	7 2%	3 1%	7 2%	2 1%	4 1%	21 4%	10 2%	3 1%	-	-	3 3%	5 2%	-	-	-	1 1%	1 *	9 3%	5 2%	8 4%	3 5%
£76,001 to £83,000	(79.5)	22 1%	21 2%	1 *	3 1%	9 3%	2 1%	7 2%	-	1 *	16 3%	4 1%	2 *	-	3 2%	-	1 1%	-	4 2%	-	-	3 2%	4 2%	-	6 3%	1 1%
£83,001 or more	(86)	67 3%	36 4%	30 3%	23 10%	10 3%	12 4%	18 5%	1 *	2 *	47 8%	14 2%	3 1%	2 *	10 5%	1 1%	1 1%	1 1%	4 2%	2 1%	4 4%	6 3%	19 7%	8 3%	9 5%	3 4%
Prefer not to answer		162 8%	68 7%	94 9%	42 18%	24 7%	18 5%	21 6%	24 8%	33 7%	51 9%	31 5%	38 9%	42 8%	11 6%	3 4%	9 4%	14 8%	10 6%	14 9%	8 8%	20 10%	27 10%	24 8%	13 7%	8 13%

Eating Better Survey
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Absolutes/col percents

Table 37

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

Base: All respondents

	Gender			Age						Social Grade				Region											
	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-ern Ireland
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
Average income (£000's)	30.50	31.72	29.31	41.38	32.14	31.15	33.12	24.92	25.72	40.05	30.52	31.91	18.64	30.37	26.43	26.55	25.48	29.26	27.21	28.33	30.75	36.30	30.38	37.69	34.72

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Absolutes/col percents

Table 37
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

		Employment Sector			Opinion Influencer	Ethnicity						
		Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Unweighted base		2095	311	857	175	1877	197	44	95	38	8	12
Weighted base		2095	332	876	192	1875	201	44	100	35	10	12
Up to £7,000	(3.5)	89 4%	7 2%	25 3%	9 4%	75 4%	14 7%	3 7%	11 11%	- -	- -	- -
£7,001 to £14,000	(10.5)	246 12%	10 3%	80 9%	15 8%	224 12%	21 11%	5 10%	13 13%	2 5%	- -	2 15%
£14,001 to £21,000	(17.5)	319 15%	39 12%	118 13%	12 6%	293 16%	23 12%	8 18%	8 8%	3 8%	3 28%	2 13%
£21,001 to £28,000	(24.5)	367 18%	62 19%	151 17%	34 18%	333 18%	31 16%	5 11%	17 17%	5 15%	2 25%	1 11%
£28,001 to £34,000	(31)	331 16%	65 19%	140 16%	31 16%	297 16%	32 16%	7 16%	17 17%	6 18%	- -	1 12%
£34,001 to £41,000	(37.5)	167 8%	32 10%	85 10%	18 9%	155 8%	11 6%	6 13%	1 1%	4 10%	1 9%	- -
£41,001 to £48,000	(44.5)	130 6%	23 7%	75 9%	17 9%	108 6%	19 9%	2 5%	9 9%	4 11%	- -	3 29%
£48,001 to £55,000	(51.5)	73 3%	26 8%	34 4%	4 2%	67 4%	6 3%	2 5%	3 3%	- -	- -	- -
£55,001 to £62,000	(58.5)	40 2%	8 2%	26 3%	8 4%	37 2%	3 1%	- -	* *	2 7%	- -	- -
£62,001 to £69,000	(65.5)	49 2%	19 6%	22 2%	5 3%	44 2%	4 2%	- -	1 1%	3 8%	- -	- -
£69,001 to £76,000	(72.5)	33 2%	10 3%	13 1%	5 2%	31 2%	2 1%	- -	2 2%	1 1%	- -	- -
£76,001 to £83,000	(79.5)	22 1%	7 2%	13 2%	4 2%	19 1%	3 2%	- -	3 3%	- -	1 9%	- -
£83,001 or more	(86)	67 3%	10 3%	38 4%	14 7%	57 3%	9 4%	3 7%	3 3%	1 3%	2 20%	- -
Prefer not to answer		162 8%	16 5%	57 7%	16 8%	135 7%	23 12%	3 8%	12 12%	5 14%	1 9%	2 20%

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Absolutes/col percents

Table 37
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Employment Sector			Opinion Influencer	Ethnicity						
	Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
Average income (£000's)	30.50	37.06	33.51	36.95	30.38	31.41	30.13	28.99	37.96	42.26	28.81

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Absolutes/col percents

Table 38

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											
	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 Ireland
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
NET: Yes	478 23%	218 21%	260 24%	32 14%	45 13%	67 20%	92 25%	86 28%	155 32%	95 17%	121 21%	84 20%	178 35%	36 20%	24 29%	59 25%	39 23%	40 22%	41 28%	24 23%	45 23%	47 17%	73 26%	36 20%	14 23%
Yes - physical condition	290 14%	132 13%	158 15%	9 4%	15 4%	34 10%	55 15%	54 17%	123 25%	57 10%	66 11%	61 14%	106 21%	22 13%	17 20%	34 15%	23 13%	26 14%	27 18%	16 16%	26 13%	29 10%	42 15%	19 11%	8 13%
Yes - mental condition	199 10%	77 8%	122 11%	27 12%	33 9%	36 11%	51 14%	32 10%	19 4%	35 6%	44 7%	24 6%	96 19%	18 10%	9 10%	24 10%	20 12%	17 9%	21 14%	7 7%	12 6%	22 8%	23 8%	20 11%	7 11%
Yes - disability	161 8%	74 7%	88 8%	4 2%	16 4%	16 5%	33 9%	41 13%	51 11%	23 4%	38 6%	23 5%	78 15%	11 6%	9 10%	16 7%	13 8%	14 8%	13 9%	7 7%	20 10%	16 6%	25 9%	14 8%	4 6%
Yes - other	23 1%	13 1%	9 1%	- -	1 *	3 1%	4 1%	4 1%	9 2%	3 1%	11 2%	3 1%	6 1%	1 1%	- -	3 1%	- -	2 1%	2 1%	3 3%	4 2%	2 1%	5 2%	1 1%	- -
No	1573 75%	782 76%	791 74%	192 82%	309 85%	257 77%	272 73%	220 71%	323 67%	467 82%	456 77%	329 77%	322 63%	138 78%	60 71%	174 74%	123 72%	139 77%	102 69%	77 75%	145 74%	217 79%	208 73%	143 79%	49 77%
Prefer not to say	44 2%	22 2%	22 2%	9 4%	8 2%	11 3%	7 2%	4 1%	6 1%	11 2%	11 2%	12 3%	10 2%	4 2%	1 1%	2 1%	9 5%	2 1%	5 3%	1 1%	6 3%	11 4%	3 1%	1 1%	- -

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Absolutes/col percents

Table 38

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

	Employment Sector			Opinion Influencer	Ethnicity						
	Total	Public	Private		White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Unweighted base	2095	311	857	175	1877	197	44	95	38	8	12
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
NET: Yes	478 23%	52 16%	109 12%	35 18%	457 24%	19 9%	7 16%	7 7%	2 7%	-	3 21%
Yes - physical condition	290 14%	20 6%	64 7%	19 10%	275 15%	13 6%	5 11%	5 5%	2 5%	-	1 10%
Yes - mental condition	199 10%	27 8%	47 5%	19 10%	190 10%	9 5%	3 8%	4 4%	*	-	2 14%
Yes - disability	161 8%	11 3%	31 4%	8 4%	158 8%	4 2%	1 3%	1 1%	-	-	1 7%
Yes - other	23 1%	4 1%	3 *	3 1%	21 1%	1 1%	1 3%	-	-	-	-
No	1573 75%	276 83%	752 86%	154 80%	1393 74%	178 88%	37 84%	93 92%	30 85%	9 91%	9 79%
Prefer not to say	44 2%	5 1%	16 2%	3 1%	25 1%	4 2%	-	1 1%	3 8%	1 9%	-

Eating Better Survey
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Absolutes/col percents

Table 39
Which of the following options best describes how you think of yourself?
Base: All respondents

	Gender			Age						Social Grade				Region											
	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 Ireland
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63
Heterosexual/ straight	1839	896	944	179	305	285	330	290	450	502	502	382	455	154	81	209	151	160	124	88	163	229	258	167	56
	88%	88%	88%	77%	84%	85%	89%	93%	93%	88%	85%	90%	89%	87%	95%	89%	88%	88%	84%	87%	84%	83%	91%	92%	89%
Lesbian/ gay woman	12	-	12	1	4	2	3	2	-	5	5	-	3	1	-	3	2	-	2	-	1	-	1	-	1
	1%	-	1%	1%	1%	1%	1%	1%	-	1%	1%	-	1%	1%	-	1%	1%	-	2%	-	1%	-	*	-	2%
Gay man	64	64	-	8	11	15	15	8	7	23	15	10	16	5	1	11	2	2	8	4	9	14	5	3	1
	3%	6%	-	3%	3%	5%	4%	3%	1%	4%	3%	2%	3%	3%	1%	5%	1%	1%	5%	4%	5%	5%	2%	2%	2%
Bisexual	81	26	54	26	22	14	10	1	8	19	36	13	13	10	1	4	12	6	6	4	8	13	11	3	2
	4%	3%	5%	11%	6%	4%	3%	*	2%	3%	6%	3%	3%	6%	1%	2%	7%	3%	4%	4%	4%	5%	4%	2%	3%
Prefer to self-describe	11	4	8	5	4	1	1	-	-	3	3	1	4	-	-	-	-	2	1	1	1	3	2	1	-
	1%	*	1%	2%	1%	*	*	-	-	1%	1%	*	1%	-	-	-	-	1%	1%	1%	*	1%	1%	1%	-
Prefer not to say	87	32	55	14	17	17	11	10	19	21	28	20	18	7	2	6	4	10	7	5	13	16	8	6	3
	4%	3%	5%	6%	5%	5%	3%	3%	4%	4%	5%	5%	4%	4%	3%	3%	2%	6%	5%	5%	7%	6%	3%	3%	5%

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Absolutes/col percents

Table 39
Which of the following options best describes how you think of yourself?
Base: All respondents

	Employment Sector				Ethnicity						
	Total	Public	Private	Opinion Influencer	White	NET: BAME	Mixed	Asian	Black	Chinese	Other ethnic group
Unweighted base	2095	311	857	175	1877	197	44	95	38	8	12
Weighted base	2095	332	876	192	1875	201	44	100	35	10	12
Heterosexual/ straight	1839 88%	290 87%	766 87%	160 83%	1660 89%	176 87%	35 79%	95 95%	29 83%	7 71%	10 80%
Lesbian/ gay woman	12 1%	4 1%	6 1%	2 1%	9 1%	2 1%	-	-	2 5%	-	-
Gay man	64 3%	5 1%	38 4%	13 7%	62 3%	3 1%	-	-	1 1%	2 21%	-
Bisexual	81 4%	16 5%	35 4%	14 8%	76 4%	4 2%	-	-	2 5%	-	2 20%
Prefer to self-describe	11 1%	2 1%	5 1%	1 1%	7 *	4 2%	4 9%	-	-	-	-
Prefer not to say	87 4%	16 5%	27 3%	1 1%	60 3%	13 6%	5 12%	5 5%	2 5%	1 9%	-