

YouGov / BBC

Good Food Survey – 2014

Fieldwork: 21th - 29th July 2014

Sample Size: 10287 GB Adults

Total	Gender		Age				Social Grade		Region						
Base	Male	Female	16-24	25-39	40-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

On a scale of 1 to 10, where 1 is "A complete beginner" and 10 is "An expert", overall how would you rate your level of expertise at cooking?

Unweighted base	10287	4642	5645	1225	1878	2906	4278	5792	4495	2403	1454	968	1519	2144	597	1202
Base: All GB adults aged 16+	10287	4999	5288	1522	2500	2685	3580	5658	4629	2531	1687	988	1317	2356	514	895
1 - A complete beginner	3%	5%	2%	7%	3%	3%	3%	2%	5%	4%	2%	4%	5%	3%	4%	4%
2	3%	5%	2%	5%	3%	3%	3%	3%	3%	3%	3%	4%	4%	4%	3%	2%
3	8%	10%	5%	11%	8%	7%	6%	7%	8%	7%	7%	9%	8%	8%	9%	8%
4	9%	10%	7%	14%	8%	8%	7%	8%	10%	8%	9%	9%	10%	8%	11%	9%
5	17%	18%	17%	20%	18%	17%	16%	17%	17%	16%	19%	19%	16%	16%	21%	18%
6	19%	18%	20%	17%	22%	19%	18%	20%	17%	18%	20%	15%	18%	20%	19%	19%
7	22%	19%	26%	16%	23%	24%	24%	23%	21%	24%	22%	23%	20%	23%	18%	22%
8	13%	10%	16%	5%	11%	14%	17%	14%	12%	13%	13%	13%	13%	15%	8%	12%
9	3%	2%	4%	1%	2%	3%	4%	3%	3%	4%	4%	3%	2%	2%	3%	1%
10 - An expert	2%	1%	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%	2%	1%	3%	2%
Don't know	1%	1%	1%	3%	1%	0%	0%	0%	2%	1%	1%	1%	1%	1%	1%	1%
Net: Codes 1-3	14%	21%	8%	23%	13%	13%	12%	13%	16%	14%	11%	17%	16%	14%	16%	15%
Net: Codes 4-7	67%	65%	69%	67%	71%	68%	64%	68%	66%	67%	70%	65%	65%	67%	70%	69%
Net: Codes 8-10	18%	13%	22%	7%	14%	19%	23%	18%	16%	19%	18%	17%	17%	18%	14%	15%

Total	Gender		Age				Social Grade		Region						
Base	Male	Female	16-24	25-39	40-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Thinking about the past week, which, if any, of the following have you felt whilst cooking at home? (Please tick all that apply. If you have not cooked at home in the past week, please select the "Not applicable" option.)

Unweighted base	10287	4642	5645	1225	1878	2906	4278	5792	4495	2403	1454	968	1519	2144	597	1202
Base: All GB adults aged 16+	10287	4999	5288	1522	2500	2685	3580	5658	4629	2531	1687	988	1317	2356	514	895
Happy	36%	32%	39%	34%	38%	35%	35%	37%	34%	36%	36%	35%	36%	35%	35%	38%
Comforted	19%	16%	22%	17%	21%	21%	17%	21%	17%	19%	18%	19%	20%	18%	21%	22%
"In the zone"	13%	11%	14%	19%	17%	13%	7%	12%	13%	13%	12%	11%	15%	12%	12%	13%
Stressed	12%	9%	15%	14%	15%	13%	8%	13%	12%	12%	11%	15%	13%	13%	12%	11%
Bored	13%	10%	17%	15%	14%	15%	12%	14%	13%	13%	13%	15%	13%	15%	11%	13%
Inspired	15%	13%	17%	16%	19%	15%	11%	16%	14%	16%	13%	14%	18%	14%	14%	14%
Excited	9%	9%	10%	16%	14%	7%	5%	9%	10%	9%	8%	11%	14%	8%	8%	10%
Demoralised	3%	3%	3%	4%	4%	3%	2%	3%	3%	2%	3%	3%	3%	4%	2%	3%
Resentful	4%	2%	6%	4%	5%	4%	4%	5%	3%	4%	4%	5%	4%	5%	3%	4%
Satisfied	44%	41%	47%	37%	40%	45%	49%	47%	41%	43%	44%	43%	43%	45%	45%	45%
Sexy	2%	2%	1%	4%	3%	1%	1%	2%	2%	1%	2%	2%	2%	2%	2%	2%
Other	3%	2%	4%	2%	2%	3%	4%	3%	3%	3%	3%	3%	3%	3%	3%	2%
Don't know/ can't recall	6%	7%	6%	5%	6%	8%	6%	6%	7%	6%	7%	5%	6%	7%	10%	6%
Not applicable - I haven't cooked at home in the past week	16%	23%	10%	24%	12%	14%	17%	14%	18%	16%	15%	17%	16%	17%	13%	16%

For the following question, by "regularly", we mean once a month or more often.

Which, if any, of the following dishes/ meals do you cook/ prepare regularly, either cooked from scratch or pre-prepared? (Please tick all that apply)

Unweighted base	10287	4642	5645	1225	1878	2906	4278	5792	4495	2403	1454	968	1519	2144	597	1202
Base: All GB adults aged 16+	10287	4999	5288	1522	2500	2685	3580	5658	4629	2531	1687	988	1317	2356	514	895
Chilli con carne	30%	27%	33%	19%	33%	36%	29%	34%	26%	31%	31%	28%	24%	33%	26%	34%
Roast dinner	50%	41%	59%	25%	41%	57%	62%	51%	49%	53%	54%	50%	42%	52%	51%	41%
Curry	43%	40%	46%	34%	47%	48%	40%	45%	40%	45%	43%	39%	35%	44%	47%	45%
Meat lasagne	25%	20%	30%	18%	29%	28%	23%	27%	23%	26%	25%	27%	20%	26%	23%	27%
Toad-in-the-hole	13%	10%	16%	7%	13%	14%	15%	13%	13%	15%	14%	18%	8%	14%	9%	7%
Quiche and salad	21%	15%	26%	10%	17%	22%	27%	22%	19%	22%	21%	19%	16%	24%	19%	19%
Fish pie	14%	12%	17%	6%	11%	14%	20%	17%	11%	16%	14%	14%	11%	16%	11%	13%
Spaghetti Bolognese	49%	41%	57%	43%	51%	55%	47%	51%	47%	49%	49%	50%	44%	52%	49%	50%
Stir-fry	41%	37%	46%	33%	44%	43%	41%	45%	36%	40%	40%	41%	41%	42%	36%	49%
Steak and chips	27%	29%	26%	20%	28%	28%	30%	28%	26%	28%	32%	25%	23%	26%	27%	29%
None of these	15%	20%	10%	23%	12%	13%	16%	13%	17%	14%	14%	18%	18%	13%	18%	15%
Don't know	2%	3%	1%	6%	2%	1%	0%	1%	3%	2%	2%	1%	2%	2%	3%	1%

Total	Gender		Age				Social Grade		Region						
Base	Male	Female	16-24	25-39	40-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Which, if any, of the following kitchen items do you own that you could "not live without"? (Please tick all that apply)

	Unweighted base	4642	5645	1225	1878	2906	4278	5792	4495	2403	1454	968	1519	2144	597	1202
Base: All GB adults aged 16+	10287	4999	5288	1522	2500	2685	3580	5658	4629	2531	1687	988	1317	2356	514	895
My favourite sharp knife	51%	45%	57%	36%	43%	52%	63%	55%	47%	50%	51%	51%	48%	55%	49%	52%
Matching dinner set/ cutlery	14%	11%	17%	12%	12%	12%	17%	15%	13%	13%	14%	15%	16%	14%	12%	13%
A particular kitchen item with sentimental value	10%	7%	12%	5%	7%	10%	13%	11%	8%	9%	10%	11%	8%	10%	9%	9%
Jelly mould/ cake tin	11%	6%	16%	11%	9%	9%	14%	11%	11%	10%	11%	14%	11%	12%	10%	8%
Storage jar/ tin	24%	19%	28%	17%	20%	22%	30%	26%	20%	24%	23%	22%	24%	24%	21%	24%
Toaster	47%	44%	50%	42%	45%	46%	52%	49%	46%	48%	46%	48%	44%	49%	50%	47%
Mixer/ food processor	26%	20%	31%	14%	21%	24%	35%	29%	22%	24%	27%	26%	24%	28%	22%	24%
Hand blender	23%	16%	30%	12%	18%	23%	31%	27%	18%	24%	22%	23%	21%	24%	20%	25%
Pizza cutter	16%	15%	17%	17%	18%	19%	13%	16%	16%	19%	16%	14%	12%	16%	15%	19%
Bread maker	8%	7%	9%	3%	6%	8%	12%	9%	7%	8%	9%	10%	6%	10%	8%	7%
Slow oven	17%	15%	19%	13%	16%	17%	19%	17%	17%	18%	19%	19%	12%	17%	13%	16%
Microwave	56%	53%	58%	52%	47%	54%	64%	56%	55%	57%	56%	54%	53%	57%	57%	52%
Other - see sheet "OE_q5"	5%	4%	6%	2%	4%	5%	7%	5%	4%	6%	5%	6%	5%	5%	4%	5%
Don't know	2%	3%	1%	5%	3%	2%	1%	1%	3%	2%	2%	2%	3%	2%	1%	2%
Not applicable - there aren't any kitchen items that I could not live without	12%	15%	9%	15%	11%	13%	10%	10%	14%	11%	12%	13%	12%	11%	14%	12%

On average, how often, if at all, do you eat meat?

	Unweighted base	4642	5645	1225	1878	2906	4278	5792	4495	2403	1454	968	1519	2144	597	1202
Base: All GB adults aged 16+	10287	4999	5288	1522	2500	2685	3580	5658	4629	2531	1687	988	1317	2356	514	895
Every day	31%	35%	27%	42%	39%	30%	21%	30%	32%	29%	33%	31%	30%	32%	35%	29%
Every few days	51%	49%	52%	40%	43%	51%	60%	51%	50%	51%	50%	51%	50%	51%	45%	52%
Once a week	8%	8%	8%	5%	8%	8%	9%	8%	8%	10%	7%	8%	8%	7%	7%	9%
Less often than once a week	4%	3%	5%	3%	3%	4%	5%	4%	4%	4%	4%	4%	4%	4%	4%	4%
Never	6%	4%	8%	9%	7%	7%	4%	6%	6%	6%	6%	6%	8%	7%	9%	5%

Total	Gender		Age				Social Grade		Region						
Base	Male	Female	16-24	25-39	40-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Which, if any, of the following apply to you? (Please tick all that apply)

	Unweighted base	4642	5645	1225	1878	2906	4278	5792	4495	2403	1454	968	1519	2144	597	1202
	Base: All GB adults aged 16+	4999	5288	1522	2500	2685	3580	5658	4629	2531	1687	988	1317	2356	514	895
I eat less meat now than I did this time last year, as I'm trying to spend less money on food	15%	13%	16%	12%	14%	16%	15%	14%	15%	16%	15%	15%	15%	14%	14%	14%
I eat less meat now than I did this time last year, as I'm worried about the quality of meat sold in stores	9%	8%	10%	6%	10%	8%	10%	10%	8%	8%	9%	9%	9%	10%	6%	10%
I eat less meat now than I did this time last year, as I'm considering becoming a vegetarian	4%	4%	4%	8%	6%	4%	3%	4%	5%	5%	4%	4%	5%	5%	5%	3%
I eat about the same amount of meat as I did this time last year	60%	62%	57%	49%	55%	62%	65%	61%	58%	59%	60%	62%	55%	60%	60%	64%
I eat more meat than I did this time last year	3%	3%	3%	9%	6%	1%	1%	3%	4%	3%	3%	3%	4%	3%	3%	3%
None of these	9%	8%	11%	10%	9%	11%	8%	10%	9%	9%	9%	9%	11%	10%	12%	9%
Don't know	3%	4%	2%	8%	4%	1%	1%	1%	5%	3%	3%	2%	4%	2%	3%	1%
NET: selected options 1,2,3	25%	23%	27%	23%	26%	24%	25%	25%	25%	26%	25%	25%	25%	25%	22%	23%

Total	Gender		Age				Social Grade		Region						
Base	Male	Female	16-24	25-39	40-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Which, if any, of the following dishes would you describe as "food heaven"? (Please tick all that apply)

Unweighted base	10287	4642	5645	1225	1878	2906	4278	5792	4495	2403	1454	968	1519	2144	597	1202
Base: All GB adults aged 16+	10287	4999	5288	1522	2500	2685	3580	5658	4629	2531	1687	988	1317	2356	514	895
Beef Wellington	16%	18%	14%	8%	15%	17%	20%	19%	12%	15%	14%	18%	17%	18%	14%	16%
Chilli con carne	15%	18%	13%	12%	17%	18%	14%	16%	14%	15%	15%	15%	13%	17%	16%	18%
Roast dinner	43%	42%	43%	31%	39%	45%	49%	42%	43%	44%	43%	44%	39%	43%	50%	37%
Thai curry	16%	17%	15%	14%	18%	18%	14%	18%	12%	14%	14%	14%	18%	17%	14%	18%
Spaghetti carbonara	14%	13%	15%	20%	14%	12%	12%	15%	13%	14%	12%	15%	14%	14%	12%	19%
Chocolate brownie	23%	17%	29%	43%	31%	19%	12%	22%	25%	22%	21%	24%	23%	25%	26%	21%
Strawberry cheesecake	21%	19%	22%	23%	21%	23%	19%	20%	23%	23%	20%	23%	19%	20%	23%	23%
Classic lasagne	22%	19%	24%	22%	25%	21%	20%	22%	21%	21%	22%	23%	20%	22%	20%	24%
Toad-in-the-hole	12%	13%	12%	12%	13%	13%	12%	12%	13%	12%	12%	17%	10%	14%	12%	8%
Pizza	22%	23%	21%	40%	32%	20%	8%	20%	24%	23%	20%	23%	23%	21%	23%	25%
Fish pie	14%	14%	14%	8%	9%	13%	19%	16%	11%	13%	14%	13%	14%	16%	10%	12%
Spaghetti Bolognese	21%	21%	20%	23%	21%	21%	19%	20%	22%	20%	20%	21%	20%	21%	26%	22%
Victoria sponge	16%	13%	19%	18%	16%	17%	15%	16%	17%	16%	17%	17%	14%	17%	19%	16%
Beef bourguignon	13%	13%	13%	7%	11%	13%	17%	16%	10%	10%	13%	13%	13%	16%	12%	12%
Steak and ale pie	20%	25%	16%	11%	17%	22%	25%	21%	19%	22%	20%	22%	16%	21%	19%	22%
Eggs Benedict	9%	8%	10%	7%	11%	9%	9%	11%	6%	8%	8%	11%	12%	10%	8%	9%
Apple crumble	29%	28%	31%	27%	24%	30%	34%	29%	29%	30%	26%	32%	28%	30%	32%	30%
Paella	14%	13%	14%	13%	14%	14%	13%	16%	11%	12%	11%	16%	16%	15%	11%	13%
Chocolate fondant	15%	10%	20%	27%	20%	13%	9%	15%	15%	14%	14%	18%	18%	15%	17%	15%
Steak and chips	35%	40%	29%	30%	34%	38%	34%	34%	35%	36%	35%	35%	31%	35%	35%	36%
Food cooked/ served at a barbecue (e.g. meat, salads etc.)	19%	18%	19%	26%	24%	17%	13%	18%	19%	17%	17%	20%	19%	20%	18%	18%
Chicken caesar salad	11%	9%	12%	11%	10%	10%	11%	11%	10%	9%	11%	11%	10%	12%	8%	11%
Moroccan tagine	8%	7%	9%	6%	8%	8%	8%	10%	5%	7%	7%	8%	9%	9%	6%	8%
Tikka masala	16%	17%	15%	18%	19%	17%	12%	16%	16%	16%	15%	14%	15%	16%	19%	17%
Scones, jam and clotted cream	30%	24%	37%	25%	28%	31%	34%	32%	29%	30%	30%	32%	26%	31%	34%	32%
Other - "see sheet OE_Q11"	8%	8%	9%	5%	6%	9%	11%	9%	8%	8%	9%	8%	9%	9%	7%	9%
Not applicable - there aren't any dishes that I'd describe as "food heaven"	9%	11%	7%	10%	6%	7%	12%	8%	10%	8%	10%	10%	10%	9%	8%	8%

Total	Gender		Age				Social Grade		Region						
Base	Male	Female	16-24	25-39	40-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Which ONE of the following comes closest to how often, if at all, you eat at home together as a family, or with any other housemates/ people that you live with (regardless of whether you eat at a table or not)?

Unweighted base	10287	4642	5645	1225	1878	2906	4278	5792	4495	2403	1454	968	1519	2144	597	1202
Base: All GB adults aged 16+	10287	4999	5288	1522	2500	2685	3580	5658	4629	2531	1687	988	1317	2356	514	895
Every day	48%	45%	51%	40%	44%	42%	59%	50%	46%	48%	49%	51%	40%	51%	46%	50%
A few times a week	23%	24%	22%	28%	28%	28%	13%	22%	24%	23%	24%	23%	25%	22%	20%	23%
Once a week	6%	7%	6%	7%	7%	7%	4%	6%	6%	6%	5%	5%	8%	7%	7%	4%
Less often than once a week	7%	8%	7%	11%	7%	8%	5%	6%	9%	7%	7%	7%	9%	6%	9%	7%
Never	3%	4%	3%	8%	4%	2%	2%	3%	4%	3%	4%	4%	4%	2%	4%	3%
Not applicable - I live on my own	12%	12%	12%	6%	10%	11%	17%	13%	11%	12%	11%	10%	13%	12%	14%	13%

Thinking about your average evening meal, in total, how many screens are normally used/ looked at during the meal (e.g. smartphone screens, TV screens etc.), either by you or someone else that you are eating with?

Unweighted base	10287	4642	5645	1225	1878	2906	4278	5792	4495	2403	1454	968	1519	2144	597	1202
Base: All GB adults aged 16+	10287	4999	5288	1522	2500	2685	3580	5658	4629	2531	1687	988	1317	2356	514	895
None	28%	27%	29%	22%	24%	28%	34%	30%	26%	29%	27%	30%	23%	29%	29%	30%
1	47%	46%	49%	36%	44%	47%	55%	48%	46%	48%	46%	48%	46%	48%	45%	47%
2	13%	13%	12%	19%	17%	13%	6%	12%	13%	12%	12%	11%	15%	13%	12%	12%
3	4%	5%	4%	8%	7%	4%	1%	4%	5%	4%	5%	5%	5%	3%	5%	6%
4	2%	2%	2%	3%	2%	2%	0%	2%	2%	1%	2%	1%	2%	2%	2%	1%
5	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	0%
More than 5	1%	1%	1%	2%	1%	0%	0%	0%	1%	1%	1%	0%	1%	1%	0%	1%
Don't know	3%	4%	2%	6%	3%	3%	2%	2%	5%	3%	3%	2%	5%	2%	4%	2%
Not applicable - I never eat an evening meal	1%	2%	1%	3%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	3%	1%
Mean	1.05	1.07	1.03	1.40	1.24	1.04	0.78	0.99	1.12	1.02	1.09	0.98	1.20	1.02	1.00	1.02

How often, if at all, do you make your own lunch (i.e. from ingredients that you have at home), or use up leftovers to have for your lunch?

Unweighted base	10287	4642	5645	1225	1878	2906	4278	5792	4495	2403	1454	968	1519	2144	597	1202
Base: All GB adults aged 16+	10287	4999	5288	1522	2500	2685	3580	5658	4629	2531	1687	988	1317	2356	514	895
Always	32%	24%	38%	18%	29%	30%	40%	34%	28%	33%	33%	36%	24%	34%	27%	26%
Often	32%	30%	33%	32%	32%	31%	32%	31%	32%	32%	33%	28%	30%	31%	30%	37%
Sometimes	22%	26%	18%	26%	24%	24%	17%	20%	24%	21%	22%	20%	26%	22%	24%	21%
Rarely	11%	14%	8%	16%	12%	11%	7%	11%	11%	10%	9%	12%	15%	9%	14%	13%
Never	4%	6%	3%	7%	4%	4%	4%	4%	5%	5%	3%	4%	5%	5%	5%	4%

Total	Gender		Age				Social Grade		Region						
	Male	Female	16-24	25-39	40-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

To what extent do you agree or disagree with each of the following statements? (Please tick one option per row)

- Eating at a desk at work is unhygienic

	Unweighted base	10287	4642	5645	1225	1878	2906	4278	5792	4495	2403	1454	968	1519	2144	597	1202
Base: All GB adults aged 16+	10287	4999	5288	1522	2500	2685	3580	5658	4629	2531	1687	988	1317	2356	514	895	
Strongly agree	10%	10%	10%	7%	7%	10%	13%	9%	11%	11%	9%	10%	10%	10%	6%	9%	
Tend to agree	29%	28%	29%	22%	26%	29%	33%	30%	27%	29%	30%	28%	26%	28%	30%	29%	
Neither agree nor disagree	30%	30%	29%	26%	28%	30%	32%	28%	32%	30%	31%	29%	28%	30%	30%	29%	
Tend to disagree	22%	21%	23%	30%	26%	22%	16%	24%	20%	21%	19%	22%	24%	24%	22%	23%	
Strongly disagree	7%	7%	6%	9%	9%	7%	3%	8%	6%	6%	7%	8%	9%	6%	6%	7%	
Don't know	3%	3%	3%	6%	3%	2%	3%	2%	5%	3%	3%	3%	4%	2%	6%	2%	
Net: Agree	38%	38%	39%	29%	33%	39%	46%	39%	38%	39%	39%	39%	36%	38%	36%	39%	
Net: Disagree	29%	29%	29%	40%	35%	29%	19%	31%	26%	27%	26%	30%	33%	30%	29%	30%	

To what extent do you agree or disagree with each of the following statements? (Please tick one option per row)

- Eating on a tube or bus is unpleasant for fellow travellers

	Unweighted base	10287	4642	5645	1225	1878	2906	4278	5792	4495	2403	1454	968	1519	2144	597	1202
Base: All GB adults aged 16+	10287	4999	5288	1522	2500	2685	3580	5658	4629	2531	1687	988	1317	2356	514	895	
Strongly agree	21%	23%	20%	12%	14%	19%	32%	24%	19%	20%	18%	24%	30%	22%	13%	17%	
Tend to agree	37%	36%	37%	32%	35%	37%	40%	38%	35%	36%	35%	38%	40%	37%	35%	37%	
Neither agree nor disagree	24%	24%	25%	26%	28%	26%	19%	23%	26%	25%	27%	22%	18%	24%	28%	25%	
Tend to disagree	11%	10%	12%	19%	15%	12%	5%	11%	12%	11%	12%	11%	6%	12%	13%	15%	
Strongly disagree	3%	3%	3%	5%	5%	3%	1%	3%	4%	3%	4%	2%	3%	2%	4%	3%	
Don't know	3%	4%	3%	7%	3%	3%	3%	2%	5%	3%	4%	3%	3%	3%	7%	3%	
Net: Agree	58%	59%	57%	44%	49%	56%	72%	61%	54%	56%	53%	62%	69%	59%	48%	54%	
Net: Disagree	14%	13%	15%	24%	20%	15%	6%	14%	15%	15%	16%	13%	9%	14%	17%	18%	

Total	Gender		Age				Social Grade		Region						
Base	Male	Female	16-24	25-39	40-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

How often, if at all, do you use local high street food shops, like a butcher, greengrocer, cafe or convenience store?

Unweighted base	10287	4642	5645	1225	1878	2906	4278	5792	4495	2403	1454	968	1519	2144	597	1202
Base: All GB adults aged 16+	10287	4999	5288	1522	2500	2685	3580	5658	4629	2531	1687	988	1317	2356	514	895
Always	5%	5%	6%	5%	5%	5%	7%	5%	6%	6%	5%	7%	6%	5%	4%	5%
Often	29%	30%	29%	24%	28%	27%	34%	31%	28%	32%	30%	24%	30%	29%	29%	31%
Sometimes	40%	40%	40%	41%	41%	43%	37%	40%	40%	39%	42%	41%	36%	41%	43%	41%
Rarely	21%	20%	22%	22%	22%	22%	19%	21%	21%	20%	21%	24%	23%	21%	20%	20%
Never	4%	4%	4%	8%	4%	3%	3%	3%	5%	4%	3%	4%	5%	4%	4%	4%
Net: Those who use local high street food shops always or often	35%	35%	35%	29%	33%	32%	41%	36%	34%	37%	35%	31%	36%	34%	33%	35%
Net: Those who use local high street food shops sometimes, rarely or never	65%	65%	65%	71%	67%	68%	59%	64%	66%	63%	65%	69%	64%	66%	67%	65%

Which, if any, of the following are reasons why you don't use high street food shops more often? (Please tick all that apply)

Unweighted base	6646	2975	3671	869	1279	1976	2522	3679	2967	1501	951	656	966	1415	394	763
Base: All GB adults aged 16+ who use high street food shops sometimes/ rarely/ never	6699	3245	3453	1082	1681	1825	2110	3630	3068	1587	1100	682	844	1563	345	578
They are too expensive	40%	40%	40%	40%	43%	42%	37%	39%	41%	37%	42%	42%	41%	41%	42%	39%
There's not enough choice	15%	16%	15%	13%	14%	15%	18%	16%	14%	15%	13%	16%	21%	15%	12%	14%
There's limited fresh produce	9%	9%	10%	8%	8%	9%	11%	10%	9%	10%	7%	10%	14%	9%	8%	8%
The produce is of a lesser quality than supermarkets	5%	6%	4%	6%	5%	4%	5%	5%	4%	5%	5%	4%	10%	4%	5%	2%
I don't like chatting to shopkeepers	3%	3%	2%	5%	4%	2%	1%	2%	3%	2%	2%	4%	4%	3%	2%	2%
There's nowhere to park	21%	23%	20%	11%	19%	23%	27%	23%	19%	20%	20%	22%	17%	26%	23%	20%
There are too many queues	3%	4%	3%	4%	3%	3%	3%	2%	4%	3%	4%	2%	3%	3%	3%	2%
It no longer suits my circumstances	15%	17%	14%	11%	14%	16%	19%	17%	14%	15%	16%	15%	15%	16%	14%	14%
There are no high street food shops close to me	27%	24%	30%	23%	22%	25%	34%	29%	24%	25%	24%	30%	24%	29%	30%	30%
Other	9%	9%	9%	8%	10%	10%	7%	10%	8%	9%	10%	8%	9%	8%	7%	7%
Don't know	9%	11%	8%	22%	9%	8%	5%	6%	13%	10%	10%	9%	10%	7%	13%	9%

Total	Gender		Age				Social Grade		Region						
Base	Male	Female	16-24	25-39	40-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Moving on to a different topic...

The government recommends that adults consume 5 portions of fruits and vegetables a day. An example of a portion of fruit is 1 apple, 1 banana, 1 pear, a handful of grapes, 2 satsumas, 2 plums or half a grapefruit. 1 heaped tablespoon of dried fruit can also count as a portion.

150ml or more of pure fruit juice or pure fruit smoothie only counts once a day. Examples of a serving of vegetables are 3 heaped tablespoons of cooked vegetables, 3 tablespoons of sweetcorn or peas, 1 medium sized tomato or 3 sticks of celery.

In terms of nutrition, potatoes do NOT count as vegetables because they mainly contain starch. On an average day, how many portions of fruits/vegetables do you eat?

Unweighted base	10287	4642	5645	1225	1878	2906	4278	5792	4495	2403	1454	968	1519	2144	597	1202
Base: All GB adults aged 16+	10287	4999	5288	1522	2500	2685	3580	5658	4629	2531	1687	988	1317	2356	514	895
None	2%	3%	2%	4%	3%	2%	1%	2%	3%	3%	3%	2%	2%	2%	3%	2%
1	7%	8%	7%	10%	8%	8%	5%	5%	9%	7%	8%	6%	8%	6%	9%	10%
2	15%	16%	14%	16%	16%	17%	12%	14%	16%	15%	15%	15%	15%	14%	17%	17%
3	24%	24%	25%	25%	25%	25%	23%	24%	24%	26%	23%	24%	24%	24%	24%	26%
4	18%	17%	18%	15%	18%	17%	19%	19%	16%	17%	18%	19%	17%	20%	14%	17%
5	14%	13%	14%	9%	13%	13%	17%	15%	12%	14%	14%	15%	13%	14%	13%	12%
6	8%	8%	8%	5%	7%	7%	11%	9%	7%	7%	9%	8%	7%	10%	9%	7%
7	5%	4%	5%	3%	4%	5%	6%	5%	4%	4%	4%	5%	5%	5%	5%	4%
8	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%
9	1%	0%	1%	1%	1%	0%	0%	1%	0%	1%	0%	1%	1%	0%	1%	0%
10	1%	0%	1%	1%	0%	0%	1%	1%	0%	0%	0%	1%	1%	1%	0%	1%
More than 10	1%	0%	1%	0%	0%	0%	1%	1%	0%	1%	0%	1%	1%	0%	0%	0%
Don't know	4%	5%	2%	8%	3%	3%	2%	2%	6%	3%	4%	4%	5%	3%	5%	3%
Net: those who eat 1-4 portions	64%	64%	64%	67%	67%	67%	59%	63%	66%	64%	63%	62%	63%	64%	63%	69%
Net: those who eat 5+ portions	30%	28%	32%	21%	28%	27%	37%	34%	25%	29%	31%	31%	30%	32%	29%	26%
Mean	3.75	3.66	3.84	3.36	3.64	3.61	4.09	3.93	3.52	3.70	3.72	3.87	3.78	3.87	3.62	3.53

Total	Gender		Age				Social Grade		Region						
Base	Male	Female	16-24	25-39	40-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

You said that on an average day you eat less than five portions of fruit/ vegetables...

Which of the following are reasons for this? (Please tick all that apply)

	Unweighted base	6717	3081	3636	871	1294	1997	2555	3633	3084	1603	938	617	978	1370	380	831
Base: All GB adults aged 16+ who eat less than 5 portions of fruit/ veg on an average day		6844	3359	3485	1079	1732	1877	2156	3641	3203	1715	1112	635	858	1549	338	637
They are too expensive	22%	18%	27%	26%	27%	23%	16%	20%	25%	21%	22%	27%	21%	22%	25%	23%	23%
I'm not keen on fruit	15%	15%	15%	15%	14%	16%	15%	15%	16%	14%	14%	14%	14%	17%	21%	14%	14%
I'm not keen on vegetables	14%	16%	12%	19%	14%	14%	11%	13%	14%	14%	13%	12%	14%	13%	16%	15%	15%
I don't know how best to incorporate fruit/ vegetables into my meals	16%	16%	16%	32%	20%	12%	8%	16%	16%	15%	14%	15%	19%	17%	16%	16%	16%
I just don't care enough to eat more portions	22%	26%	17%	27%	20%	21%	21%	23%	20%	20%	20%	24%	23%	21%	18%	27%	27%
I don't believe that you need to eat that many portions every day	20%	23%	17%	14%	15%	19%	27%	20%	20%	21%	23%	19%	17%	19%	18%	20%	20%
Other - See sheet "OE_q32"	11%	8%	13%	7%	9%	11%	14%	12%	9%	10%	12%	10%	11%	11%	8%	8%	8%
Don't know	11%	11%	11%	11%	12%	11%	11%	11%	11%	11%	11%	12%	11%	12%	11%	9%	11%
Net: Those who selected "I just don't care enough to eat more portions" or "I don't believe that you need to eat that many portions every day"		38%	44%	32%	37%	32%	37%	45%	39%	37%	39%	39%	40%	36%	37%	34%	42%