

Best Before...

GB Sample: 6th - 9th January 2017

Total	Gender		Age					Social Grade		Region							
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland

For each of the following items, what is the maximum amount of time after the best before date (if at all) you would still use them? (Please select one option on each row. Even if you do not eat/ drink any of these products we are still interested in your opinion)

bestbefore_1. Milk

	Unweighted base	2068	987	1081	207	255	354	480	772	1237	831	502	303	162	267	449	1683	142	243
Base: All GB Adults	2068	993	1075	248	307	377	412	724	1137	931	509	339	199	265	474	1785	103	180	
On or before the best before date		36%	34%	38%	37%	34%	40%	34%	36%	35%	38%	33%	43%	31%	34%	35%	35%	32%	47%
The day after the best before date		22%	22%	22%	28%	26%	21%	18%	20%	20%	24%	23%	18%	24%	23%	22%	22%	27%	19%
2 days after the best before date		18%	18%	17%	16%	15%	17%	22%	18%	18%	17%	21%	17%	18%	17%	18%	18%	14%	15%
3 days after the best before date		11%	11%	10%	9%	13%	6%	10%	13%	12%	9%	9%	9%	12%	12%	13%	11%	12%	7%
4 to 7 days after the best before date		6%	6%	6%	3%	5%	6%	8%	6%	7%	4%	6%	5%	5%	6%	7%	6%	5%	6%
8 or more days after the best before date		2%	3%	2%	2%	2%	2%	3%	3%	3%	2%	2%	1%	2%	3%	3%	2%	3%	3%
Don't know		5%	6%	4%	4%	6%	8%	5%	4%	5%	6%	5%	7%	7%	5%	2%	5%	8%	4%

bestbefore_2. Bread

	Unweighted base	2068	987	1081	207	255	354	480	772	1237	831	502	303	162	267	449	1683	142	243
Base: All GB Adults	2068	993	1075	248	307	377	412	724	1137	931	509	339	199	265	474	1785	103	180	
On or before the best before date		17%	17%	17%	15%	16%	17%	15%	19%	15%	19%	14%	19%	13%	20%	15%	16%	18%	26%
The day after the best before date		17%	17%	16%	13%	19%	16%	16%	17%	16%	17%	17%	18%	14%	18%	16%	17%	16%	17%
2 days after the best before date		22%	21%	23%	23%	24%	24%	20%	21%	23%	21%	21%	20%	23%	25%	22%	22%	19%	25%
3 days after the best before date		18%	17%	19%	20%	14%	17%	19%	18%	19%	16%	20%	15%	23%	13%	19%	18%	19%	11%
4 to 7 days after the best before date		14%	13%	15%	14%	14%	12%	16%	14%	14%	14%	15%	12%	13%	12%	17%	14%	16%	10%
8 or more days after the best before date		7%	9%	5%	8%	7%	6%	8%	6%	7%	7%	5%	9%	7%	8%	7%	7%	6%	6%
Don't know		5%	6%	5%	5%	6%	7%	5%	5%	6%	5%	7%	6%	7%	4%	4%	6%	7%	4%

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		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland
bestbefore_3. Cheese																		
Unweighted base	2068	987	1081	207	255	354	480	772	1237	831	502	303	162	267	449	1683	142	243
Base: All GB Adults	2068	993	1075	248	307	377	412	724	1137	931	509	339	199	265	474	1785	103	180
On or before the best before date	20%	19%	21%	25%	26%	23%	16%	17%	17%	24%	19%	21%	17%	21%	15%	18%	27%	32%
The day after the best before date	9%	9%	9%	11%	8%	9%	8%	8%	9%	8%	8%	9%	12%	9%	8%	9%	8%	10%
2 days after the best before date	13%	15%	11%	12%	15%	14%	11%	12%	12%	13%	11%	11%	15%	16%	12%	13%	12%	12%
3 days after the best before date	11%	11%	10%	10%	10%	9%	12%	11%	12%	9%	11%	12%	9%	9%	12%	11%	6%	10%
4 to 7 days after the best before date	18%	16%	20%	10%	15%	18%	19%	21%	19%	16%	22%	20%	10%	18%	17%	18%	12%	14%
8 or more days after the best before date	24%	25%	24%	22%	21%	19%	28%	27%	26%	22%	22%	19%	31%	22%	31%	25%	26%	17%
Don't know	6%	6%	6%	9%	5%	8%	6%	5%	6%	7%	7%	7%	7%	5%	6%	9%	9%	5%
bestbefore_4. Eggs																		
Unweighted base	2068	987	1081	207	255	354	480	772	1237	831	502	303	162	267	449	1683	142	243
Base: All GB Adults	2068	993	1075	248	307	377	412	724	1137	931	509	339	199	265	474	1785	103	180
On or before the best before date	30%	29%	30%	30%	40%	34%	27%	24%	28%	32%	27%	31%	22%	29%	30%	28%	35%	38%
The day after the best before date	10%	11%	9%	9%	10%	12%	10%	9%	10%	9%	11%	9%	12%	13%	8%	10%	7%	8%
2 days after the best before date	12%	14%	11%	12%	12%	11%	12%	13%	13%	12%	10%	14%	17%	11%	12%	12%	11%	13%
3 days after the best before date	9%	10%	9%	10%	9%	8%	10%	9%	9%	9%	8%	10%	12%	9%	9%	9%	6%	10%
4 to 7 days after the best before date	16%	14%	19%	17%	7%	12%	19%	21%	17%	16%	17%	13%	12%	17%	20%	17%	14%	15%
8 or more days after the best before date	16%	15%	17%	14%	13%	16%	16%	18%	18%	14%	19%	13%	17%	16%	17%	17%	14%	11%
Don't know	6%	8%	5%	9%	8%	7%	7%	5%	5%	8%	6%	9%	8%	6%	4%	6%	12%	5%
bestbefore_5. Fish																		
Unweighted base	2068	987	1081	207	255	354	480	772	1237	831	502	303	162	267	449	1683	142	243
Base: All GB Adults	2068	993	1075	248	307	377	412	724	1137	931	509	339	199	265	474	1785	103	180
On or before the best before date	58%	52%	65%	46%	58%	65%	58%	60%	59%	57%	60%	59%	54%	57%	57%	58%	56%	66%
The day after the best before date	17%	19%	14%	26%	17%	15%	17%	14%	17%	16%	18%	12%	18%	16%	18%	17%	19%	15%
2 days after the best before date	9%	11%	7%	7%	8%	7%	10%	11%	8%	10%	8%	8%	11%	8%	10%	9%	10%	8%
3 days after the best before date	4%	5%	3%	3%	5%	3%	4%	5%	5%	2%	3%	6%	3%	6%	3%	4%	2%	2%
4 to 7 days after the best before date	2%	2%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	3%	2%	-	1%
8 or more days after the best before date	2%	2%	1%	2%	1%	2%	1%	2%	2%	1%	2%	1%	3%	2%	2%	2%	2%	1%
Don't know	9%	10%	8%	14%	11%	8%	8%	7%	7%	11%	9%	13%	9%	9%	7%	9%	12%	7%

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	Total	Gender		Age					Social Grade		Region							
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland
bestbefore_6. Chicken																		
Unweighted base	2068	987	1081	207	255	354	480	772	1237	831	502	303	162	267	449	1683	142	243
Base: All GB Adults	2068	993	1075	248	307	377	412	724	1137	931	509	339	199	265	474	1785	103	180
On or before the best before date	56%	50%	62%	50%	59%	60%	53%	57%	54%	58%	58%	57%	51%	50%	57%	56%	57%	61%
The day after the best before date	18%	20%	16%	23%	16%	17%	22%	16%	20%	16%	19%	16%	18%	22%	18%	18%	18%	16%
2 days after the best before date	10%	11%	10%	12%	10%	7%	10%	12%	10%	10%	9%	9%	14%	10%	12%	10%	6%	10%
3 days after the best before date	5%	7%	3%	5%	6%	4%	5%	5%	6%	4%	4%	6%	4%	7%	5%	5%	8%	3%
4 to 7 days after the best before date	2%	2%	1%	2%	-	1%	2%	3%	1%	2%	2%	1%	1%	1%	2%	2%	3%	2%
8 or more days after the best before date	2%	2%	1%	2%	1%	2%	1%	2%	2%	2%	1%	2%	2%	3%	1%	2%	2%	2%
Don't know	7%	7%	7%	7%	9%	9%	7%	5%	6%	8%	7%	9%	9%	7%	4%	7%	7%	5%
bestbefore_7. Beef																		
Unweighted base	2068	987	1081	207	255	354	480	772	1237	831	502	303	162	267	449	1683	142	243
Base: All GB Adults	2068	993	1075	248	307	377	412	724	1137	931	509	339	199	265	474	1785	103	180
On or before the best before date	39%	32%	46%	46%	43%	40%	33%	39%	36%	44%	36%	41%	35%	42%	40%	39%	38%	44%
The day after the best before date	19%	21%	18%	17%	22%	23%	23%	14%	22%	15%	20%	17%	22%	21%	18%	19%	23%	18%
2 days after the best before date	15%	16%	13%	14%	12%	14%	15%	16%	15%	14%	16%	11%	16%	14%	15%	14%	15%	18%
3 days after the best before date	9%	11%	7%	7%	6%	6%	10%	12%	10%	8%	9%	11%	7%	7%	10%	9%	11%	5%
4 to 7 days after the best before date	6%	7%	5%	1%	3%	3%	8%	8%	6%	5%	6%	5%	7%	5%	7%	6%	2%	5%
8 or more days after the best before date	4%	5%	2%	2%	1%	4%	3%	5%	4%	3%	3%	3%	3%	4%	5%	4%	5%	3%
Don't know	9%	9%	9%	13%	13%	10%	9%	5%	8%	10%	10%	13%	11%	7%	6%	9%	8%	7%
bestbefore_8. Ham																		
Unweighted base	2068	987	1081	207	255	354	480	772	1237	831	502	303	162	267	449	1683	142	243
Base: All GB Adults	2068	993	1075	248	307	377	412	724	1137	931	509	339	199	265	474	1785	103	180
On or before the best before date	39%	34%	44%	39%	43%	39%	35%	40%	36%	43%	36%	44%	35%	36%	40%	39%	43%	43%
The day after the best before date	19%	20%	18%	20%	19%	22%	20%	16%	20%	18%	19%	14%	21%	21%	20%	19%	21%	17%
2 days after the best before date	17%	19%	16%	14%	16%	18%	17%	19%	19%	16%	19%	17%	19%	17%	16%	18%	12%	18%
3 days after the best before date	9%	9%	9%	9%	6%	7%	12%	10%	10%	8%	11%	8%	5%	8%	11%	9%	11%	8%
4 to 7 days after the best before date	5%	6%	3%	2%	2%	4%	5%	7%	5%	5%	5%	4%	7%	4%	5%	5%	4%	6%
8 or more days after the best before date	2%	2%	2%	2%	2%	2%	2%	3%	2%	1%	2%	1%	3%	3%	2%	2%	2%	2%
Don't know	9%	9%	9%	14%	12%	9%	9%	6%	9%	9%	9%	12%	11%	11%	5%	9%	7%	6%