

YouGov / Oppo Ice Cream

Healthy Eating

Fieldwork: 16th - 19th December 2016

Sample Size: 2,055 GB Adults

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 the following questions, we would like you to think about food/ drink products where the product is marked (e.g. in marketing, on the packaging) as 'healthy' (e.g. lower in sugar, higher in fibre, added vitamins)...

In your experience, to what extent do you generally find 'healthy' products more or less expensive than those not marked as 'healthy', or are they about the same price?

Unweighted base	2055	996	1059	222	169	363	494	807	1210	845	490	356	158	205	451	1660	134	261
Base: All GB adults	2055	986	1069	247	274	422	393	719	1130	925	506	337	197	263	471	1773	103	179
More expensive	68%	63%	72%	70%	60%	73%	69%	67%	68%	68%	71%	68%	72%	62%	68%	68%	67%	63%
About the same price	19%	20%	18%	15%	28%	16%	19%	18%	20%	18%	14%	19%	18%	23%	19%	18%	16%	27%
Less expensive	1%	2%	1%	6%	1%	0%	1%	1%	1%	2%	2%	1%	0%	1%	0%	1%	4%	1%
Don't know	12%	15%	9%	10%	11%	11%	12%	14%	12%	13%	12%	12%	9%	14%	12%	14%	9%	

Still thinking about food/ drink products where the product is marked (e.g. in marketing, on the packaging) as 'healthy' (e.g. lower in sugar, higher in fibre, added vitamins)...

To what extent, if at all, do you agree or disagree with the following statement?

"I cannot afford to purchase 'healthy' food / drink products because they are more expensive than ordinary products"

Unweighted base	2055	996	1059	222	169	363	494	807	1210	845	490	356	158	205	451	1660	134	261
Base: All GB adults	2055	986	1069	247	274	422	393	719	1130	925	506	337	197	263	471	1773	103	179
Strongly agree	8%	8%	8%	9%	15%	7%	7%	6%	7%	10%	9%	10%	5%	6%	8%	8%	8%	7%
Agree	22%	21%	23%	31%	24%	25%	20%	17%	18%	27%	24%	22%	17%	26%	18%	21%	31%	21%
Neither agree nor disagree	41%	42%	40%	37%	33%	39%	41%	46%	40%	42%	39%	44%	42%	39%	42%	41%	38%	42%
Disagree	22%	20%	24%	19%	19%	23%	25%	23%	27%	17%	22%	18%	29%	20%	26%	23%	13%	24%
Strongly disagree	7%	9%	5%	4%	9%	6%	7%	8%	9%	4%	7%	6%	7%	9%	7%	7%	10%	7%

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Government Region												Working status						
North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

For the following questions, we would like you to think about food/ drink products where the product is marked (e.g. in marketing, on the packaging) as 'healthy' (e.g. lower in sugar, higher in fibre, added vitamins)...

In your experience, to what extent do you generally find 'healthy' products more or less expensive than those not marked as 'healthy', or are they about the same price?

Unweighted base	112	219	159	189	167	158	205	244	207	1660	134	261	848	329	1177	104	495	61	218
Base: All GB adults	121	230	155	172	165	197	263	255	216	1773	103	179	904	348	1252	106	440	61	197
More expensive	66%	72%	74%	68%	68%	72%	62%	67%	69%	68%	67%	63%	67%	69%	68%	74%	65%	71%	71%
About the same price	14%	17%	11%	20%	17%	18%	23%	20%	18%	18%	16%	27%	22%	19%	21%	11%	18%	18%	11%
Less expensive	3%	3%	-	-	3%	0%	1%	1%	-	1%	4%	1%	1%	2%	1%	3%	1%	2%	1%
Don't know	16%	9%	14%	12%	12%	9%	14%	12%	13%	12%	14%	9%	10%	11%	10%	11%	16%	9%	17%

Still thinking about food/ drink products where the product is marked (e.g. in marketing, on the packaging) as 'healthy' (e.g. lower in sugar, higher in fibre, added vitamins)...

To what extent, if at all, do you agree or disagree with the following statement?

"I cannot afford to purchase 'healthy' food / drink products because they are more expensive than ordinary products"

Unweighted base	112	219	159	189	167	158	205	244	207	1660	134	261	848	329	1177	104	495	61	218
Base: All GB adults	121	230	155	172	165	197	263	255	216	1773	103	179	904	348	1252	106	440	61	197
Strongly agree	5%	12%	7%	8%	13%	5%	6%	9%	8%	8%	8%	7%	7%	10%	7%	6%	17%	13%	13%
Agree	29%	22%	21%	21%	24%	17%	26%	19%	17%	21%	31%	21%	22%	23%	22%	38%	16%	19%	27%
Neither agree nor disagree	44%	35%	40%	48%	39%	42%	39%	40%	45%	41%	38%	42%	39%	40%	39%	32%	48%	41%	37%
Disagree	17%	22%	27%	18%	18%	29%	20%	24%	28%	23%	13%	24%	25%	19%	23%	22%	22%	17%	19%
Strongly disagree	5%	9%	5%	5%	6%	7%	9%	10%	3%	7%	10%	7%	8%	7%	8%	2%	7%	5%	5%

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Marital Status					Children in Household						Social Media (monthly or more)			
Married/ Civil Partners hip	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN (NET)	Refused	Facebook	LinkedIn	Google+	Twitter

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In your experience, to what extent do you generally find 'healthy' products more or less expensive than those not marked as 'healthy', or are they about the same price?

Unweighted base	1008	238	192	64	553	1489	239	176	70	485	81	1450	358	198	597
Base: All GB adults	965	264	171	54	600	1410	251	196	91	538	107	1474	349	239	607
More expensive	67%	72%	65%	58%	68%	68%	73%	66%	63%	69%	65%	69%	70%	68%	72%
About the same price	21%	15%	21%	17%	16%	18%	18%	22%	28%	21%	15%	20%	21%	19%	19%
Less expensive	1%	2%	-	1%	2%	1%	0%	3%	-	1%	6%	1%	0%	2%	0%
Don't know	10%	11%	15%	23%	14%	13%	9%	9%	9%	9%	14%	10%	9%	12%	8%

Still thinking about food/ drink products where the product is marked (e.g. in marketing, on the packaging) as 'healthy' (e.g. lower in sugar, higher in fibre, added vitamins)...

To what extent, if at all, do you agree or disagree with the following statement?

"I cannot afford to purchase 'healthy' food / drink products because they are more expensive than ordinary products"

Unweighted base	1008	238	192	64	553	1489	239	176	70	485	81	1450	358	198	597
Base: All GB adults	965	264	171	54	600	1410	251	196	91	538	107	1474	349	239	607
Strongly agree	7%	12%	10%	6%	7%	7%	6%	12%	18%	10%	15%	8%	6%	13%	9%
Agree	20%	20%	21%	13%	27%	18%	35%	20%	27%	28%	37%	24%	21%	24%	21%
Neither agree nor disagree	42%	36%	44%	56%	38%	43%	34%	42%	28%	36%	36%	38%	38%	45%	40%
Disagree	23%	26%	21%	19%	20%	24%	21%	24%	19%	22%	7%	23%	28%	15%	24%
Strongly disagree	7%	5%	5%	6%	8%	8%	4%	2%	8%	4%	4%	7%	8%	3%	7%