

YouGov Survey Results

Sample Size: 2114

Fieldwork: 28th -30th September 2011

Total	Gender		Age					Social Grade	
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE

Had you heard of the term "superfood" before today?

	2114	973	1141	190	318	338	353	915	1232	882
Unweighted Base	2114	973	1141	190	318	338	353	915	1232	882
Base: All GB Adults	2114	1015	1099	254	351	379	390	740	1163	951
Yes, I had	55%	47%	63%	54%	61%	66%	56%	48%	61%	49%
No, I hadn't	39%	47%	31%	35%	33%	30%	40%	47%	35%	44%
Don't know	6%	6%	5%	11%	6%	5%	4%	5%	4%	7%

Which, if any, of the following do you purchase, eat or drink because you believe they are "superfoods"? (Please tick all that apply)

	1253	480	773	115	214	240	216	468	781	472
Unweighted Base	1253	480	773	115	214	240	216	468	781	472
Base: All GB Adults who have heard of "superfoods"	1172	476	697	136	214	249	219	355	711	462
Avocados	15%	10%	18%	13%	9%	15%	13%	19%	15%	14%
Almonds	14%	11%	17%	6%	7%	11%	14%	24%	14%	14%
Chick peas	9%	9%	9%	12%	5%	8%	9%	12%	9%	9%
Broccoli	35%	30%	39%	16%	29%	32%	40%	46%	37%	33%
Cranberry juice	28%	28%	27%	18%	21%	29%	35%	30%	28%	27%
Bananas	26%	25%	26%	14%	14%	22%	26%	39%	25%	26%
Raisins	12%	12%	12%	7%	4%	10%	13%	19%	11%	13%
Tuna	18%	16%	19%	13%	10%	18%	19%	24%	18%	18%
Blueberries	38%	31%	43%	29%	35%	33%	42%	46%	39%	37%
Green tea	21%	18%	23%	20%	18%	18%	21%	25%	21%	20%
None	39%	43%	36%	46%	46%	40%	36%	33%	39%	39%

YouGov Survey Results

Sample Size: 2114

Fieldwork: 28th -30th September 2011

Total	Region						
	North	Midlands	East	London	South	Wales	Scotland

Had you heard of the term "superfood" before today?

	Total	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	2114	500	288	206	339	480	85	216
Base: All GB Adults	2114	520	347	203	271	484	106	184
Yes, I had	55%	49%	55%	56%	63%	58%	59%	55%
No, I hadn't	39%	45%	40%	37%	32%	38%	33%	38%
Don't know	6%	6%	6%	7%	6%	3%	8%	6%

Which, if any, of the following do you purchase, eat or drink because you believe they are "superfoods"? (Please tick all that apply)

	Total	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	1253	276	169	123	218	286	54	127
Base: All GB Adults who have heard of "superfoods"	1172	254	189	113	169	283	62	102
Avocados	15%	13%	11%	16%	21%	15%	11%	16%
Almonds	14%	11%	11%	16%	20%	15%	19%	13%
Chick peas	9%	7%	12%	10%	11%	9%	8%	9%
Broccoli	35%	35%	37%	42%	36%	32%	29%	35%
Cranberry juice	28%	25%	25%	28%	26%	30%	25%	38%
Bananas	26%	26%	24%	28%	26%	21%	32%	30%
Raisins	12%	12%	13%	15%	13%	8%	23%	6%
Tuna	18%	19%	21%	21%	13%	15%	15%	19%
Blueberries	38%	38%	33%	38%	44%	38%	38%	42%
Green tea	21%	18%	22%	13%	25%	23%	23%	23%
None	39%	39%	42%	34%	34%	43%	44%	33%

YouGov Survey Results

Sample Size: 2114

Fieldwork: 28th -30th September 2011

Total	Working Status						
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

Had you heard of the term "superfood" before today?

Unweighted Base	2114	1007	279	1286	85	488	59	196
Base: All GB Adults	2114	1067	276	1343	94	404	75	197
Yes, I had	55%	60%	58%	60%	54%	42%	48%	57%
No, I hadn't	39%	36%	36%	36%	35%	53%	43%	34%
Don't know	6%	4%	7%	5%	11%	5%	9%	9%

Which, if any, of the following do you purchase, eat or drink because you believe they are "superfoods"? (Please tick all that apply)

Unweighted Base	1253	650	173	823	50	227	33	120
Base: All GB Adults who have heard of "superfoods"	1172	645	159	804	50	169	36	113
Avocados	15%	13%	15%	14%	22%	18%	8%	15%
Almonds	14%	10%	15%	11%	14%	26%	6%	20%
Chick peas	9%	8%	12%	8%	20%	14%	-	8%
Broccoli	35%	30%	41%	32%	18%	52%	31%	43%
Cranberry juice	28%	28%	26%	27%	25%	30%	28%	27%
Bananas	26%	21%	27%	23%	16%	41%	30%	26%
Raisins	12%	9%	11%	9%	14%	22%	10%	16%
Tuna	18%	15%	16%	15%	17%	27%	29%	17%
Blueberries	38%	35%	38%	35%	43%	50%	36%	41%
Green tea	21%	17%	24%	19%	18%	29%	16%	27%
None	39%	41%	33%	40%	41%	32%	41%	42%

YouGov Survey Results

Sample Size: 2114

Fieldwork: 28th -30th September 2011

Total	Marital Status					
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

Had you heard of the term "superfood" before today?

Unweighted Base	2114	1131	241	221	68	453	-
Base: All GB Adults	2114	1069	265	204	57	519	-
Yes, I had	55%	53%	66%	54%	47%	57%	-
No, I hadn't	39%	42%	30%	40%	46%	35%	-
Don't know	6%	5%	4%	6%	8%	8%	-

Which, if any, of the following do you purchase, eat or drink because you believe they are "superfoods"? (Please tick all that apply)

Unweighted Base	1253	641	171	125	31	285	-
Base: All GB Adults who have heard of "superfoods"	1172	565	174	109	26	297	-
Avocados	15%	16%	13%	15%	20%	12%	-
Almonds	14%	14%	10%	23%	41%	11%	-
Chick peas	9%	11%	7%	6%	13%	8%	-
Broccoli	35%	37%	33%	43%	57%	27%	-
Cranberry juice	28%	30%	24%	26%	28%	26%	-
Bananas	26%	29%	17%	31%	51%	20%	-
Raisins	12%	14%	10%	17%	17%	6%	-
Tuna	18%	18%	15%	26%	16%	16%	-
Blueberries	38%	39%	36%	40%	40%	38%	-
Green tea	21%	22%	18%	25%	22%	20%	-
None	39%	39%	41%	36%	17%	40%	-

YouGov Survey Results

Sample Size: 2114

Fieldwork: 28th -30th September 2011

Total	Children in Household					
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Had you heard of the term "superfood" before today?

	2114	1600	258	182	52	492	22
Unweighted Base	2114	1529	298	203	56	556	30
Base: All GB Adults							
Yes, I had	55%	56%	55%	54%	54%	55%	37%
No, I hadn't	39%	39%	37%	40%	39%	38%	25%
Don't know	6%	5%	7%	6%	7%	7%	38%

Which, if any, of the following do you purchase, eat or drink because you believe they are "superfoods"? (Please tick all that apply)

	1253	943	162	109	29	300	10
Unweighted Base	1253	943	162	109	29	300	10
Base: All GB Adults who have heard of "superfoods"	1172	857	165	110	30	305	11
Avocados	15%	15%	14%	17%	17%	15%	-
Almonds	14%	16%	9%	7%	8%	8%	6%
Chick peas	9%	10%	7%	6%	15%	8%	18%
Broccoli	35%	36%	35%	33%	40%	34%	18%
Cranberry juice	28%	27%	31%	32%	21%	30%	33%
Bananas	26%	26%	25%	25%	22%	25%	39%
Raisins	12%	12%	16%	9%	14%	13%	-
Tuna	18%	18%	16%	18%	21%	17%	18%
Blueberries	38%	40%	34%	33%	34%	34%	40%
Green tea	21%	21%	23%	14%	23%	20%	28%
None	39%	39%	35%	44%	35%	38%	27%

YouGov Survey Results

Sample Size: 2114

Fieldwork: 28th -30th September 2011

Total	Government Region										
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

Had you heard of the term "superfood" before today?

Unweighted Base	2114	117	237	146	138	150	206	339	302	178	85	216
Base: All GB Adults	2114	117	251	152	169	178	203	271	310	174	106	184
Yes, I had	55%	48%	50%	47%	58%	51%	56%	63%	60%	56%	59%	55%
No, I hadn't	39%	49%	42%	47%	36%	43%	37%	32%	38%	39%	33%	38%
Don't know	6%	3%	8%	6%	6%	6%	7%	6%	2%	5%	8%	6%

Which, if any, of the following do you purchase, eat or drink because you believe they are "superfoods"? (Please tick all that apply)

Unweighted Base	1253	63	138	75	84	85	123	218	184	102	54	127
Base: All GB Adults who have heard of "superfoods"	1172	56	127	71	99	91	113	169	186	97	62	102
Avocados	15%	8%	13%	15%	9%	13%	16%	21%	16%	13%	11%	16%
Almonds	14%	16%	12%	5%	10%	12%	16%	20%	16%	13%	19%	13%
Chick peas	9%	2%	8%	8%	9%	14%	10%	11%	8%	10%	8%	9%
Broccoli	35%	39%	36%	29%	38%	36%	42%	36%	33%	30%	29%	35%
Cranberry juice	28%	31%	18%	31%	24%	26%	28%	26%	30%	30%	25%	38%
Bananas	26%	30%	28%	20%	18%	31%	28%	26%	21%	21%	32%	30%
Raisins	12%	8%	17%	5%	13%	14%	15%	13%	9%	8%	23%	6%
Tuna	18%	23%	23%	9%	17%	27%	21%	13%	15%	16%	15%	19%
Blueberries	38%	42%	35%	40%	29%	37%	38%	44%	41%	33%	38%	42%
Green tea	21%	19%	17%	18%	25%	18%	13%	25%	24%	20%	23%	23%
None	39%	31%	40%	44%	43%	40%	34%	34%	43%	43%	44%	33%

Total	Gender		Age					Social Grade	
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE

Which, if any, of the following statements about "superfoods" do you agree with? (Please tick all that apply)

	Unweighted Base	480	773	115	214	240	216	468	781	472
	1172	476	697	136	214	249	219	355	711	462
"Superfoods" are foods which have been scientifically proven to have specific health benefits	30%	24%	34%	29%	28%	32%	32%	28%	29%	31%
I believe eating a diet high in "superfoods" can reduce the risk of cancer	21%	20%	21%	17%	20%	18%	23%	23%	21%	21%
I believe people who eat a lot of "superfoods" are healthier than those who don't	18%	17%	19%	15%	16%	21%	22%	17%	19%	17%
I don't think "superfoods" have any additional health benefits from other fruit and vegetables	22%	21%	22%	21%	18%	25%	23%	21%	21%	23%
I find information on "superfoods" useful as it helps me select which fruit and vegetables to buy	15%	13%	17%	13%	12%	10%	19%	20%	16%	14%
I don't mind paying a bit more for "superfoods"	7%	7%	7%	12%	6%	4%	6%	9%	8%	6%
There is no such thing as a "superfood"	13%	18%	10%	14%	11%	13%	10%	17%	14%	12%
None of these	21%	23%	20%	23%	29%	21%	21%	17%	21%	21%

Total	Region						
Base	North	Midlands	East	London	South	Wales	Scotland

Which, if any, of the following statements about "superfoods" do you agree with? (Please tick all that apply)

	Unweighted Base	1253	276	169	123	218	286	54	127
	Base: All GB Adults who have heard of "superfoods"	1172	254	189	113	169	283	62	102
"Superfoods" are foods which have been scientifically proven to have specific health benefits	30%								
I believe eating a diet high in "superfoods" can reduce the risk of cancer	21%								
I believe people who eat a lot of "superfoods" are healthier than those who don't	18%								
I don't think "superfoods" have any additional health benefits from other fruit and vegetables	22%								
I find information on "superfoods" useful as it helps me select which fruit and vegetables to buy	15%								
I don't mind paying a bit more for "superfoods"	7%								
There is no such thing as a "superfood"	13%								
None of these	21%								

Total	Working Status						
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

Which, if any, of the following statements about "superfoods" do you agree with? (Please tick all that apply)

	Unweighted Base	1253	650	173	823	50	227	33	120
	Base: All GB Adults who have heard of "superfoods"	1172	645	159	804	50	169	36	113
"Superfoods" are foods which have been scientifically proven to have specific health benefits	30%	27%	32%	28%	31%	30%	42%	35%	
I believe eating a diet high in "superfoods" can reduce the risk of cancer	21%	20%	23%	20%	17%	24%	21%	18%	
I believe people who eat a lot of "superfoods" are healthier than those who don't	18%	18%	17%	18%	20%	19%	19%	21%	
I don't think "superfoods" have any additional health benefits from other fruit and vegetables	22%	21%	23%	22%	25%	22%	19%	21%	
I find information on "superfoods" useful as it helps me select which fruit and vegetables to buy	15%	14%	19%	15%	9%	20%	12%	15%	
I don't mind paying a bit more for "superfoods"	7%	6%	10%	7%	12%	9%	4%	7%	
There is no such thing as a "superfood"	13%	14%	9%	13%	18%	16%	17%	8%	
None of these	21%	24%	19%	23%	14%	14%	22%	24%	

Total	Marital Status					
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

Which, if any, of the following statements about "superfoods" do you agree with? (Please tick all that apply)

	Unweighted Base	1253	641	171	125	31	285	-
	Base: All GB Adults who have heard of "superfoods"	1172	565	174	109	26	297	-
"Superfoods" are foods which have been scientifically proven to have specific health benefits	30%		27%	28%	30%	21%	36%	-
I believe eating a diet high in "superfoods" can reduce the risk of cancer	21%		22%	18%	21%	15%	20%	-
I believe people who eat a lot of "superfoods" are healthier than those who don't	18%		20%	20%	20%	7%	16%	-
I don't think "superfoods" have any additional health benefits from other fruit and vegetables	22%		21%	25%	21%	41%	21%	-
I find information on "superfoods" useful as it helps me select which fruit and vegetables to buy	15%		16%	14%	12%	16%	16%	-
I don't mind paying a bit more for "superfoods"	7%		7%	7%	9%	3%	8%	-
There is no such thing as a "superfood"	13%		14%	14%	10%	15%	12%	-
None of these	21%		21%	23%	20%	16%	22%	-

Total	Children in Household					
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Which, if any, of the following statements about "superfoods" do you agree with? (Please tick all that apply)

	Unweighted Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
Base: All GB Adults who have heard of "superfoods"	1253	943	162	109	29	300	10
	1172	857	165	110	30	305	11
"Superfoods" are foods which have been scientifically proven to have specific health benefits	30%	30%	30%	28%	21%	29%	-
I believe eating a diet high in "superfoods" can reduce the risk of cancer	21%	21%	16%	23%	26%	20%	23%
I believe people who eat a lot of "superfoods" are healthier than those who don't	18%	18%	22%	16%	31%	21%	-
I don't think "superfoods" have any additional health benefits from other fruit and vegetables	22%	22%	17%	27%	19%	21%	-
I find information on "superfoods" useful as it helps me select which fruit and vegetables to buy	15%	16%	16%	10%	11%	14%	11%
I don't mind paying a bit more for "superfoods"	7%	7%	6%	5%	22%	7%	-
There is no such thing as a "superfood"	13%	14%	12%	12%	10%	12%	9%
None of these	21%	21%	19%	23%	12%	19%	62%

Total	Government Region										
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

Which, if any, of the following statements about "superfoods" do you agree with? (Please tick all that apply)

	Unweighted Base	1253	63	138	75	84	85	123	218	184	102	54	127
Base: All GB Adults who have heard of "superfoods"		1172	56	127	71	99	91	113	169	186	97	62	102
"Superfoods" are foods which have been scientifically proven to have specific health benefits	30%		28%	31%	24%	31%	26%	34%	26%	26%	34%	29%	37%
I believe eating a diet high in "superfoods" can reduce the risk of cancer	21%		28%	18%	20%	12%	18%	18%	24%	26%	21%	11%	23%
I believe people who eat a lot of "superfoods" are healthier than those who don't	18%		19%	21%	10%	23%	26%	16%	22%	20%	12%	9%	16%
I don't think "superfoods" have any additional health benefits from other fruit and vegetables	22%		24%	20%	23%	18%	25%	23%	18%	23%	21%	27%	23%
I find information on "superfoods" useful as it helps me select which fruit and vegetables to buy	15%		19%	21%	8%	12%	16%	14%	15%	14%	8%	10%	28%
I don't mind paying a bit more for "superfoods"	7%		9%	12%	2%	9%	10%	4%	7%	7%	3%	1%	13%
There is no such thing as a "superfood"	13%		7%	11%	13%	11%	17%	14%	16%	12%	17%	17%	9%
None of these	21%		20%	24%	24%	25%	24%	19%	21%	24%	20%	20%	13%

Total	Gender		Age					Social Grade	
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE

On a scale of 1 to 5 where 1 is "No, there are definitely no additional health benefits" and 5 is "Yes, there definitely are additional health benefits", to what extent, if at all, do you believe there are additional health benefits from eating specific foods which have been identified as "superfoods" as opposed to just eating healthily?

	Unweighted Base	1253	480	773	115	214	240	216	468	781	472
	Base: All GB Adults who have heard of "superfoods"	1172	476	697	136	214	249	219	355	711	462
1 - No, there are definitely no additional health benefits		9%	11%	7%	7%	5%	9%	13%	10%	10%	8%
2		15%	18%	13%	12%	12%	19%	14%	17%	15%	15%
3		30%	28%	31%	31%	35%	27%	28%	30%	30%	29%
4		27%	27%	27%	28%	31%	30%	28%	22%	27%	27%
5 - Yes, there are definitely additional health benefits		11%	8%	13%	13%	5%	11%	11%	13%	10%	12%
Don't know		8%	8%	8%	9%	12%	5%	6%	9%	7%	9%

How willing, if at all, would you be to pay more for a food that has been classed as a "superfood"?

	Unweighted Base	1253	480	773	115	214	240	216	468	781	472
	Base: All GB Adults who have heard of "superfoods"	1172	476	697	136	214	249	219	355	711	462
Very willing		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Fairly willing		14%	16%	13%	17%	10%	12%	18%	15%	14%	14%
Neither willing nor unwilling		25%	27%	24%	24%	29%	24%	22%	25%	26%	23%
Fairly unwilling		25%	22%	27%	31%	31%	27%	24%	19%	24%	28%
Very unwilling		33%	33%	33%	22%	27%	33%	33%	40%	34%	32%
Don't know		2%	2%	2%	5%	2%	2%	1%	1%	1%	3%

Total	Region						
Base	North	Midlands	East	London	South	Wales	Scotland

On a scale of 1 to 5 where 1 is "No, there are definitely no additional health benefits" and 5 is "Yes, there definitely are additional health benefits", to what extent, if at all, do you believe there are additional health benefits from eating specific foods which have been identified as "superfoods" as opposed to just eating healthily?

	Unweighted Base	1253	276	169	123	218	286	54	127
Base: All GB Adults who have heard of "superfoods"		1172	254	189	113	169	283	62	102
1 - No, there are definitely no additional health benefits	9%	9%	8%	12%	9%	8%	9%	7%	
2	15%	13%	17%	17%	15%	13%	30%	14%	
3	30%	32%	28%	31%	24%	32%	27%	31%	
4	27%	23%	31%	21%	30%	29%	12%	35%	
5 - Yes, there are definitely additional health benefits	11%	13%	8%	11%	10%	11%	13%	11%	
Don't know	8%	9%	8%	8%	11%	7%	8%	3%	

How willing, if at all, would you be to pay more for a food that has been classed as a "superfood"?

	Unweighted Base	1253	276	169	123	218	286	54	127
Base: All GB Adults who have heard of "superfoods"		1172	254	189	113	169	283	62	102
Very willing	1%	1%	2%	0%	1%	1%	2%	1%	
Fairly willing	14%	14%	14%	15%	17%	11%	7%	21%	
Neither willing nor unwilling	25%	27%	26%	15%	26%	23%	28%	29%	
Fairly unwilling	25%	22%	24%	27%	24%	30%	21%	23%	
Very unwilling	33%	35%	33%	39%	29%	32%	42%	26%	
Don't know	2%	2%	2%	4%	2%	2%	-	-	

Total	Working Status						
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

On a scale of 1 to 5 where 1 is "No, there are definitely no additional health benefits" and 5 is "Yes, there definitely are additional health benefits", to what extent, if at all, do you believe there are additional health benefits from eating specific foods which have been identified as "superfoods" as opposed to just eating healthily?

	Unweighted Base	1253	650	173	823	50	227	33	120
	Base: All GB Adults who have heard of "superfoods"	1172	645	159	804	50	169	36	113
1 - No, there are definitely no additional health benefits	9%	8%	13%	9%	6%	12%	9%	5%	
2	15%	17%	11%	16%	12%	13%	17%	16%	
3	30%	32%	27%	31%	30%	27%	32%	29%	
4	27%	27%	28%	27%	27%	25%	29%	28%	
5 - Yes, there are definitely additional health benefits	11%	9%	13%	10%	17%	14%	14%	9%	
Don't know	8%	7%	9%	7%	7%	10%	-	13%	

How willing, if at all, would you be to pay more for a food that has been classed as a "superfood"?

	Unweighted Base	1253	650	173	823	50	227	33	120
	Base: All GB Adults who have heard of "superfoods"	1172	645	159	804	50	169	36	113
Very willing	1%	1%	1%	1%	-	0%	6%	1%	
Fairly willing	14%	14%	16%	14%	23%	15%	9%	11%	
Neither willing nor unwilling	25%	25%	22%	24%	30%	29%	18%	23%	
Fairly unwilling	25%	26%	28%	27%	18%	16%	42%	25%	
Very unwilling	33%	32%	30%	32%	26%	39%	24%	37%	
Don't know	2%	2%	3%	2%	3%	2%	-	2%	

Total	Marital Status					
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

On a scale of 1 to 5 where 1 is "No, there are definitely no additional health benefits" and 5 is "Yes, there definitely are additional health benefits", to what extent, if at all, do you believe there are additional health benefits from eating specific foods which have been identified as "superfoods" as opposed to just eating healthily?

	Unweighted Base	1253	641	171	125	31	285	-
	Base: All GB Adults who have heard of "superfoods"	1172	565	174	109	26	297	-
1 - No, there are definitely no additional health benefits	9%	10%	7%	12%	12%	7%	-	-
2	15%	16%	13%	14%	24%	14%	-	-
3	30%	30%	34%	21%	35%	30%	-	-
4	27%	26%	26%	28%	15%	30%	-	-
5 - Yes, there are definitely additional health benefits	11%	9%	12%	14%	10%	12%	-	-
Don't know	8%	8%	8%	10%	4%	7%	-	-

How willing, if at all, would you be to pay more for a food that has been classed as a "superfood"?

	Unweighted Base	1253	641	171	125	31	285	-
	Base: All GB Adults who have heard of "superfoods"	1172	565	174	109	26	297	-
Very willing	1%	1%	1%	-	-	1%	-	-
Fairly willing	14%	14%	16%	14%	7%	14%	-	-
Neither willing nor unwilling	25%	24%	24%	26%	12%	28%	-	-
Fairly unwilling	25%	23%	28%	20%	29%	29%	-	-
Very unwilling	33%	37%	29%	37%	46%	25%	-	-
Don't know	2%	1%	1%	3%	6%	3%	-	-

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

On a scale of 1 to 5 where 1 is "No, there are definitely no additional health benefits" and 5 is "Yes, there definitely are additional health benefits", to what extent, if at all, do you believe there are additional health benefits from eating specific foods which have been identified as "superfoods" as opposed to just eating healthily?

	Unweighted Base	1253	943	162	109	29	300	10
	Base: All GB Adults who have heard of "superfoods"	1172	857	165	110	30	305	11
1 - No, there are definitely no additional health benefits	9%	9%	10%	8%	12%	9%	9%	
2	15%	16%	15%	17%	7%	15%	9%	
3	30%	32%	25%	27%	27%	26%	11%	
4	27%	26%	36%	24%	30%	31%	5%	
5 - Yes, there are definitely additional health benefits	11%	11%	8%	12%	16%	10%	6%	
Don't know	8%	7%	6%	13%	9%	9%	60%	

How willing, if at all, would you be to pay more for a food that has been classed as a "superfood"?

	Unweighted Base	1253	943	162	109	29	300	10
	Base: All GB Adults who have heard of "superfoods"	1172	857	165	110	30	305	11
Very willing	1%	1%	1%	4%	-	2%	-	
Fairly willing	14%	14%	13%	14%	36%	15%	5%	
Neither willing nor unwilling	25%	26%	24%	20%	17%	22%	-	
Fairly unwilling	25%	24%	27%	33%	25%	29%	5%	
Very unwilling	33%	34%	32%	27%	18%	29%	54%	
Don't know	2%	1%	2%	3%	3%	2%	36%	

Total	Government Region										
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

On a scale of 1 to 5 where 1 is "No, there are definitely no additional health benefits" and 5 is "Yes, there definitely are additional health benefits", to what extent, if at all, do you believe there are additional health benefits from eating specific foods which have been identified as "superfoods" as opposed to just eating healthily?

	Unweighted Base	1253	63	138	75	84	85	123	218	184	102	54	127
	Base: All GB Adults who have heard of "superfoods"	1172	56	127	71	99	91	113	169	186	97	62	102
1 - No, there are definitely no additional health benefits	9%	8%	10%	10%	7%	9%	12%	9%	8%	10%	9%	7%	
2	15%	10%	13%	14%	20%	15%	17%	15%	12%	15%	30%	14%	
3	30%	25%	30%	43%	26%	31%	31%	24%	32%	33%	27%	31%	
4	27%	27%	27%	14%	35%	26%	21%	30%	29%	28%	12%	35%	
5 - Yes, there are definitely additional health benefits	11%	15%	15%	8%	4%	11%	11%	10%	11%	10%	13%	11%	
Don't know	8%	16%	5%	10%	8%	7%	8%	11%	8%	4%	8%	3%	

How willing, if at all, would you be to pay more for a food that has been classed as a "superfood"?

	Unweighted Base	1253	63	138	75	84	85	123	218	184	102	54	127
	Base: All GB Adults who have heard of "superfoods"	1172	56	127	71	99	91	113	169	186	97	62	102
Very willing	1%	1%	1%	-	1%	2%	0%	1%	1%	1%	1%	2%	1%
Fairly willing	14%	15%	18%	6%	14%	13%	15%	17%	11%	11%	7%	21%	
Neither willing nor unwilling	25%	27%	24%	34%	30%	22%	15%	26%	25%	19%	28%	29%	
Fairly unwilling	25%	19%	23%	21%	30%	18%	27%	24%	32%	27%	21%	23%	
Very unwilling	33%	36%	34%	35%	23%	43%	39%	29%	28%	40%	42%	26%	
Don't know	2%	2%	0%	4%	3%	1%	4%	2%	3%	2%	-	-	