

Food Labels

GB Sample: 24th - 27th March 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

When you look at the nutritional information on food packaging, which, if any, of the following do you tend to pay attention to? (Please select all that apply. If you don't do this, please select the "Not applicable" option)

Unweighted base	2021	891	1130	231	278	308	349	855	1254	767	511	342	183	197	496	1729	107	185
Base: All GB adults	2021	980	1041	232	315	345	344	784	1152	869	487	332	178	270	477	1744	100	176
Energy (kj or kcal)	40%	32%	48%	45%	48%	40%	42%	34%	43%	36%	41%	41%	40%	41%	41%	41%	33%	39%
Fat	38%	34%	41%	36%	34%	34%	41%	40%	40%	34%	38%	35%	41%	34%	41%	38%	32%	37%
Saturated fat	36%	34%	38%	32%	34%	31%	35%	40%	38%	33%	34%	36%	36%	33%	41%	36%	24%	36%
Sugars	51%	46%	56%	47%	53%	46%	47%	55%	53%	48%	49%	54%	57%	54%	52%	52%	43%	44%
Salt	36%	33%	38%	27%	33%	28%	35%	43%	36%	35%	34%	37%	37%	32%	41%	36%	31%	34%
Something else	8%	8%	9%	8%	10%	7%	9%	7%	9%	7%	8%	8%	8%	9%	10%	8%	5%	8%
Don't know	3%	3%	2%	4%	3%	6%	1%	2%	2%	3%	3%	3%	1%	4%	2%	3%	3%	4%
Not applicable - I never look at the nutritional information on food packaging	23%	29%	17%	27%	20%	23%	23%	23%	20%	27%	24%	23%	23%	21%	22%	23%	24%	25%
Net: All nutritional information listed	11%	10%	12%	10%	15%	11%	10%	11%	13%	9%	10%	11%	11%	7%	16%	12%	4%	12%
Net: Any nutritional information listed	72%	64%	78%	65%	76%	69%	73%	73%	75%	67%	71%	72%	74%	72%	72%	72%	69%	69%