

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 1

Q.1 We would now like you to think about food fraud in Great Britain. Food fraud is committed when food is deliberately placed on the market, for financial gain, with the intention of deceiving the consumer. How concerned or not concerned are you yourself about the following...

Summary Table

Base: All respondents

	Statements					
	Recycling of animal by-products back into the food chain	Packing and selling of beef and poultry with an unknown origin	Knowingly selling goods which are past their 'use by' date	Products substituted with a cheaper alternative, for example, farmed salmon sold as wild, and Basmati rice mixed with cheaper varieties	Making false statements about the source of ingredients, i.e. their geographic, plant or animal origin	Counterfeit products being sold on the high street, for example alcoholic spirits or washing detergent
Unweighted base	2010	2010	2010	2010	2010	2010
Weighted base	2010	2010	2010	2010	2010	2010
NET: Concerned	1471 73%	1467 73%	1339 67%	1314 65%	1376 68%	1417 70%
Very concerned (+2)	872 43%	791 39%	699 35%	617 31%	668 33%	783 39%
Fairly concerned (+1)	598 30%	676 34%	639 32%	697 35%	708 35%	633 32%
Neither concerned nor un concerned (0)	419 21%	366 18%	467 23%	488 24%	468 23%	393 20%
Not very concerned (-1)	83 4%	113 6%	151 8%	168 8%	122 6%	142 7%
Not at all concerned (-2)	37 2%	64 3%	53 3%	40 2%	44 2%	58 3%
NET: Not concerned	121 6%	177 9%	204 10%	207 10%	166 8%	200 10%
Mean	1.09	1.00	0.89	0.84	0.91	0.97
Standard deviation	0.98	1.04	1.05	1.02	1.00	1.06
Standard error	0.02	0.02	0.02	0.02	0.02	0.02

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Table 2

Q.1 We would now like you to think about food fraud in Great Britain. Food fraud is committed when food is deliberately placed on the market, for financial gain, with the intention of deceiving the consumer. How concerned or not concerned are you yourself about the following...

Recycling of animal by-products back into the food chain

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	192	77	239	168	212	143	104	159	195	322	199	232	749	
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	181	80	221	181	181	141	101	201	261	281	181	268	858	
NET: Concerned	1471	695	775	126	210	237	274	245	379	404	403	314	350	142	55	160	130	121	111	77	139	184	211	140	187	585	
	73%	71%	76%	53%	62%	70%	77%	82%	87%	75%	72%	72%	73%	79%	69%	73%	72%	67%	79%	77%	69%	71%	75%	78%	70%	68%	
Very concerned	(+2)	872	407	465	50	105	142	165	152	259	215	238	207	213	93	36	92	67	75	76	44	88	102	127	72	115	319
		43%	41%	45%	21%	31%	42%	46%	51%	59%	40%	43%	47%	45%	52%	44%	41%	37%	42%	54%	44%	44%	39%	45%	40%	43%	37%
Fairly concerned	(+1)	598	288	310	76	104	95	109	93	120	189	165	107	138	49	20	69	63	46	35	33	51	83	83	68	72	266
		30%	29%	30%	32%	31%	28%	30%	31%	28%	35%	30%	24%	29%	27%	24%	31%	35%	25%	25%	33%	25%	32%	30%	38%	27%	31%
Neither concerned nor un concerned	(0)	419	231	187	88	100	76	68	41	46	93	116	109	100	27	18	49	36	45	25	18	52	67	49	33	65	221
		21%	23%	18%	37%	30%	23%	19%	14%	10%	17%	21%	25%	21%	15%	22%	22%	20%	25%	18%	18%	26%	26%	17%	18%	24%	26%
Not very concerned	(-1)	83	40	44	18	18	15	11	10	11	29	23	13	18	9	6	9	8	7	4	4	7	5	19	5	10	32
		4%	4%	4%	8%	5%	4%	3%	3%	3%	5%	4%	3%	4%	5%	8%	4%	4%	4%	3%	4%	3%	2%	7%	3%	4%	4%
Not at all concerned	(-2)	37	19	18	7	10	10	4	3	2	11	15	2	9	3	1	3	7	7	1	2	3	5	4	2	6	20
		2%	2%	2%	3%	3%	3%	1%	1%	*	2%	3%	*	2%	2%	1%	1%	4%	4%	1%	2%	2%	2%	1%	1%	2%	2%
NET: Not concerned		121	58	62	26	29	25	16	12	13	40	38	14	28	12	7	12	15	15	5	10	10	22	8	16	51	
		6%	6%	6%	11%	8%	7%	4%	4%	3%	8%	7%	3%	6%	7%	9%	5%	8%	8%	3%	5%	4%	8%	4%	6%	6%	
Mean	1.09	1.04	1.13	0.59	0.82	1.01	1.17	1.28	1.42	1.06	1.05	1.15	1.10	1.22	1.03	1.07	0.97	0.96	1.29	1.13	1.06	1.04	1.11	1.12	1.05	0.97	
Standard deviation	0.98	0.99	0.98	1.00	1.03	1.05	0.93	0.89	0.81	0.99	1.02	0.92	0.99	0.99	1.04	0.95	1.04	1.09	0.90	0.96	0.99	0.95	1.00	0.90	1.01	0.99	
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.07	0.12	0.06	0.08	0.08	0.08	0.09	0.08	0.07	0.06	0.06	0.07	0.04	

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Table 2

Q.1 We would now like you to think about food fraud in Great Britain. Food fraud is committed when food is deliberately placed on the market, for financial gain, with the intention of deceiving the consumer. How concerned or not concerned are you yourself about the following...

Recycling of animal by-products back into the food chain

Base: All respondents

	Total	Combined annual household income prior to tax		
		Up to £14k	>£14k- £28k	>£28k +
Unweighted base	2010	586	857	483
Weighted base	2010	450	829	638
NET: Concerned	1471 73%	316 70%	619 75%	465 73%
Very concerned	(+2) 872 43%	188 42%	368 44%	265 42%
Fairly concerned	(+1) 598 30%	128 29%	251 30%	201 31%
Neither concerned nor un concerned	(0) 419 21%	105 23%	165 20%	135 21%
Not very concerned	(-1) 83 4%	20 4%	28 3%	29 5%
Not at all concerned	(-2) 37 2%	8 2%	16 2%	9 1%
NET: Not concerned	121 6%	28 6%	45 5%	38 6%
Mean	1.09	1.04	1.12	1.07
Standard deviation	0.98	1.00	0.97	0.96
Standard error	0.02	0.04	0.03	0.04

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Table 3

Q.1 We would now like you to think about food fraud in Great Britain. Food fraud is committed when food is deliberately placed on the market, for financial gain, with the intention of deceiving the consumer. How concerned or not concerned are you yourself about the following...

Packing and selling of beef and poultry with an unknown origin

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	192	77	239	168	212	143	104	159	195	322	199	232	749	
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	181	80	221	181	181	141	101	201	261	281	181	268	858	
NET: Concerned	1467	701	767	119	220	236	272	242	378	390	391	329	358	130	57	171	123	137	114	75	142	169	210	139	197	594	
	73%	71%	75%	50%	65%	70%	76%	81%	86%	73%	70%	75%	75%	72%	71%	78%	68%	76%	81%	74%	71%	64%	75%	77%	74%	69%	
Very concerned	(+2)	791	360	431	48	91	116	169	134	233	213	184	185	208	88	35	81	59	76	67	39	78	94	111	62	117	278
		39%	37%	42%	20%	27%	34%	47%	45%	53%	40%	33%	42%	44%	49%	44%	37%	32%	42%	48%	39%	39%	36%	39%	34%	44%	32%
Fairly concerned	(+1)	676	340	336	71	129	120	103	108	146	177	206	143	149	42	22	90	65	61	47	35	64	74	99	76	80	316
		34%	35%	33%	30%	38%	36%	29%	36%	33%	33%	37%	33%	31%	23%	27%	41%	36%	34%	34%	35%	32%	28%	35%	42%	30%	37%
Neither concerned nor un concerned	(0)	366	189	177	77	81	73	61	34	39	94	113	87	72	29	13	39	41	30	18	17	33	73	42	31	51	178
		18%	19%	17%	32%	24%	22%	17%	11%	9%	17%	20%	20%	15%	16%	16%	18%	23%	17%	12%	17%	16%	28%	15%	17%	19%	21%
Not very concerned	(-1)	113	58	55	28	23	18	17	12	16	38	31	20	25	13	9	8	9	8	7	5	12	13	22	8	9	51
		6%	6%	5%	12%	7%	5%	5%	4%	4%	7%	6%	5%	5%	7%	11%	4%	5%	4%	5%	5%	6%	5%	8%	5%	4%	6%
Not at all concerned	(-2)	64	37	26	15	14	11	7	11	5	15	23	2	23	10	1	3	8	6	1	3	13	8	8	2	11	35
		3%	4%	3%	6%	4%	3%	2%	4%	1%	3%	4%	1%	5%	5%	2%	1%	4%	3%	1%	3%	7%	3%	3%	1%	4%	4%
NET: Not concerned		177	96	81	43	37	29	24	23	21	53	53	22	48	22	10	11	17	14	9	8	26	29	11	20	86	
		9%	10%	8%	18%	11%	9%	7%	8%	5%	10%	10%	5%	10%	12%	12%	5%	9%	8%	6%	8%	13%	8%	10%	6%	8%	10%
Mean		1.00	0.94	1.06	0.46	0.77	0.92	1.14	1.15	1.34	1.00	0.90	1.12	1.04	1.03	1.01	1.08	0.87	1.07	1.22	1.02	0.90	0.90	1.01	1.04	1.06	0.88
Standard deviation		1.04	1.07	1.02	1.13	1.05	1.03	1.00	1.02	0.87	1.05	1.05	0.92	1.11	1.19	1.09	0.90	1.06	1.03	0.93	1.04	1.18	1.04	1.05	0.91	1.06	1.06
Standard error		0.02	0.03	0.03	0.08	0.06	0.06	0.05	0.06	0.04	0.05	0.04	0.05	0.05	0.09	0.12	0.06	0.08	0.07	0.08	0.10	0.09	0.07	0.06	0.06	0.07	0.04

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Packing and selling of beef and poultry with an unknown origin

Base: All respondents

	Total	Combined annual household income prior to tax		
		Up to £14k	>£14k- £28k	>£28k +
Unweighted base	2010	586	857	483
Weighted base	2010	450	829	638
NET: Concerned	1467 73%	320 71%	615 74%	468 73%
Very concerned	(+2) 791 39%	173 38%	335 40%	242 38%
Fairly concerned	(+1) 676 34%	147 33%	280 34%	226 35%
Neither concerned nor un concerned	(0) 366 18%	88 20%	154 19%	109 17%
Not very concer- ned	(-1) 113 6%	30 7%	42 5%	37 6%
Not at all conc- erned	(-2) 64 3%	12 3%	17 2%	24 4%
NET: Not concerned	177 9%	42 9%	59 7%	61 10%
Mean	1.00	0.97	1.06	0.98
Standard deviation	1.04	1.05	0.99	1.06
Standard error	0.02	0.04	0.03	0.05

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Table 4

**Q.1 We would now like you to think about food fraud in Great Britain. Food fraud is committed when food is deliberately placed on the market, for financial gain, with the intention of deceiving the consumer. How concerned or not concerned are you yourself about the following...
Knowingly selling goods which are past their 'use by' date**

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	192	77	239	168	212	143	104	159	195	322	199	232	749	
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	181	80	221	181	181	141	101	201	261	281	181	268	858	
NET: Concerned	1339	655	684	99	203	222	257	217	341	349	367	300	324	108	58	144	112	117	95	63	133	178	205	126	168	530	
	67%	66%	67%	42%	60%	66%	72%	73%	78%	65%	66%	69%	68%	60%	73%	65%	62%	64%	68%	63%	66%	68%	73%	69%	63%	62%	
Very concerned	(+2)	699	328	371	42	99	111	141	114	193	178	168	173	180	59	29	67	49	58	54	35	74	101	105	69	98	251
		35%	33%	36%	17%	29%	33%	39%	38%	44%	33%	30%	40%	38%	33%	36%	30%	27%	32%	38%	34%	37%	39%	37%	38%	37%	29%
Fairly concerned	(+1)	639	327	313	58	104	112	116	102	148	171	199	127	144	49	29	77	63	59	41	29	59	77	99	57	70	279
		32%	33%	31%	24%	31%	33%	32%	34%	34%	32%	36%	29%	30%	27%	36%	35%	35%	33%	29%	28%	29%	30%	35%	31%	26%	32%
Neither concerned nor un concerned	(0)	467	238	230	93	104	88	72	55	55	122	132	100	113	40	15	49	50	46	38	25	51	64	46	42	76	232
		23%	24%	22%	39%	31%	26%	20%	18%	12%	23%	24%	23%	24%	22%	19%	22%	28%	26%	27%	25%	25%	24%	16%	23%	28%	27%
Not very concerned	(-1)	151	69	82	33	20	21	20	23	33	51	40	29	32	22	7	25	13	10	5	10	9	17	26	8	17	69
		8%	7%	8%	14%	6%	6%	6%	8%	8%	9%	7%	7%	7%	12%	9%	11%	7%	6%	3%	9%	4%	7%	9%	4%	7%	8%
Not at all concerned	(-2)	53	24	29	13	11	7	8	4	9	16	19	9	10	10	-	3	5	8	2	3	8	2	5	6	6	27
		3%	2%	3%	6%	3%	2%	2%	1%	2%	3%	3%	2%	2%	6%	-	2%	3%	4%	1%	3%	4%	1%	2%	3%	2%	3%
NET: Not concerned		204	93	111	46	32	28	29	27	43	66	58	38	42	33	7	28	18	18	7	12	17	19	31	14	24	96
		10%	9%	11%	19%	9%	8%	8%	9%	10%	12%	10%	9%	9%	18%	9%	13%	10%	10%	5%	12%	9%	7%	11%	8%	9%	11%
Mean	0.89	0.88	0.89	0.34	0.76	0.88	1.01	1.01	1.10	0.83	0.82	0.97	0.95	0.69	1.00	0.81	0.76	0.82	1.00	0.83	0.90	0.98	0.97	0.97	0.88	0.77	
Standard deviation	1.05	1.03	1.07	1.09	1.04	1.00	1.02	1.00	1.03	1.08	1.05	1.04	1.03	1.21	0.95	1.04	1.02	1.08	0.96	1.09	1.08	0.99	1.04	1.03	1.05	1.06	
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.05	0.05	0.04	0.05	0.04	0.09	0.11	0.07	0.08	0.07	0.08	0.11	0.09	0.07	0.06	0.07	0.07	0.04	

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Table 4

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Knowingly selling goods which are past their 'use by' date

Base: All respondents

	Total	Combined annual household income prior to tax		
		Up to £14k	>£14k- £28k	>£28k +
Unweighted base	2010	586	857	483
Weighted base	2010	450	829	638
NET: Concerned	1339 67%	288 64%	579 70%	406 64%
Very concerned	(+2) 699 35%	145 32%	311 38%	209 33%
Fairly concerned	(+1) 639 32%	142 32%	268 32%	197 31%
Neither concerned nor un concerned	(0) 467 23%	122 27%	174 21%	153 24%
Not very concerned	(-1) 151 8%	30 7%	58 7%	58 9%
Not at all concerned	(-2) 53 3%	10 2%	18 2%	21 3%
NET: Not concerned	204 10%	40 9%	76 9%	79 12%
Mean	0.89	0.85	0.96	0.81
Standard deviation	1.05	1.02	1.03	1.09
Standard error	0.02	0.04	0.04	0.05

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Table 5

Q.1 We would now like you to think about food fraud in Great Britain. Food fraud is committed when food is deliberately placed on the market, for financial gain, with the intention of deceiving the consumer. How concerned or not concerned are you yourself about the following... Products substituted with a cheaper alternative, for example, farmed salmon sold as wild, and Basmati rice mixed with cheaper varieties
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	192	77	239	168	212	143	104	159	195	322	199	232	749	
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	181	80	221	181	181	141	101	201	261	281	181	268	858	
NET: Concerned	1314	630	684	111	194	215	235	208	352	351	353	299	312	116	47	147	105	118	98	67	126	172	194	124	173	520	
	65%	64%	67%	46%	57%	64%	66%	70%	80%	65%	63%	68%	65%	64%	59%	67%	58%	65%	70%	66%	63%	66%	69%	69%	65%	61%	
Very concerned	(+2)	617	277	340	38	86	92	114	105	182	152	157	147	161	54	29	50	54	57	48	25	59	93	91	57	89	220
		31%	28%	33%	16%	25%	27%	32%	35%	42%	28%	28%	33%	34%	30%	36%	23%	30%	31%	34%	25%	29%	35%	32%	32%	33%	26%
Fairly concerned	(+1)	697	353	345	73	108	123	122	102	170	199	195	152	151	62	19	97	52	61	50	41	67	79	103	67	85	300
		35%	36%	34%	31%	32%	36%	34%	34%	39%	37%	35%	35%	32%	34%	23%	44%	28%	34%	35%	41%	33%	30%	37%	37%	32%	35%
Neither concerned nor un concerned	(0)	488	248	240	84	102	88	87	66	61	114	146	119	109	39	23	61	47	44	32	24	44	73	55	46	77	226
		24%	25%	23%	35%	30%	26%	24%	22%	14%	21%	26%	27%	23%	22%	29%	27%	26%	24%	23%	24%	22%	28%	20%	26%	29%	26%
Not very concerned	(-1)	168	87	81	32	35	26	29	23	23	57	44	20	47	23	10	10	22	13	9	8	24	14	26	10	11	91
		8%	9%	8%	14%	10%	8%	8%	8%	5%	11%	8%	5%	10%	13%	12%	4%	12%	7%	6%	8%	12%	6%	9%	6%	4%	11%
Not at all concerned	(-2)	40	19	20	12	8	9	7	2	3	16	14	-	10	3	*	3	7	7	2	2	7	2	6	*	6	20
		2%	2%	2%	5%	2%	3%	2%	1%	1%	3%	2%	-	2%	2%	1%	1%	4%	4%	1%	2%	3%	1%	2%	*	2%	2%
NET: Not concerned		207	107	101	44	42	35	36	25	25	72	58	20	57	26	10	13	29	19	10	30	17	33	11	17	112	
		10%	11%	10%	18%	13%	10%	10%	8%	6%	13%	10%	5%	12%	14%	13%	6%	16%	11%	7%	10%	15%	12%	6%	6%	6%	
Mean	0.84	0.79	0.88	0.39	0.68	0.78	0.85	0.96	1.16	0.77	0.79	0.97	0.85	0.78	0.82	0.82	0.68	0.82	0.96	0.79	0.74	0.94	0.87	0.94	0.89	0.71	
Standard deviation	1.02	1.01	1.02	1.06	1.04	1.01	1.02	0.97	0.89	1.06	1.02	0.89	1.06	1.06	1.07	0.89	1.14	1.07	0.96	0.98	1.10	0.97	1.04	0.90	0.99	1.04	
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.05	0.04	0.05	0.05	0.08	0.12	0.06	0.09	0.07	0.08	0.10	0.09	0.07	0.06	0.06	0.07	0.04	

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 5

Q.1 We would now like you to think about food fraud in Great Britain. Food fraud is committed when food is deliberately placed on the market, for financial gain, with the intention of deceiving the consumer. How concerned or not concerned are you yourself about the following... Products substituted with a cheaper alternative, for example, farmed salmon sold as wild, and Basmati rice mixed with cheaper varieties
Base: All respondents

	Total	Combined annual household income prior to tax		
		Up to £14k	>£14k- £28k	>£28k +
Unweighted base	2010	586	857	483
Weighted base	2010	450	829	638
NET: Concerned	1314 65%	279 62%	547 66%	424 66%
Very concerned	(+2) 617 31%	129 29%	268 32%	188 29%
Fairly concerned	(+1) 697 35%	150 33%	279 34%	236 37%
Neither concerned nor un concerned	(0) 488 24%	121 27%	201 24%	150 23%
Not very concerned	(-1) 168 8%	41 9%	68 8%	50 8%
Not at all concerned	(-2) 40 2%	9 2%	13 2%	14 2%
NET: Not concerned	207 10%	50 11%	81 10%	64 10%
Mean	0.84	0.77	0.87	0.84
Standard deviation	1.02	1.03	1.01	1.01
Standard error	0.02	0.04	0.03	0.05

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 6

Q.1 We would now like you to think about food fraud in Great Britain. Food fraud is committed when food is deliberately placed on the market, for financial gain, with the intention of deceiving the consumer. How concerned or not concerned are you yourself about the following...

Making false statements about the source of ingredients, i.e. their geographic, plant or animal origin

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	192	77	239	168	212	143	104	159	195	322	199	232	749	
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	181	80	221	181	181	141	101	201	261	281	181	268	858	
NET: Concerned	1376	657	719	124	215	225	243	210	359	361	378	304	332	126	56	157	108	124	104	70	139	172	192	127	188	543	
	68%	67%	70%	52%	64%	67%	68%	70%	82%	67%	68%	70%	70%	70%	70%	71%	60%	69%	74%	70%	69%	66%	68%	70%	70%	63%	
Very concerned	(+2)	668	314	354	59	95	108	108	109	188	170	175	163	160	69	28	65	54	66	58	33	64	92	94	44	86	249
		33%	32%	35%	25%	28%	32%	30%	36%	43%	32%	31%	37%	34%	38%	34%	29%	30%	36%	42%	33%	32%	35%	34%	24%	32%	29%
Fairly concerned	(+1)	708	344	365	64	120	117	135	101	171	192	203	141	172	56	29	93	54	59	46	38	75	80	97	83	103	294
		35%	35%	36%	27%	35%	34%	38%	34%	39%	36%	36%	32%	36%	31%	36%	42%	30%	32%	38%	37%	31%	35%	46%	38%	34%	
Neither concerned nor un concerned	(0)	468	244	224	83	102	88	75	61	60	116	135	112	104	42	13	50	53	42	28	21	36	75	64	43	65	232
		23%	25%	22%	35%	30%	26%	21%	20%	14%	22%	24%	26%	22%	23%	17%	23%	29%	23%	20%	21%	18%	29%	23%	24%	27%	
Not very concerned	(-1)	122	55	66	22	15	17	31	21	17	47	28	21	26	10	10	11	13	10	8	8	12	11	23	7	8	56
		6%	6%	6%	9%	4%	5%	9%	7%	4%	9%	5%	5%	5%	6%	12%	5%	7%	5%	5%	8%	6%	4%	8%	4%	3%	7%
Not at all concerned	(-2)	44	28	16	10	7	8	9	7	3	13	15	*	15	3	1	2	7	5	1	2	14	3	3	4	6	26
		2%	3%	2%	4%	2%	2%	3%	2%	1%	2%	3%	*	3%	2%	1%	1%	4%	3%	*	2%	7%	1%	1%	2%	2%	3%
NET: Not concerned		166	83	82	32	22	25	40	28	20	60	44	21	41	13	11	13	20	15	8	9	26	14	26	11	15	82
		8%	8%	8%	13%	6%	7%	11%	9%	4%	11%	8%	5%	9%	7%	13%	6%	11%	8%	6%	9%	13%	5%	9%	6%	5%	10%
Mean		0.91	0.87	0.95	0.59	0.83	0.89	0.84	0.95	1.20	0.85	0.89	1.02	0.91	0.99	0.91	0.94	0.75	0.94	1.09	0.92	0.81	0.95	0.91	0.86	0.95	0.80
Standard deviation		1.00	1.02	0.98	1.09	0.96	0.99	1.03	1.03	0.86	1.04	1.00	0.91	1.03	1.00	1.04	0.90	1.08	1.03	0.93	1.00	1.15	0.96	0.99	0.90	0.95	1.03
Standard error		0.02	0.03	0.03	0.07	0.06	0.05	0.06	0.06	0.04	0.05	0.04	0.05	0.04	0.07	0.12	0.06	0.08	0.07	0.08	0.10	0.09	0.07	0.06	0.06	0.06	0.04

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 6

Q.1 We would now like you to think about food fraud in Great Britain. Food fraud is committed when food is deliberately placed on the market, for financial gain, with the intention of deceiving the consumer. How concerned or not concerned are you yourself about the following...

Making false statements about the source of ingredients, i.e. their geographic, plant or animal origin

Base: All respondents

	Total	Combined annual household income prior to tax		
		Up to £14k	>£14k- £28k	>£28k +
Unweighted base	2010	586	857	483
Weighted base	2010	450	829	638
NET: Concerned	1376 68%	301 67%	569 69%	442 69%
Very concerned	(+2) 668 33%	137 30%	289 35%	207 32%
Fairly concerned	(+1) 708 35%	164 37%	281 34%	235 37%
Neither concerned nor un concerned	(0) 468 23%	109 24%	191 23%	144 22%
Not very concer- ned	(-1) 122 6%	31 7%	54 6%	35 5%
Not at all conc- erned	(-2) 44 2%	9 2%	14 2%	17 3%
NET: Not concerned	166 8%	39 9%	68 8%	52 8%
Mean	0.91	0.87	0.94	0.91
Standard deviation	1.00	0.99	0.99	1.00
Standard error	0.02	0.04	0.03	0.05

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 7

Q.1 We would now like you to think about food fraud in Great Britain. Food fraud is committed when food is deliberately placed on the market, for financial gain, with the intention of deceiving the consumer. How concerned or not concerned are you yourself about the following... Counterfeit products being sold on the high street, for example alcoholic spirits or washing detergent

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	192	77	239	168	212	143	104	159	195	322	199	232	749	
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	181	80	221	181	181	141	101	201	261	281	181	268	858	
NET: Concerned	1417	696	720	121	218	213	259	228	377	372	372	311	362	133	59	166	115	130	103	66	148	176	198	123	172	565	
	70%	71%	70%	51%	64%	63%	72%	76%	86%	69%	67%	71%	76%	73%	74%	75%	63%	72%	73%	65%	74%	67%	70%	68%	64%	66%	
Very concerned	(+2)	783	393	391	49	95	113	143	142	241	197	192	181	213	74	29	88	67	68	62	31	84	100	116	62	102	280
		39%	40%	38%	21%	28%	34%	40%	48%	55%	37%	35%	41%	45%	41%	37%	40%	37%	38%	44%	31%	42%	38%	41%	34%	38%	33%
Fairly concerned	(+1)	633	304	330	71	123	100	116	86	137	175	180	130	149	58	30	78	47	62	41	34	64	76	82	61	71	285
		32%	31%	32%	30%	36%	30%	33%	29%	31%	33%	32%	30%	31%	32%	37%	35%	26%	34%	29%	34%	32%	29%	34%	26%	33%	
Neither concerned nor un concerned	(0)	393	199	194	82	78	89	63	44	38	98	119	96	79	32	12	39	37	28	30	19	36	69	56	35	63	196
		20%	20%	19%	34%	23%	26%	17%	15%	9%	18%	21%	22%	17%	18%	14%	18%	20%	16%	22%	19%	18%	27%	20%	19%	24%	23%
Not very concerned	(-1)	142	63	79	25	31	28	21	23	13	45	44	25	28	11	9	11	17	15	7	14	10	20	18	24	66	
		7%	6%	8%	11%	9%	8%	6%	8%	3%	8%	8%	6%	6%	6%	11%	5%	9%	8%	5%	14%	5%	7%	10%	9%	8%	
Not at all concerned	(-2)	58	27	31	11	11	8	15	4	9	21	22	6	9	5	1	5	13	8	1	2	7	6	7	5	8	31
		3%	3%	3%	5%	3%	2%	4%	1%	2%	4%	4%	1%	2%	3%	1%	2%	7%	4%	*	2%	3%	2%	3%	3%	4%	
NET: Not concerned		200	90	110	37	43	36	36	27	23	67	66	30	37	16	9	16	30	22	7	16	17	28	23	32	97	
		10%	9%	11%	15%	13%	11%	10%	9%	5%	12%	12%	7%	8%	9%	12%	7%	16%	12%	5%	16%	8%	10%	13%	12%	11%	
Mean		0.97	0.99	0.95	0.51	0.77	0.84	0.98	1.14	1.34	0.89	0.85	1.04	1.11	1.03	0.98	1.05	0.77	0.93	1.12	0.79	1.04	0.98	0.99	0.87	0.87	0.84
Standard deviation		1.06	1.05	1.07	1.08	1.06	1.06	1.09	1.01	0.91	1.11	1.10	0.99	1.00	1.05	1.01	0.99	1.24	1.11	0.94	1.09	1.05	1.00	1.06	1.08	1.11	1.08
Standard error		0.02	0.03	0.03	0.07	0.06	0.06	0.06	0.06	0.04	0.05	0.04	0.05	0.04	0.08	0.12	0.06	0.10	0.08	0.08	0.11	0.08	0.07	0.06	0.08	0.07	0.04

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 7

Q.1 We would now like you to think about food fraud in Great Britain. Food fraud is committed when food is deliberately placed on the market, for financial gain, with the intention of deceiving the consumer. How concerned or not concerned are you yourself about the following... Counterfeit products being sold on the high street, for example alcoholic spirits or washing detergent

Base: All respondents

	Combined annual household income prior to tax			
	Total	Up to £14k	>£14k- £28k	>£28k +
Unweighted base	2010	586	857	483
Weighted base	2010	450	829	638
NET: Concerned	1417 70%	313 70%	569 69%	467 73%
Very concerned	(+2) 783 39%	179 40%	332 40%	230 36%
Fairly concerned	(+1) 633 32%	134 30%	238 29%	237 37%
Neither concerned nor un concerned	(0) 393 20%	100 22%	169 20%	109 17%
Not very concerned	(-1) 142 7%	28 6%	69 8%	38 6%
Not at all concerned	(-2) 58 3%	9 2%	22 3%	24 4%
NET: Not concerned	200 10%	36 8%	90 11%	62 10%
Mean	0.97	0.99	0.95	0.96
Standard deviation	1.06	1.02	1.08	1.05
Standard error	0.02	0.04	0.04	0.05

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 8
Gender
Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	192	77	239	168	212	143	104	159	195	322	199	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	181	80	221	181	181	141	101	201	261	281	181	268	858
Male	985	985	-	75	143	153	195	162	257	297	234	231	223	88	31	109	90	99	66	50	109	107	147	87	104	461
	49%	100%	-	31%	42%	45%	55%	54%	59%	55%	42%	53%	47%	49%	39%	50%	50%	55%	47%	49%	54%	41%	52%	48%	39%	54%
Female	1025	-	1025	164	195	186	163	137	181	240	323	207	255	93	49	112	91	82	74	51	92	154	134	94	164	397
	51%	-	100%	69%	58%	55%	45%	46%	41%	45%	58%	47%	53%	51%	61%	50%	45%	53%	51%	46%	59%	48%	52%	61%	46%	

Food Fraud Survey
ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 8
Gender
Base: All respondents

	Total	Combined annual household income prior to tax		
		Up to £14k	>£14k- £28k	>£28k +
Unweighted base	2010	586	857	483
Weighted base	2010	450	829	638
Male	985 49%	189 42%	424 51%	323 51%
Female	1025 51%	261 58%	405 49%	315 49%

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 9
Age
Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	192	77	239	168	212	143	104	159	195	322	199	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	181	80	221	181	181	141	101	201	261	281	181	268	858
18-24	239	75	164	239	-	-	-	-	-	45	84	44	65	30	17	29	32	12	12	8	16	51	20	13	23	108
	12%	8%	16%	100%	-	-	-	-	-	8%	15%	10%	14%	16%	21%	13%	18%	7%	9%	7%	8%	20%	7%	7%	9%	13%
25-34	338	143	195	-	338	-	-	-	-	88	142	67	41	34	12	33	36	34	22	17	25	58	42	25	66	217
	17%	15%	19%	-	100%	-	-	-	-	16%	26%	15%	9%	19%	15%	15%	20%	19%	15%	17%	12%	22%	15%	14%	25%	25%
35-44	338	153	186	-	-	338	-	-	-	82	90	107	59	30	6	39	34	35	28	27	23	43	43	30	67	192
	17%	15%	18%	-	-	100%	-	-	-	15%	16%	25%	12%	17%	7%	17%	19%	19%	20%	27%	11%	17%	15%	17%	25%	22%
45-54	358	195	163	-	-	-	358	-	-	82	76	82	119	21	26	42	26	26	30	19	43	35	49	42	64	203
	18%	20%	16%	-	-	-	100%	-	-	15%	14%	19%	25%	12%	32%	19%	14%	15%	21%	19%	21%	13%	17%	23%	24%	24%
55-64	298	162	137	-	-	-	-	298	-	74	68	56	101	31	13	26	25	25	12	14	45	35	51	21	41	106
	15%	16%	13%	-	-	-	-	100%	-	14%	12%	13%	21%	17%	16%	12%	14%	14%	8%	14%	22%	14%	18%	12%	15%	12%
65+	438	257	181	-	-	-	-	-	438	166	97	82	93	34	8	53	29	48	37	15	50	38	76	50	7	33
	22%	26%	18%	-	-	-	-	-	100%	31%	17%	19%	20%	19%	9%	24%	16%	27%	26%	15%	25%	15%	27%	27%	2%	4%
Average age	47.15	49.85	44.55	21.58	29.58	39.99	49.47	59.35	69.99	50.17	43.43	46.33	48.84	45.49	43.40	46.88	43.35	48.51	48.39	45.69	50.83	42.67	50.61	50.09	42.03	40.67

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 9
Age
Base: All respondents

	Combined annual household income prior to tax			
	Total	Up to £14k	>£14k- £28k	>£28k +
Unweighted base	2010	586	857	483
Weighted base	2010	450	829	638
18-24	239 12%	78 17%	71 9%	74 12%
25-34	338 17%	55 12%	135 16%	142 22%
35-44	338 17%	65 14%	139 17%	116 18%
45-54	358 18%	83 18%	144 17%	120 19%
55-64	298 15%	75 17%	134 16%	77 12%
65+	438 22%	94 21%	205 25%	110 17%
Average age	47.15	46.61	49.00	44.82

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 10
Social Grade
Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	192	77	239	168	212	143	104	159	195	322	199	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	181	80	221	181	181	141	101	201	261	281	181	268	858
AB	537	297	240	45	88	82	82	74	166	537	-	-	-	48	23	62	40	58	40	20	42	76	82	46	86	207
	27%	30%	23%	19%	26%	24%	23%	25%	38%	100%	-	-	-	26%	29%	28%	22%	32%	28%	20%	21%	29%	29%	25%	32%	24%
C1	557	234	323	84	142	90	76	68	97	-	557	-	-	48	21	56	56	51	28	29	60	90	67	50	99	268
	28%	24%	32%	35%	42%	26%	21%	23%	22%	-	100%	-	-	27%	26%	25%	31%	28%	20%	29%	30%	34%	24%	28%	37%	31%
C2	438	231	207	44	67	107	82	56	82	-	-	438	-	49	15	58	49	32	29	24	30	50	63	40	45	229
	22%	23%	20%	18%	20%	32%	23%	19%	19%	-	-	100%	-	27%	18%	26%	27%	18%	21%	23%	15%	19%	22%	22%	17%	27%
DE	478	223	255	65	41	59	119	101	93	-	-	-	478	37	21	45	36	40	44	28	68	45	69	45	38	153
	24%	23%	25%	27%	12%	17%	33%	34%	21%	-	-	-	100%	20%	26%	20%	20%	22%	31%	28%	34%	17%	24%	25%	14%	18%

Food Fraud Survey
ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 10
Social Grade
Base: All respondents

	Total	Combined annual household income prior to tax		
		Up to £14k	>£14k- £28k	>£28k +
Unweighted base	2010	586	857	483
Weighted base	2010	450	829	638
AB	537 27%	45 10%	205 25%	264 41%
C1	557 28%	97 22%	262 32%	176 28%
C2	438 22%	67 15%	200 24%	144 23%
DE	478 24%	240 53%	162 20%	54 9%

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 11
GO Region
Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Public	Private
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	192	77	239	168	212	143	104	159	195	322	199	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	181	80	221	181	181	141	101	201	261	281	181	268	858
Scotland	181	88	93	30	34	30	21	31	34	48	48	49	37	181	-	-	-	-	-	-	-	-	-	-	27	82
	9%	9%	9%	12%	10%	9%	6%	11%	8%	9%	9%	11%	8%	100%	-	-	-	-	-	-	-	-	-	-	10%	10%
North East	80	31	49	17	12	6	26	13	8	23	21	15	21	-	80	-	-	-	-	-	-	-	-	-	13	33
	4%	3%	5%	7%	3%	2%	7%	4%	2%	4%	4%	3%	4%	-	100%	-	-	-	-	-	-	-	-	-	5%	4%
North West	221	109	112	29	33	39	42	26	53	62	56	58	45	-	-	221	-	-	-	-	-	-	-	-	23	91
	11%	11%	11%	12%	10%	11%	12%	9%	12%	12%	10%	13%	9%	-	-	100%	-	-	-	-	-	-	-	-	9%	11%
Yorkshire & Humberside	181	90	91	32	36	34	26	25	29	40	56	49	36	-	-	-	181	-	-	-	-	-	-	-	23	93
	9%	9%	9%	13%	11%	10%	7%	8%	7%	7%	10%	11%	8%	-	-	-	100%	-	-	-	-	-	-	-	8%	11%
West Midlands	181	99	82	12	34	35	26	25	48	58	51	32	40	-	-	-	-	181	-	-	-	-	-	-	25	77
	9%	10%	8%	5%	10%	10%	7%	8%	11%	11%	9%	7%	8%	-	-	-	-	100%	-	-	-	-	-	-	9%	9%
East Midlands	141	66	74	12	22	28	30	12	37	40	28	29	44	-	-	-	-	-	141	-	-	-	-	-	22	48
	7%	7%	7%	5%	6%	8%	8%	4%	8%	7%	5%	7%	9%	-	-	-	-	-	100%	-	-	-	-	-	8%	6%
Wales	101	50	51	8	17	27	19	14	15	20	29	24	28	-	-	-	-	-	-	101	-	-	-	-	25	32
	5%	5%	5%	3%	5%	8%	5%	5%	3%	4%	5%	5%	6%	-	-	-	-	-	-	100%	-	-	-	-	9%	4%
Eastern	201	109	92	16	25	23	43	45	50	42	60	30	68	-	-	-	-	-	-	-	201	-	-	-	25	97
	10%	11%	9%	7%	7%	7%	12%	15%	11%	8%	11%	7%	14%	-	-	-	-	-	-	-	100%	-	-	-	9%	11%
London	261	107	154	51	58	43	35	35	38	76	90	50	45	-	-	-	-	-	-	-	-	261	-	-	28	131
	13%	11%	15%	22%	17%	13%	10%	12%	9%	14%	16%	11%	9%	-	-	-	-	-	-	-	-	100%	-	-	11%	15%
South East	281	147	134	20	42	43	49	51	76	82	67	63	69	-	-	-	-	-	-	-	-	-	281	-	29	109
	14%	15%	13%	8%	12%	13%	14%	17%	17%	15%	12%	14%	14%	-	-	-	-	-	-	-	-	-	100%	-	11%	13%
South West	181	87	94	13	25	30	42	21	50	46	50	40	45	-	-	-	-	-	-	-	-	-	-	181	28	66
	9%	9%	9%	5%	7%	9%	12%	7%	11%	9%	9%	9%	9%	-	-	-	-	-	-	-	-	-	-	100%	10%	8%

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 11
GO Region
Base: All respondents

	Combined annual household income prior to tax			
	Total	Up to £14k	>£14k- £28k	>£28k +
Unweighted base	2010	586	857	483
Weighted base	2010	450	829	638
Scotland	181 9%	33 7%	56 7%	81 13%
North East	80 4%	25 6%	31 4%	23 4%
North West	221 11%	50 11%	85 10%	78 12%
Yorkshire & Humberside	181 9%	36 8%	80 10%	54 8%
West Midlands	181 9%	45 10%	65 8%	62 10%
East Midlands	141 7%	34 8%	74 9%	29 4%
Wales	101 5%	20 4%	51 6%	27 4%
Eastern	201 10%	37 8%	102 12%	46 7%
London	261 13%	71 16%	82 10%	95 15%
South East	281 14%	63 14%	123 15%	86 13%
South West	181 9%	35 8%	80 10%	57 9%

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 12
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	192	77	239	168	212	143	104	159	195	322	199	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	181	80	221	181	181	141	101	201	261	281	181	268	858
Yes	1226	593	633	153	220	188	192	174	300	385	368	263	211	113	48	142	101	106	73	65	125	179	176	98	172	549
	61%	60%	62%	64%	65%	56%	54%	58%	68%	72%	66%	60%	44%	62%	60%	64%	56%	58%	52%	64%	62%	68%	63%	54%	64%	64%
No	784	392	392	86	118	150	166	125	138	153	190	175	267	68	32	79	80	75	67	36	76	82	105	83	96	309
	39%	40%	38%	36%	35%	44%	46%	42%	32%	28%	34%	40%	56%	38%	40%	36%	44%	42%	48%	36%	38%	32%	37%	46%	36%	36%

Food Fraud Survey
ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 12
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Total	Combined annual household income prior to tax		
		Up to £14k	>£14k- £28k	>£28k +
Unweighted base	2010	586	857	483
Weighted base	2010	450	829	638
Yes	1226 61%	194 43%	491 59%	488 76%
No	784 39%	256 57%	337 41%	150 24%

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 13
Tenure
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	192	77	239	168	212	143	104	159	195	322	199	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	181	80	221	181	181	141	101	201	261	281	181	268	858
NET: Homeowners	1307	677	629	98	173	205	238	218	375	418	370	291	228	117	42	161	118	127	97	58	142	142	171	130	180	535
	65%	69%	61%	41%	51%	61%	66%	73%	86%	78%	66%	67%	48%	65%	52%	73%	65%	70%	69%	58%	71%	54%	61%	72%	67%	62%
Owned outright - without mortgage	663	382	281	45	35	47	83	143	310	218	184	133	129	59	13	79	54	64	47	30	79	61	100	77	45	193
	33%	39%	27%	19%	10%	14%	23%	48%	71%	41%	33%	30%	27%	33%	16%	36%	30%	36%	33%	30%	39%	23%	36%	43%	17%	23%
Owned with a mortgage or loan	643	295	348	52	138	158	156	74	65	199	186	159	99	58	29	82	64	63	50	28	63	82	70	54	135	341
	32%	30%	34%	22%	41%	47%	43%	25%	15%	37%	33%	36%	21%	32%	36%	37%	36%	35%	36%	28%	31%	31%	25%	30%	50%	40%
NET: Renters	678	300	379	128	158	130	119	80	63	112	177	144	245	63	37	59	61	51	43	42	54	115	104	49	84	308
	34%	30%	37%	54%	47%	38%	33%	27%	14%	21%	32%	33%	51%	35%	47%	27%	34%	28%	31%	41%	27%	44%	37%	27%	31%	36%
Rented from the council	281	125	156	48	41	61	56	50	26	27	61	52	142	36	18	21	23	22	25	20	19	46	41	9	34	110
	14%	13%	15%	20%	12%	18%	16%	17%	6%	5%	11%	12%	30%	20%	22%	9%	13%	12%	18%	20%	9%	18%	15%	5%	13%	13%
Rented from a housing association	136	60	76	22	27	21	31	14	21	22	37	31	46	8	9	18	12	10	5	7	19	18	19	11	10	53
	7%	6%	7%	9%	8%	6%	9%	5%	5%	4%	7%	7%	10%	4%	12%	8%	7%	5%	3%	7%	10%	7%	7%	6%	4%	6%
Rented from someone else	261	115	146	58	90	47	32	17	16	63	79	62	57	18	10	20	25	19	14	15	16	50	43	29	40	145
	13%	12%	14%	24%	27%	14%	9%	6%	4%	12%	14%	14%	12%	10%	13%	9%	14%	11%	10%	15%	8%	19%	15%	16%	15%	17%
Rent free	25	8	17	13	7	3	1	1	-	8	10	2	5	1	1	1	1	2	1	*	5	4	7	1	3	15
	1%	1%	2%	5%	2%	1%	*	*	-	1%	2%	1%	1%	*	1%	*	1%	1%	1%	*	2%	2%	3%	1%	1%	2%

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 13
Tenure
Base: All respondents

	Combined annual household income prior to tax			
	Total	Up to £14k	>£14k- £28k	>£28k +
Unweighted base	2010	586	857	483
Weighted base	2010	450	829	638
NET: Homeowners	1307	201	540	496
	65%	45%	65%	78%
Owned outright - without mortgage	663	137	288	199
	33%	30%	35%	31%
Owned with a mortgage or loan	643	64	253	297
	32%	14%	30%	47%
NET: Renters	678	239	278	138
	34%	53%	34%	22%
Rented from the council	281	119	112	38
	14%	26%	13%	6%
Rented from a housing association	136	55	56	21
	7%	12%	7%	3%
Rented from someone else	261	65	110	79
	13%	15%	13%	12%
Rent free	25	9	11	4
	1%	2%	1%	1%

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 14
What is the highest educational level that you have achieved to date?
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	192	77	239	168	212	143	104	159	195	322	199	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	181	80	221	181	181	141	101	201	261	281	181	268	858
No formal education	13 1%	7 1%	6 1%	1 *	3 1%	2 1%	4 1%	1 *	3 1%	1 *	1 *	2 *	10 2%	1 1%	-	2 1%	1 1%	*	3 2%	-	2 1%	2 1%	1 *	1 *	-	5 1%
Primary	17 1%	6 1%	11 1%	10 4%	1 *	-	-	2 1%	4 1%	-	*	12 3%	5 1%	7 4%	-	1 1%	2 1%	-	1 1%	1 1%	1 *	-	4 1%	-	-	10 1%
Secondary school, high school, NVQ levels 1 to 3, etc.	1104 55%	553 56%	552 54%	89 37%	151 45%	195 58%	234 65%	188 63%	248 57%	176 33%	278 50%	310 71%	340 71%	73 40%	50 62%	114 51%	109 60%	115 63%	79 56%	51 51%	114 57%	122 47%	168 60%	112 62%	123 46%	464 54%
University degree or equivalent professional qualification, NVQ level 4, etc.	602 30%	296 30%	306 30%	57 24%	126 37%	93 28%	90 25%	86 29%	149 34%	238 44%	195 35%	82 19%	86 18%	76 42%	21 27%	77 35%	47 26%	51 28%	42 30%	38 38%	57 29%	63 24%	78 28%	51 28%	97 36%	262 31%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	187 9%	87 9%	99 10%	26 11%	42 12%	41 12%	29 8%	18 6%	31 7%	103 19%	54 10%	10 2%	20 4%	15 8%	7 8%	13 6%	12 7%	8 5%	16 11%	8 8%	15 7%	55 21%	24 8%	15 8%	45 17%	84 10%
Still in full time education	51 3%	17 2%	35 3%	44 18%	4 1%	2 1%	*	*	-	14 3%	21 4%	5 1%	12 3%	6 4%	3 3%	8 4%	8 4%	3 2%	-	3 3%	5 2%	9 4%	5 2%	1 1%	*	12 1%
Don't know	7 *	4 *	3 *	5 2%	-	1 *	-	1 *	1 *	1 *	3 *	2 *	2 *	*	-	-	1 1%	2 1%	-	-	-	2 1%	2 1%	1 *	-	2 *
Prefer not to answer	28 1%	15 2%	13 1%	7 3%	12 3%	4 1%	1 *	1 *	2 *	4 1%	6 1%	14 3%	4 1%	3 1%	-	6 3%	1 1%	1 1%	-	-	8 4%	8 3%	1 *	*	2 1%	18 2%

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 14
What is the highest educational level that you have achieved to date?
Base: All respondents

	Total	Combined annual household income prior to tax		
		Up to £14k	>£14k- £28k	>£28k +
Unweighted base	2010	586	857	483
Weighted base	2010	450	829	638
No formal education	13 1%	11 2%	2 *	- -
Primary	17 1%	2 *	5 1%	10 2%
Secondary school, high school, NVQ levels 1 to 3, etc.	1104 55%	279 62%	488 59%	288 45%
University degree or equivalent professional qualification, NVQ level 4, etc.	602 30%	93 21%	242 29%	242 38%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	187 9%	30 7%	70 9%	79 12%
Still in full time education	51 3%	23 5%	14 2%	11 2%
Don't know	7 *	2 *	3 *	1 *
Prefer not to answer	28 1%	9 2%	3 *	6 1%

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 15

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	192	77	239	168	212	143	104	159	195	322	199	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	181	80	221	181	181	141	101	201	261	281	181	268	858
Yes - responsible for half or more of the items bought	1783 89%	818 83%	966 94%	181 76%	305 90%	319 94%	333 93%	279 93%	367 84%	473 88%	485 87%	393 90%	432 90%	166 92%	72 89%	189 85%	159 88%	162 90%	126 90%	85 85%	173 86%	246 94%	242 86%	164 90%	257 96%	777 91%
No - not responsible for most of the items bought	227 11%	167 17%	59 6%	58 24%	33 10%	19 6%	25 7%	19 7%	71 16%	64 12%	73 13%	45 10%	45 10%	15 8%	9 11%	33 15%	22 12%	19 10%	15 10%	15 15%	28 14%	15 6%	39 14%	17 10%	11 4%	81 9%

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 15

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Total	Combined annual household income prior to tax		
		Up to £14k	>£14k- £28k	>£28k +
Unweighted base	2010	586	857	483
Weighted base	2010	450	829	638
Yes - responsible for half or more of the items bought	1783 89%	405 90%	748 90%	556 87%
No - not responsible for most of the items bought	227 11%	44 10%	81 10%	82 13%

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 16
How many cars are there in your household?
Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	192	77	239	168	212	143	104	159	195	322	199	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	181	80	221	181	181	141	101	201	261	281	181	268	858
No cars in the household	422 21%	173 18%	249 24%	77 32%	79 23%	91 27%	87 24%	36 12%	52 12%	67 12%	131 24%	66 15%	159 33%	31 17%	25 31%	46 21%	41 23%	32 18%	26 18%	24 24%	18 9%	100 38%	49 18%	30 17%	46 17%	191 22%
NET: Any	1588 79%	812 82%	776 76%	162 68%	259 77%	247 73%	271 76%	263 88%	386 88%	470 88%	426 76%	372 85%	319 67%	150 83%	55 69%	175 79%	140 77%	149 82%	115 82%	76 76%	183 91%	162 62%	232 82%	151 83%	221 83%	667 78%
1	844 42%	410 42%	434 42%	59 25%	139 41%	129 38%	128 36%	156 52%	233 53%	235 44%	217 39%	196 45%	197 41%	66 36%	31 39%	96 44%	71 39%	71 39%	67 48%	36 36%	93 46%	110 42%	124 44%	78 43%	108 40%	333 39%
2	563 28%	311 32%	252 25%	68 28%	86 25%	84 25%	111 31%	81 27%	134 31%	176 33%	163 29%	127 29%	97 20%	56 31%	20 25%	53 24%	64 35%	53 29%	40 29%	27 27%	72 36%	45 17%	88 31%	44 25%	84 31%	245 29%
3+	181 9%	91 9%	90 9%	35 15%	34 10%	35 10%	32 9%	26 9%	19 4%	60 11%	45 8%	49 11%	26 5%	27 15%	4 6%	26 12%	5 3%	25 14%	7 5%	13 13%	18 9%	6 2%	21 7%	28 16%	30 11%	88 10%

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 16
How many cars are there in your household?
Base: All respondents

	Combined annual household income prior to tax			
	Total	Up to £14k	>£14k- £28k	>£28k +
Unweighted base	2010	586	857	483
Weighted base	2010	450	829	638
No cars in the household	422 21%	186 41%	172 21%	47 7%
NET: Any	1588 79%	264 59%	657 79%	591 93%
1	844 42%	192 43%	388 47%	232 36%
2	563 28%	51 11%	213 26%	272 43%
3+	181 9%	21 5%	56 7%	87 14%

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 17
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	192	77	239	168	212	143	104	159	195	322	199	232	749	
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	181	80	221	181	181	141	101	201	261	281	181	268	858	
White	1798	888	911	173	268	296	338	293	429	476	487	389	447	175	79	193	168	163	128	95	189	163	265	180	226	741	
	89%	90%	89%	72%	79%	88%	94%	98%	98%	89%	87%	89%	94%	97%	99%	87%	93%	90%	91%	95%	94%	62%	94%	99%	84%	86%	
NET: Non-white	188	88	100	57	64	37	18	4	7	57	60	45	26	4	1	28	11	17	12	4	8	88	15	-	40	101	
	9%	9%	10%	24%	19%	11%	5%	1%	2%	11%	11%	10%	6%	2%	1%	13%	6%	9%	9%	4%	4%	34%	5%	-	15%	12%	
Mixed	28	8	21	8	10	6	3	2	-	11	6	8	4	-	-	9	2	*	3	-	2	7	4	-	7	15	
	1%	1%	2%	3%	3%	2%	1%	1%	-	2%	1%	2%	1%	-	-	4%	1%	*	2%	-	1%	3%	1%	-	3%	2%	
Asian	99	58	41	34	41	12	7	1	4	29	28	27	15	4	1	12	4	15	4	*	4	53	3	-	14	56	
	5%	6%	4%	14%	12%	4%	2%	*	1%	5%	5%	6%	3%	2%	1%	5%	2%	8%	3%	*	2%	20%	1%	-	5%	7%	
Black	41	14	28	10	8	16	5	1	2	8	18	10	5	-	-	4	3	*	4	*	2	20	7	-	13	23	
	2%	1%	3%	4%	2%	5%	1%	*	*	2%	3%	2%	1%	-	-	2%	2%	*	3%	*	1%	7%	2%	-	5%	3%	
Chinese	7	3	3	2	2	1	-	1	-	4	2	-	1	1	-	-	*	1	-	1	-	4	-	-	1	4	
	*	*	*	1%	1%	*	-	*	-	1%	*	-	*	1%	-	-	*	*	-	1%	-	1%	-	-	-	*	*
Other ethnic group	13	5	8	2	3	2	4	*	2	5	6	-	1	-	-	3	1	-	1	3	-	5	1	-	5	2	
	1%	1%	1%	1%	1%	1%	1%	*	*	1%	1%	-	*	-	-	1%	1%	-	*	3%	-	2%	*	-	2%	*	
Prefer not to answer	23	9	14	9	6	5	1	1	2	4	10	4	4	1	-	-	2	1	-	1	5	10	2	1	2	16	
	1%	1%	1%	4%	2%	1%	*	*	*	1%	2%	1%	1%	1%	-	-	1%	1%	-	1%	2%	4%	1%	1%	1%	2%	

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 17
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Combined annual household income prior to tax			
	Total	Up to £14k	>£14k- £28k	>£28k +
Unweighted base	2010	586	857	483
Weighted base	2010	450	829	638
White	1798 89%	386 86%	765 92%	567 89%
NET: Non-white	188 9%	59 13%	58 7%	68 11%
Mixed	28 1%	10 2%	5 1%	13 2%
Asian	99 5%	29 6%	27 3%	41 6%
Black	41 2%	15 3%	19 2%	8 1%
Chinese	7 *	2 *	4 *	1 *
Other ethnic group	13 1%	4 1%	3 *	4 1%
Prefer not to answer	23 1%	5 1%	6 1%	3 1%

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 18
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	192	77	239	168	212	143	104	159	195	322	199	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	181	80	221	181	181	141	101	201	261	281	181	268	858
Christian	1016 51%	513 52%	502 49%	47 20%	113 33%	166 49%	198 55%	189 63%	302 69%	292 54%	249 45%	226 52%	249 52%	81 45%	35 43%	114 52%	90 50%	93 51%	83 59%	50 49%	116 57%	106 40%	157 56%	91 50%	132 49%	401 47%
NET: Other	166 8%	78 8%	88 9%	38 16%	58 17%	20 6%	20 6%	11 4%	19 4%	43 8%	46 8%	42 10%	36 7%	2 1%	3 4%	19 9%	10 5%	19 10%	11 8%	3 3%	13 7%	66 25%	13 4%	8 4%	24 9%	85 10%
Muslim	73 4%	44 5%	28 3%	29 12%	31 9%	6 2%	6 2%	1 *	- -	22 4%	23 4%	17 4%	11 2%	- -	- -	14 7%	7 4%	10 6%	6 4%	- -	1 1%	32 12%	3 1%	- -	13 5%	41 5%
Hindu	15 1%	8 1%	7 1%	2 1%	8 2%	2 1%	- -	- -	3 1%	4 1%	6 1%	2 1%	2 *	- -	- -	1 *	- -	1 1%	- -	* *	2 1%	10 4%	1 *	- -	- -	10 1%
Jewish	17 1%	5 *	12 1%	- -	3 1%	2 1%	4 1%	3 1%	5 1%	2 *	5 1%	7 2%	4 1%	- -	- -	1 *	- -	- -	- -	- -	6 3%	10 4%	- -	1 *	- -	12 1%
Sikh	5 *	4 *	1 *	4 2%	1 *	- -	- -	- -	- -	- -	1 *	4 1%	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	4 2%	- -	- -	- -	4 1%
Buddhist	12 1%	3 *	9 1%	1 *	2 1%	3 1%	3 1%	1 *	2 *	3 1%	3 1%	2 1%	4 1%	1 1%	1 2%	- -	- -	2 1%	- -	- -	2 1%	4 2%	2 1%	- -	1 *	4 1%
Other	44 2%	14 1%	30 3%	3 1%	13 4%	6 2%	6 2%	5 2%	10 2%	12 2%	8 2%	10 2%	14 3%	1 1%	2 3%	3 1%	3 2%	5 3%	5 4%	3 3%	2 1%	5 2%	7 3%	7 4%	9 3%	13 2%
None	780 39%	371 38%	409 40%	142 59%	147 44%	140 41%	138 39%	97 32%	115 26%	191 36%	242 43%	161 37%	185 39%	92 51%	42 53%	83 38%	81 45%	66 36%	45 32%	46 46%	66 33%	69 26%	108 38%	80 44%	104 39%	346 40%
Prefer not to say	49 2%	23 2%	26 2%	12 5%	20 6%	12 3%	2 1%	1 *	2 *	12 2%	20 4%	9 2%	7 2%	5 3%	- -	4 2%	* *	4 2%	2 1%	1 1%	7 3%	21 8%	4 1%	2 1%	8 3%	27 3%

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 18
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

	Combined annual household income prior to tax			
	Total	Up to £14k	>£14k- £28k	>£28k +
Unweighted base	2010	586	857	483
Weighted base	2010	450	829	638
Christian	1016 51%	207 46%	487 59%	281 44%
NET: Other	166 8%	48 11%	56 7%	57 9%
Muslim	73 4%	23 5%	18 2%	29 5%
Hindu	15 1%	3 1%	4 1%	6 1%
Jewish	17 1%	3 1%	7 1%	7 1%
Sikh	5 *	1 *	1 *	4 1%
Buddhist	12 1%	4 1%	4 *	4 1%
Other	44 2%	14 3%	22 3%	7 1%
None	780 39%	180 40%	269 32%	289 45%
Prefer not to say	49 2%	14 3%	17 2%	10 2%

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 19
Which of the following best describes where you live?
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	192	77	239	168	212	143	104	159	195	322	199	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	181	80	221	181	181	141	101	201	261	281	181	268	858
NET: Urban	1614	792	821	212	285	287	295	213	322	436	456	351	371	136	68	199	139	150	109	59	139	259	226	131	203	716
	80%	80%	80%	89%	84%	85%	82%	71%	73%	81%	82%	80%	78%	75%	84%	90%	77%	83%	77%	59%	69%	99%	80%	72%	76%	83%
Urban - Population over 10,000	831	436	396	126	176	153	143	101	133	237	247	179	169	77	34	93	68	89	39	25	53	209	94	51	109	397
	41%	44%	39%	53%	52%	45%	40%	34%	30%	44%	44%	41%	35%	42%	43%	42%	38%	49%	28%	24%	26%	80%	33%	28%	41%	46%
Town and Fringe	783	357	426	86	109	135	152	112	189	199	209	173	202	60	33	106	71	61	69	35	86	50	132	80	94	319
	39%	36%	42%	36%	32%	40%	43%	38%	43%	37%	37%	39%	42%	33%	41%	48%	39%	34%	49%	34%	43%	19%	47%	44%	35%	37%
NET: Rural	396	193	204	27	54	51	63	85	116	101	101	86	107	44	13	22	42	31	32	41	62	2	56	50	65	142
	20%	20%	20%	11%	16%	15%	18%	29%	27%	19%	18%	20%	22%	25%	16%	10%	23%	17%	23%	41%	31%	1%	20%	28%	24%	17%
Village	336	163	173	19	51	49	53	73	91	83	91	69	93	24	12	22	40	26	30	34	61	1	51	35	53	122
	17%	17%	17%	8%	15%	14%	15%	24%	21%	15%	16%	16%	20%	13%	15%	10%	22%	14%	22%	34%	30%	1%	18%	20%	20%	14%
Hamlet & Isolated Dwelling	60	30	30	8	2	2	10	12	25	18	10	18	14	21	*	-	2	6	2	8	2	1	5	15	12	20
	3%	3%	3%	3%	1%	1%	3%	4%	6%	3%	2%	4%	3%	11%	1%	-	1%	3%	1%	8%	1%	*	2%	8%	4%	2%

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 19
Which of the following best describes where you live?
Base: All respondents

	Total	Combined annual household income prior to tax		
		Up to £14k	>£14k- £28k	>£28k +
Unweighted base	2010	586	857	483
Weighted base	2010	450	829	638
NET: Urban	1614 80%	377 84%	661 80%	501 78%
Urban - Population over 10,000	831 41%	191 43%	326 39%	277 43%
Town and Fringe	783 39%	186 41%	335 40%	224 35%
NET: Rural	396 20%	73 16%	167 20%	137 22%
Village	336 17%	67 15%	148 18%	108 17%
Hamlet & Isolated Dwelling	60 3%	6 1%	20 2%	30 5%

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 20
Which of the following best describes your current working status?
Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	South East	South West	Public	Private	
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	192	77	239	168	212	143	104	159	195	322	199	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	181	80	221	181	181	141	101	201	261	281	181	268	858
NET: Working	1126	565	560	131	283	259	267	146	39	293	367	274	190	108	46	114	115	102	70	58	121	160	137	94	268	858
	56%	57%	55%	55%	84%	77%	75%	49%	9%	55%	66%	63%	40%	60%	57%	52%	64%	56%	50%	57%	60%	61%	49%	52%	100%	100%
Working full time - working 30 hours per week or more	884	491	393	99	244	206	213	108	14	246	292	209	137	89	36	83	89	80	60	51	94	127	115	60	208	676
	44%	50%	38%	41%	72%	61%	59%	36%	3%	46%	52%	48%	29%	49%	45%	38%	49%	44%	43%	50%	47%	48%	41%	33%	78%	79%
Working part time - working between 8 and 29 hours per week	241	74	167	32	39	53	54	38	25	47	75	66	53	19	10	31	26	22	10	7	27	33	22	33	59	182
	12%	8%	16%	13%	11%	16%	15%	13%	6%	9%	13%	15%	11%	11%	12%	14%	15%	12%	7%	7%	13%	13%	8%	19%	22%	21%
NET: Not working	884	420	465	108	55	79	91	152	399	244	190	163	287	73	34	107	66	79	71	43	80	102	144	87	-	-
	44%	43%	45%	45%	16%	23%	25%	51%	91%	45%	34%	37%	60%	40%	43%	48%	36%	44%	50%	43%	40%	39%	51%	48%	-	-
Not working but seeking work or temporarily unemployed or sick	116	57	59	19	17	28	33	18	1	11	16	17	72	11	4	17	14	7	15	7	3	12	15	11	-	-
	6%	6%	6%	8%	5%	8%	9%	6%	*	2%	3%	4%	15%	6%	5%	8%	8%	4%	11%	7%	1%	5%	5%	6%	-	-
Not working and not seeking work	137	50	87	74	10	20	16	15	1	15	40	25	57	12	11	21	10	10	2	9	9	32	14	8	-	-
	7%	5%	8%	31%	3%	6%	5%	5%	*	3%	7%	6%	12%	7%	14%	9%	6%	5%	1%	9%	5%	12%	5%	4%	-	-
Retired on a state pension only	107	41	66	-	-	-	1	16	91	10	8	11	78	11	2	9	4	13	7	3	17	11	15	15	-	-
	5%	4%	6%	-	-	-	*	5%	21%	2%	1%	2%	16%	6%	3%	4%	2%	7%	5%	3%	9%	4%	5%	8%	-	-
Retired with a private pension	387	252	135	-	*	1	4	81	301	187	97	76	26	30	9	47	25	39	35	16	39	34	75	38	-	-
	19%	26%	13%	-	*	*	1%	27%	69%	35%	17%	17%	5%	16%	12%	21%	14%	22%	25%	16%	19%	13%	27%	21%	-	-
House person, housewife, househusband, etc.	138	19	119	15	28	30	37	22	6	20	29	34	55	9	8	14	12	10	12	8	12	13	26	15	-	-
	7%	2%	12%	6%	8%	9%	10%	7%	1%	4%	5%	8%	11%	5%	10%	6%	7%	6%	8%	8%	6%	5%	9%	8%	-	-

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 20
Which of the following best describes your current working status?
Base: All respondents

	Total	Combined annual household income prior to tax		
		Up to £14k	>£14k- £28k	>£28k +
Unweighted base	2010	586	857	483
Weighted base	2010	450	829	638
NET: Working	1126 56%	168 37%	469 57%	449 70%
Working full time - working 30 hours per week or more	884 44%	92 21%	379 46%	381 60%
Working part time - working between 8 and 29 hours per week	241 12%	76 17%	90 11%	68 11%
NET: Not working	884 44%	282 63%	359 43%	189 30%
Not working but seeking work or temporarily unemployed or sick	116 6%	64 14%	31 4%	17 3%
Not working and not seeking work	137 7%	63 14%	36 4%	25 4%
Retired on a state pension only	107 5%	53 12%	34 4%	13 2%
Retired with a private pension	387 19%	58 13%	196 24%	106 17%
House person, housewife, househusband, etc.	138 7%	43 10%	62 8%	29 5%

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 21
Do you work in any of the following occupations?
Base: All respondents who work

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	981	517	464	104	227	249	220	143	38	239	374	204	164	98	41	104	88	108	66	52	79	111	141	93	232	749
Weighted base	1126	565	560	131	283	259	267	146	39	293	367	274	190	108	46	114	115	102	70	58	121	160	137	94	268	858
NET: Public Sector	268	104	164	23	66	67	64	41	7	86	99	45	38	27	13	23	23	25	22	25	25	28	29	28	268	-
	24%	18%	29%	18%	23%	26%	24%	28%	17%	29%	27%	16%	20%	25%	29%	20%	20%	24%	32%	44%	20%	18%	21%	29%	100%	-
Central government including all administrative departments and central government agencies such as the Bank of England	24	15	8	-	3	12	7	2	-	14	10	-	-	1	1	3	2	1	1	2	3	3	4	3	24	-
	2%	3%	1%	-	1%	4%	3%	1%	-	5%	3%	-	-	1%	2%	2%	1%	1%	1%	4%	2%	2%	3%	4%	9%	-
HM Forces	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
National Health Service	81	21	60	10	26	13	21	9	2	18	27	19	18	7	3	7	7	10	10	8	4	6	6	14	81	-
	7%	4%	11%	8%	9%	5%	8%	6%	5%	6%	7%	7%	9%	7%	6%	6%	6%	9%	15%	14%	3%	4%	4%	15%	30%	-
Universities and Academies funded by government	21	7	14	5	6	5	2	2	-	6	11	3	1	1	2	-	3	1	2	2	-	6	-	4	21	-
	2%	1%	3%	4%	2%	2%	1%	2%	-	2%	3%	1%	*	1%	3%	-	2%	1%	3%	4%	-	4%	-	4%	8%	-
Courts service	1	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-
	*	*	-	-	-	*	-	-	-	-	*	-	-	-	-	-	1%	-	-	-	-	-	-	-	*	-
Local government administration	32	16	16	1	8	6	7	8	2	11	19	2	1	2	1	6	5	5	2	2	3	4	1	2	32	-
	3%	3%	3%	1%	3%	2%	2%	6%	6%	4%	5%	1%	*	1%	3%	5%	4%	5%	3%	3%	3%	3%	*	2%	12%	-
Police service	3	2	1	-	1	2	-	-	-	1	2	-	-	-	-	1	-	-	-	-	1	1	-	-	3	-
	*	*	*	-	*	1%	-	-	-	*	1%	-	-	-	-	1%	-	-	-	-	1%	1%	-	-	1%	-
Public sector housing	10	5	4	-	4	4	1	1	-	3	4	2	-	-	-	1	-	1	2	-	1	4	1	*	10	-
	1%	1%	1%	-	1%	1%	*	1%	-	1%	1%	1%	-	-	-	1%	-	1%	3%	-	*	2%	1%	1%	4%	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	37	8	29	4	5	9	12	6	1	21	8	2	5	1	4	3	3	4	2	5	6	4	4	2	37	-
	3%	1%	5%	3%	2%	3%	4%	4%	3%	7%	2%	1%	3%	1%	8%	3%	2%	4%	2%	8%	5%	2%	3%	2%	14%	-

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 21
Do you work in any of the following occupations?
Base: All respondents who work

	Gender		Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Weighted base	1126	565	560	131	283	259	267	146	39	293	367	274	190	108	46	114	115	102	70	58	121	160	137	94	268	858
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	12 1%	9 2%	3 1%	* *	2 1%	1 *	4 2%	4 3%	- -	1 *	3 1%	5 2%	3 2%	3 3%	- -	- -	- -	1 1%	1 2%	2 4%	4 3%	- -	- -	* *	12 4%	- -
Bradford and Bingley or Northern Rock Building societies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other public sector occupation (please specify as much detail as possible)	48 4%	19 3%	29 5%	3 3%	11 4%	14 5%	10 4%	9 6%	1 3%	11 4%	14 4%	12 4%	10 5%	12 11%	3 6%	3 2%	4 3%	3 3%	2 3%	4 7%	3 2%	-	13 10%	2 2%	48 18%	-
None of the above (Private Sector)	858 76%	461 82%	397 71%	108 82%	217 77%	192 74%	203 76%	106 72%	33 83%	207 71%	268 73%	229 84%	153 80%	82 75%	33 71%	91 80%	93 80%	77 76%	48 68%	32 56%	97 80%	131 82%	109 79%	66 71%	-	858 100%

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 21
Do you work in any of the following occupations?
Base: All respondents who work

	Combined annual household income prior to tax			
	Total	Up to £14k	>£14k- £28k	>£28k +
Unweighted base	981	197	438	313
Weighted base	1126	168	469	449
NET: Public Sector	268 24%	26 15%	119 25%	116 26%
Central government including all administrative departments and central government agencies such as the Bank of England	24 2%	- -	11 2%	8 2%
HM Forces	- -	- -	- -	- -
National Health Service	81 7%	4 2%	44 9%	33 7%
Universities and Academies funded by government	21 2%	2 1%	7 2%	11 2%
Courts service	1 *	- -	- -	1 *
Local government administration	32 3%	4 2%	16 3%	12 3%
Police service	3 *	1 1%	1 *	1 *
Public sector housing	10 1%	2 1%	5 1%	2 1%
Teaching employed by local education authority including voluntary aided schools and foundation schools	37 3%	5 3%	11 2%	21 5%
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	12 1%	* *	5 1%	6 1%

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 21
Do you work in any of the following occupations?
Base: All respondents who work

	Combined annual household income prior to tax			
	Total	Up to £14k	>£14k- £28k	>£28k +
Weighted base	1126	168	469	449
Bradford and Bingley or Northern Rock Building societies	-	-	-	-
Other public sector occupation (please specify as much detail as possible)	48 4%	7 4%	18 4%	21 5%
None of the above (Private Sector)	858 76%	143 85%	351 75%	333 74%

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 22
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	192	77	239	168	212	143	104	159	195	322	199	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	181	80	221	181	181	141	101	201	261	281	181	268	858
No children aged 18 or under	1459 73%	736 75%	723 71%	187 78%	193 57%	162 48%	216 60%	270 90%	432 99%	402 75%	414 74%	277 63%	367 77%	124 69%	55 68%	166 75%	114 63%	143 79%	102 72%	69 69%	155 77%	189 72%	209 74%	134 74%	176 66%	535 62%
NET: Yes	543 27%	245 25%	298 29%	48 20%	144 42%	176 52%	141 39%	29 10%	6 1%	134 25%	139 25%	160 37%	109 23%	56 31%	26 32%	55 25%	66 36%	38 21%	39 28%	31 30%	46 23%	68 26%	72 25%	47 26%	89 33%	318 37%
Yes - children aged under 5 years old	189 9%	72 7%	117 11%	34 14%	102 30%	39 12%	10 3%	2 1%	2 *	43 8%	62 11%	51 12%	31 7%	21 11%	4 5%	17 8%	20 11%	11 6%	18 12%	11 11%	11 5%	34 13%	30 11%	13 7%	30 11%	107 12%
Yes - children aged 5 to 10 years old	212 11%	110 11%	102 10%	13 5%	65 19%	97 29%	28 8%	8 3%	1 *	55 10%	59 11%	63 14%	36 8%	21 11%	7 9%	25 11%	31 17%	14 8%	12 9%	16 16%	15 7%	32 12%	21 8%	19 10%	41 15%	124 14%
Yes - children aged 11 to 15 years old	213 11%	108 11%	105 10%	10 4%	25 7%	77 23%	88 25%	14 5%	1 *	55 10%	43 8%	70 16%	45 9%	22 12%	11 14%	23 11%	23 13%	20 11%	14 10%	14 14%	27 13%	18 7%	20 7%	20 11%	32 12%	136 16%
Yes - children aged 16 to 18 years old	134 7%	60 6%	74 7%	1 1%	3 1%	41 12%	76 21%	9 3%	3 1%	39 7%	22 4%	39 9%	34 7%	4 2%	9 12%	13 6%	10 6%	7 4%	10 7%	6 6%	21 11%	15 6%	22 8%	14 8%	22 8%	72 8%
Refused	8 *	4 *	4 *	5 2%	1 *	* *	2 *	- -	- -	2 *	5 1%	- -	2 *	1 1%	- -	- -	1 1%	* *	- -	1 1%	- -	4 2%	1 *	- -	2 1%	4 1%

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 22
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Combined annual household income prior to tax			
	Total	Up to £14k	>£14k- £28k	>£28k +
Unweighted base	2010	586	857	483
Weighted base	2010	450	829	638
No children aged 18 or under	1459 73%	348 77%	610 74%	428 67%
NET: Yes	543 27%	101 22%	217 26%	210 33%
Yes - children aged under 5 years old	189 9%	31 7%	78 9%	77 12%
Yes - children aged 5 to 10 years old	212 11%	43 10%	77 9%	90 14%
Yes - children aged 11 to 15 years old	213 11%	43 10%	85 10%	79 12%
Yes - children aged 16 to 18 years old	134 7%	22 5%	55 7%	49 8%
Refused	8 *	* *	2 *	1 *

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 23
Which of the following ITV regions do you live in?
Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	192	77	239	168	212	143	104	159	195	322	199	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	181	80	221	181	181	141	101	201	261	281	181	268	858
Anglia	186 9%	97 10%	89 9%	18 8%	27 8%	19 6%	45 13%	35 12%	42 10%	41 8%	50 9%	33 8%	61 13%	-	-	-	-	*	12 8%	-	161 80%	-	12 4%	-	26 10%	89 10%
Border	15 1%	4 *	10 1%	1 1%	3 1%	3 1%	-	1 *	7 2%	4 1%	8 1%	1 *	2 *	5 3%	-	9 4%	-	-	-	-	-	-	-	-	1 1%	2 *
Central	297 15%	153 16%	143 14%	23 10%	48 14%	59 17%	52 15%	36 12%	78 18%	85 16%	80 14%	60 14%	72 15%	3 2%	-	-	-	175 97%	109 78%	2 2%	1 1%	-	* *	6 3%	46 17%	112 13%
Granada	213 11%	109 11%	104 10%	28 12%	31 9%	38 11%	41 12%	26 9%	49 11%	61 11%	50 9%	57 13%	45 9%	-	-	210 95%	-	1 *	-	1 1%	-	* *	1 *	-	22 8%	91 11%
London	365 18%	162 16%	203 20%	58 24%	71 21%	66 19%	45 12%	52 17%	74 17%	114 21%	115 21%	68 15%	69 14%	1 *	-	-	-	-	1 1%	-	29 14%	260 99%	75 27%	-	47 17%	161 19%
Meridian	220 11%	116 12%	104 10%	15 6%	36 11%	28 8%	43 12%	41 14%	57 13%	58 11%	55 10%	53 12%	54 11%	-	-	-	-	1 *	-	-	-	1 *	192 68%	26 14%	11 4%	97 11%
STV	172 9%	84 8%	88 9%	28 12%	33 10%	28 8%	21 6%	31 10%	31 7%	44 8%	47 8%	47 11%	34 7%	172 95%	-	-	-	-	-	-	-	-	-	-	26 10%	78 9%
Tyne Tees	76 4%	30 3%	46 5%	17 7%	12 3%	6 2%	22 6%	11 4%	8 2%	19 4%	21 4%	15 3%	21 4%	-	76 94%	-	*	-	-	-	-	-	-	-	9 3%	33 4%
Wales	97 5%	48 5%	50 5%	8 3%	17 5%	27 8%	18 5%	13 4%	15 3%	20 4%	27 5%	24 5%	26 5%	-	-	-	-	-	-	97 97%	-	-	-	-	25 9%	31 4%
West	59 3%	33 3%	26 3%	2 1%	6 2%	14 4%	13 4%	7 2%	17 4%	20 4%	16 3%	11 2%	13 3%	-	-	2 1%	-	3 2%	1 1%	1 1%	-	-	-	52 29%	3 1%	29 3%
Westcountry	98 5%	41 4%	57 6%	8 3%	16 5%	15 4%	24 7%	11 4%	23 5%	22 4%	27 5%	18 4%	31 6%	-	-	-	-	1 *	-	-	-	-	-	97 54%	23 9%	31 4%
Yorkshire	213 11%	109 11%	104 10%	32 13%	38 11%	36 11%	33 9%	36 12%	37 8%	50 9%	62 11%	51 12%	50 11%	-	5 6%	-	180 100%	-	18 13%	-	10 5%	-	-	-	29 11%	105 12%

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 23
Which of the following ITV regions do you live in?
Base: All respondents

	Combined annual household income prior to tax			
	Total	Up to £14k	>£14k- £28k	>£28k +
Unweighted base	2010	586	857	483
Weighted base	2010	450	829	638
Anglia	186 9%	40 9%	90 11%	42 7%
Border	15 1%	4 1%	7 1%	3 1%
Central	297 15%	68 15%	130 16%	87 14%
Granada	213 11%	47 10%	82 10%	77 12%
London	365 18%	89 20%	129 16%	127 20%
Meridian	220 11%	48 11%	104 13%	58 9%
STV	172 9%	32 7%	53 6%	76 12%
Tyne Tees	76 4%	25 6%	29 4%	20 3%
Wales	97 5%	18 4%	48 6%	27 4%
West	59 3%	8 2%	27 3%	22 3%
Westcountry	98 5%	26 6%	37 4%	31 5%
Yorkshire	213 11%	43 10%	92 11%	67 11%

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 24
Marital Status
Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	192	77	239	168	212	143	104	159	195	322	199	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	181	80	221	181	181	141	101	201	261	281	181	268	858
Single	559 28%	275 28%	284 28%	167 70%	139 41%	114 34%	86 24%	37 12%	17 4%	130 24%	198 36%	93 21%	138 29%	55 31%	27 34%	54 24%	52 29%	57 32%	33 24%	24 24%	50 25%	90 34%	70 25%	46 26%	79 30%	300 35%
NET: Married/ Civil partnership/ co habiting	1164 58%	604 61%	560 55%	65 27%	194 57%	197 58%	216 60%	197 66%	296 68%	332 62%	279 50%	303 69%	251 53%	101 56%	41 51%	133 60%	97 54%	103 57%	85 60%	59 59%	129 64%	129 49%	175 62%	114 63%	153 57%	470 55%
Married	862 43%	482 49%	380 37%	18 8%	114 34%	139 41%	164 46%	153 51%	274 63%	262 49%	189 34%	232 53%	179 38%	76 42%	28 35%	108 49%	59 33%	80 44%	57 40%	44 44%	101 50%	96 37%	127 45%	87 48%	105 39%	318 37%
Civil Partnership	22 1%	16 2%	5 1%	6 2%	5 2%	5 1%	4 1%	1 *	1 *	3 1%	5 1%	3 1%	10 2%	6 3%	1 1%	1 *	1 1%	2 1%	1 1%	- -	- -	2 1%	6 2%	3 2%	3 1%	13 2%
Co Habiting	281 14%	105 11%	175 17%	41 17%	75 22%	54 16%	47 13%	43 15%	21 5%	66 12%	85 15%	67 15%	61 13%	19 10%	12 15%	24 11%	37 20%	21 12%	27 19%	15 15%	29 14%	31 12%	42 15%	24 13%	45 17%	139 16%
NET: Widowed/ separated/ divorced	271 13%	97 10%	174 17%	* *	4 1%	23 7%	55 15%	65 22%	124 28%	73 14%	75 14%	38 9%	84 18%	22 12%	11 14%	32 14%	31 17%	21 11%	22 16%	17 17%	20 10%	38 15%	35 13%	21 11%	33 12%	80 9%
Widowed	71 4%	19 2%	52 5%	- -	- -	1 *	4 1%	11 4%	55 12%	18 3%	17 3%	11 3%	25 5%	11 6%	- -	10 5%	7 4%	5 3%	8 6%	5 5%	4 2%	12 5%	5 2%	3 2%	6 2%	5 1%
Separated	33 2%	15 2%	17 2%	* *	3 1%	4 1%	8 2%	10 3%	7 2%	6 1%	8 2%	8 2%	11 2%	3 2%	4 5%	4 2%	1 1%	4 2%	3 2%	1 1%	3 1%	2 1%	4 1%	4 2%	8 3%	12 1%
Divorced	167 8%	63 6%	105 10%	- -	1 *	17 5%	43 12%	44 15%	62 14%	49 9%	50 9%	19 4%	49 10%	8 4%	8 9%	18 8%	23 13%	12 7%	11 8%	11 11%	14 7%	24 9%	26 9%	13 7%	19 7%	64 7%
Prefer not to answer	16 1%	9 1%	7 1%	7 3%	2 1%	4 1%	2 1%	- -	1 *	3 1%	4 1%	4 1%	4 1%	2 1%	1 1%	3 1%	1 1%	* *	- -	1 1%	2 1%	4 2%	1 *	- -	3 1%	8 1%

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 24
Marital Status
Base: All respondents

	Combined annual household income prior to tax			
	Total	Up to £14k	>£14k- £28k	>£28k +
Unweighted base	2010	586	857	483
Weighted base	2010	450	829	638
Single	559 28%	187 42%	223 27%	129 20%
NET: Married/ Civil partnership/ co habiting	1164 58%	154 34%	493 59%	466 73%
Married	862 43%	109 24%	368 44%	343 54%
Civil Partnership	22 1%	4 1%	4 *	8 1%
Co Habiting	281 14%	41 9%	121 15%	115 18%
NET: Widowed/ separated/ divorced	271 13%	108 24%	111 13%	39 6%
Widowed	71 4%	26 6%	31 4%	8 1%
Separated	33 2%	13 3%	13 2%	6 1%
Divorced	167 8%	69 15%	67 8%	25 4%
Prefer not to answer	16 1%	1 *	2 *	3 1%

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 25
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	192	77	239	168	212	143	104	159	195	322	199	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	181	80	221	181	181	141	101	201	261	281	181	268	858
Glasgow	86 4%	42 4%	44 4%	13 6%	17 5%	20 6%	8 2%	12 4%	16 4%	22 4%	22 4%	20 5%	22 5%	85 47%	-	-	-	-	-	-	-	2 1%	-	-	9 3%	40 5%
Edinburgh	61 3%	24 2%	36 4%	9 4%	10 3%	7 2%	9 2%	11 4%	14 3%	21 4%	15 3%	11 2%	13 3%	61 34%	-	-	-	-	-	-	-	-	-	-	9 3%	25 3%
Newcastle	75 4%	29 3%	47 5%	17 7%	12 3%	6 2%	20 6%	12 4%	10 2%	18 3%	22 4%	15 3%	20 4%	-	72 90%	3 1%	-	-	-	-	-	-	-	-	8 3%	32 4%
Leeds	90 4%	43 4%	47 5%	17 7%	10 3%	16 5%	17 5%	14 5%	16 4%	22 4%	29 5%	23 5%	17 3%	-	-	-	90 50%	-	-	-	-	-	-	-	11 4%	52 6%
Hull	37 2%	16 2%	22 2%	9 4%	11 3%	2 1%	5 2%	4 1%	7 1%	12 2%	13 2%	4 1%	9 2%	-	3 4%	-	32 18%	-	2 2%	-	-	-	-	-	7 2%	14 2%
Sheffield	52 3%	25 2%	28 3%	5 2%	14 4%	12 4%	9 3%	5 2%	6 1%	13 2%	12 2%	15 4%	12 2%	-	-	-	42 23%	-	10 7%	-	-	-	-	-	7 3%	23 3%
Manchester	156 8%	80 8%	76 7%	16 7%	26 8%	29 9%	30 8%	17 6%	39 9%	49 9%	32 6%	46 11%	28 6%	-	-	148 67%	-	7 4%	1 1%	-	-	-	-	-	15 6%	69 8%
Liverpool	59 3%	27 3%	31 3%	12 5%	5 2%	10 3%	15 4%	9 3%	8 2%	12 2%	21 4%	10 2%	16 3%	-	-	53 24%	-	-	6 6%	-	-	-	-	-	7 3%	25 3%
Nottingham	88 4%	41 4%	47 5%	10 4%	12 3%	20 6%	14 4%	8 3%	25 6%	19 4%	26 5%	19 4%	23 5%	-	-	-	3 1%	-	83 59%	-	3 1%	-	-	-	19 7%	29 3%
Birmingham	178 9%	97 10%	81 8%	11 5%	33 10%	36 11%	28 8%	19 6%	51 12%	58 11%	49 9%	32 7%	38 8%	-	-	-	-	153 84%	21 15%	-	-	-	-	4 2%	25 9%	76 9%
Norwich	104 5%	48 5%	56 5%	12 5%	11 3%	14 4%	23 7%	24 8%	20 4%	19 4%	32 6%	15 3%	38 8%	-	-	-	-	-	*	-	103 51%	-	1 *	-	18 7%	52 6%
Milton Keynes	46 2%	31 3%	15 1%	3 1%	10 3%	3 1%	10 3%	4 1%	16 4%	16 3%	7 1%	7 2%	16 3%	-	-	-	-	*	15 11%	-	22 11%	-	9 3%	-	2 1%	23 3%
Brighton	60 3%	38 4%	22 2%	4 2%	5 2%	4 1%	15 4%	10 3%	22 5%	24 4%	9 2%	16 4%	11 2%	-	-	1 1%	-	-	-	-	-	-	58 21%	1 *	5 2%	22 3%

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 25
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	181	80	221	181	181	141	101	201	261	281	181	268	858
Oxford	11 1%	4 *	7 1%	1 *	3 1%	2 1%	1 *	3 1%	1 *	2 *	2 *	3 1%	4 1%	-	-	-	-	1 1%	-	-	-	-	7 3%	3 1%	-	5 1%
London	428 21%	202 21%	226 22%	55 23%	82 24%	75 22%	63 18%	66 22%	87 20%	128 24%	126 23%	84 19%	90 19%	-	-	-	-	-	-	48 24%	257 98%	123 44%	-	54 20%	188 22%	
Southampton	84 4%	39 4%	45 4%	6 3%	14 4%	15 4%	11 3%	15 5%	23 5%	19 4%	29 5%	22 5%	14 3%	-	2 2%	-	-	-	-	-	-	-	57 20%	25 14%	4 1%	39 5%
Bristol	75 4%	40 4%	35 3%	4 2%	8 2%	16 5%	15 4%	9 3%	22 5%	28 5%	23 4%	14 3%	10 2%	-	-	-	-	2 1%	-	-	-	-	-	73 40%	11 4%	31 4%
Plymouth	59 3%	23 2%	36 3%	7 3%	7 2%	7 2%	18 5%	8 3%	11 3%	9 2%	18 3%	10 2%	22 5%	-	-	-	-	-	-	-	-	3 1%	-	56 31%	15 6%	18 2%
Cardiff	76 4%	34 3%	42 4%	7 3%	12 4%	24 7%	14 4%	12 4%	8 2%	17 3%	23 4%	15 3%	21 4%	-	-	-	-	-	-	76 75%	-	-	-	* *	22 8%	29 3%
None of these	183 9%	100 10%	83 8%	20 8%	33 10%	22 7%	33 9%	37 12%	37 8%	29 5%	45 8%	56 13%	54 11%	36 20%	3 4%	16 7%	14 8%	17 10%	9 6%	19 19%	25 13%	-	26 9%	19 10%	20 8%	65 8%

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 25
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Combined annual household income prior to tax			
	Total	Up to £14k	>£14k- £28k	>£28k +
Unweighted base	2010	586	857	483
Weighted base	2010	450	829	638
Glasgow	86 4%	14 3%	30 4%	30 5%
Edinburgh	61 3%	16 4%	16 2%	27 4%
Newcastle	75 4%	24 5%	29 4%	21 3%
Leeds	90 4%	20 4%	41 5%	22 3%
Hull	37 2%	6 1%	15 2%	14 2%
Sheffield	52 3%	11 2%	25 3%	15 2%
Manchester	156 8%	35 8%	55 7%	60 9%
Liverpool	59 3%	14 3%	28 3%	13 2%
Nottingham	88 4%	20 5%	53 6%	11 2%
Birmingham	178 9%	40 9%	64 8%	67 11%
Norwich	104 5%	22 5%	55 7%	22 3%
Milton Keynes	46 2%	4 1%	26 3%	10 2%
Brighton	60 3%	9 2%	31 4%	15 2%
Oxford	11 1%	* *	8 1%	3 1%
London	428 21%	102 23%	151 18%	154 24%

Food Fraud Survey
ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 25
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Combined annual household income prior to tax			
	Total	Up to £14k	>£14k- £28k	>£28k +
Weighted base	2010	450	829	638
Southampton	84 4%	17 4%	40 5%	22 3%
Bristol	75 4%	7 2%	32 4%	34 5%
Plymouth	59 3%	23 5%	21 3%	14 2%
Cardiff	76 4%	16 4%	39 5%	18 3%
None of these	183 9%	47 11%	70 8%	63 10%

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 26

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

		Gender		Age						Social Grade				Region							Employment Sector						
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	192	77	239	168	212	143	104	159	195	322	199	232	749	
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	181	80	221	181	181	141	101	201	261	281	181	268	858	
Up to £7,000	(3.5)	112	48	64	34	15	16	18	18	10	4	28	8	70	10	4	11	10	11	8	7	7	21	14	8	5	25
		6%	5%	6%	14%	4%	5%	5%	6%	2%	1%	5%	2%	15%	6%	6%	5%	6%	6%	7%	3%	8%	5%	4%	2%	3%	
£7,001 to £14,000	(10.5)	338	141	197	44	40	49	65	57	84	41	69	59	170	23	21	39	26	34	26	13	31	50	49	27	20	118
		17%	14%	19%	18%	12%	14%	18%	19%	19%	8%	12%	13%	35%	13%	26%	18%	14%	19%	18%	13%	15%	19%	17%	15%	7%	14%
£14,001 to £21,000	(17.5)	382	197	185	32	58	61	76	54	102	68	116	96	102	25	11	40	43	26	32	20	57	30	51	46	48	154
		19%	20%	18%	14%	17%	18%	21%	18%	23%	13%	21%	22%	21%	14%	14%	18%	24%	14%	23%	20%	28%	11%	18%	26%	18%	18%
£21,001 to £28,000	(24.5)	447	227	220	39	78	78	69	80	103	137	146	104	61	31	20	45	37	39	42	30	45	52	72	34	71	197
		22%	23%	21%	16%	23%	23%	19%	27%	23%	25%	26%	24%	13%	17%	24%	20%	20%	22%	30%	30%	22%	20%	25%	19%	27%	23%
£28,001 to £34,000	(31)	338	183	155	16	67	72	65	54	64	143	77	84	34	37	13	32	33	33	25	17	28	45	42	33	80	148
		17%	19%	15%	7%	20%	21%	18%	18%	15%	27%	14%	19%	7%	20%	16%	14%	18%	18%	17%	17%	14%	17%	15%	18%	30%	17%
£34,001 to £41,000	(37.5)	158	83	74	18	35	26	29	15	36	68	40	36	14	25	4	21	8	23	3	6	8	25	19	17	20	89
		8%	8%	7%	7%	10%	8%	8%	5%	8%	13%	7%	8%	3%	14%	4%	9%	5%	12%	2%	6%	4%	10%	7%	9%	7%	10%
£41,001 to £48,000	(44.5)	62	27	35	22	11	5	8	8	9	24	25	9	4	3	3	10	10	2	1	4	6	8	10	3	9	36
		3%	3%	3%	9%	3%	1%	2%	3%	2%	4%	4%	2%	1%	2%	3%	5%	6%	1%	1%	4%	3%	3%	4%	2%	3%	4%
£48,001 to £55,000	(51.5)	31	14	17	6	10	3	11	-	1	13	10	8	1	5	4	3	1	1	-	-	4	3	7	2	5	19
		2%	1%	2%	2%	3%	1%	3%	-	*	2%	2%	2%	*	3%	6%	1%	1%	1%	-	-	2%	1%	2%	1%	2%	2%
£55,001 to £62,000	(58.5)	16	6	10	2	4	7	2	1	-	10	4	2	-	1	-	4	-	4	-	-	-	6	2	-	3	11
		1%	1%	1%	1%	1%	2%	1%	*	-	2%	1%	*	-	*	-	2%	-	2%	-	-	-	2%	1%	-	1%	1%
£62,001 to £69,000	(65.5)	19	3	17	9	3	3	5	-	-	4	12	4	-	-	-	9	-	-	-	-	6	3	1	-	16	
		1%	*	2%	4%	1%	1%	1%	-	-	1%	2%	1%	-	-	-	4%	-	-	-	-	2%	1%	1%	-	2%	
£69,001 to £76,000	(72.5)	11	7	5	3	9	-	-	-	-	3	6	2	1	9	-	-	2	-	-	-	1	-	-	-	11	
		1%	1%	*	1%	3%	-	-	-	-	1%	1%	*	*	5%	-	-	1%	-	-	-	*	-	-	-	1%	
£76,001 to £83,000	(79.5)	3	-	3	-	3	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	3	-	-	3	
		*	-	*	-	1%	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	*	
£83,001 or more	(86)	*	-	*	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	
		*	-	*	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 26

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	181	80	221	181	181	141	101	201	261	281	181	268	858
Prefer not to answer	94	49	44	16	6	19	11	12	30	23	22	27	21	11	1	7	11	9	4	4	16	13	10	8	7	32
	5%	5%	4%	7%	2%	6%	3%	4%	7%	4%	4%	6%	4%	6%	1%	3%	6%	5%	3%	4%	8%	5%	3%	5%	3%	4%
Average income (£000's)	23.77	23.95	23.61	24.11	27.28	24.17	23.66	21.60	22.05	28.69	25.32	24.54	15.74	27.48	22.49	25.36	23.09	23.40	20.59	22.51	22.24	24.47	24.10	23.15	26.19	26.69

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 26

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

		Combined annual household income prior to tax			
		Total	Up to £14k	>£14k- £28k	>£28k +
Unweighted base	2010		586	857	483
Weighted base	2010		450	829	638
Up to £7,000	(3.5) 6%	112	112	-	-
			25%	-	-
£7,001 to £14,000	(10.5) 17%	338	338	-	-
			75%	-	-
£14,001 to £21,000	(17.5) 19%	382	-	382	-
			-	46%	-
£21,001 to £28,000	(24.5) 22%	447	-	447	-
			-	54%	-
£28,001 to £34,000	(31) 17%	338	-	-	338
			-	-	53%
£34,001 to £41,000	(37.5) 8%	158	-	-	158
			-	-	25%
£41,001 to £48,000	(44.5) 3%	62	-	-	62
			-	-	10%
£48,001 to £55,000	(51.5) 2%	31	-	-	31
			-	-	5%
£55,001 to £62,000	(58.5) 1%	16	-	-	16
			-	-	2%
£62,001 to £69,000	(65.5) 1%	19	-	-	19
			-	-	3%
£69,001 to £76,000	(72.5) 1%	11	-	-	11
			-	-	2%
£76,001 to £83,000	(79.5) *	3	-	-	3
			-	-	*
£83,001 or more	(86) *	*	-	-	*
			-	-	*
Prefer not to answer	94 5%	-	-	-	-
			-	-	-
Average income (£000's)	23.77	8.76	21.27	37.60	

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 27

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Gender			Age						Social Grade					Region								Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	192	77	239	168	212	143	104	159	195	322	199	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	181	80	221	181	181	141	101	201	261	281	181	268	858
NET: Yes	438	224	214	32	36	67	97	73	133	101	91	90	156	46	18	49	26	40	32	23	33	50	70	52	39	95
	22%	23%	21%	13%	11%	20%	27%	25%	30%	19%	16%	21%	33%	25%	22%	22%	14%	22%	23%	22%	16%	19%	25%	29%	14%	11%
Yes - physical condition	281	141	140	8	16	38	62	51	105	67	57	68	88	28	12	32	14	26	25	14	23	34	42	31	23	51
	14%	14%	14%	3%	5%	11%	17%	17%	24%	12%	10%	16%	19%	15%	14%	14%	8%	14%	18%	14%	11%	13%	15%	17%	9%	6%
Yes - disability	159	87	71	5	11	32	37	27	47	38	30	28	63	7	6	17	8	17	13	7	16	22	27	18	11	23
	8%	9%	7%	2%	3%	9%	10%	9%	11%	7%	5%	6%	13%	4%	7%	8%	4%	9%	9%	7%	8%	9%	10%	10%	4%	3%
Yes - mental condition	144	54	90	26	21	37	45	10	5	19	24	35	66	19	8	11	9	11	16	6	7	18	20	19	14	39
	7%	6%	9%	11%	6%	11%	12%	3%	1%	3%	4%	8%	14%	10%	5%	5%	6%	12%	6%	4%	7%	7%	11%	5%	5%	
Yes - other	23	14	9	2	1	1	6	6	7	3	6	3	12	1	1	1	2	2	2	1	3	4	3	2	2	5
	1%	1%	1%	1%	*	*	2%	2%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
No	1522	735	787	201	293	261	249	217	301	427	453	332	309	131	61	166	150	137	106	77	159	199	208	127	224	740
	76%	75%	77%	84%	87%	77%	69%	73%	69%	80%	81%	76%	65%	73%	76%	75%	83%	76%	76%	77%	79%	76%	74%	70%	84%	86%
Prefer not to say	51	26	24	7	9	10	13	8	4	9	13	15	13	4	2	6	4	4	2	1	9	13	4	2	5	23
	3%	3%	2%	3%	3%	3%	4%	3%	1%	2%	2%	4%	3%	2%	2%	3%	2%	2%	2%	1%	4%	5%	1%	1%	2%	3%

Food Fraud Survey

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 27

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Combined annual household income prior to tax			
	Total	Up to £14k	>£14k- £28k	>£28k +
Unweighted base	2010	586	857	483
Weighted base	2010	450	829	638
NET: Yes	438 22%	135 30%	184 22%	88 14%
Yes - physical condition	281 14%	79 18%	124 15%	55 9%
Yes - disability	159 8%	45 10%	69 8%	33 5%
Yes - mental condition	144 7%	60 13%	42 5%	27 4%
Yes - other	23 1%	11 2%	5 1%	6 1%
No	1522 76%	302 67%	628 76%	536 84%
Prefer not to say	51 3%	12 3%	16 2%	14 2%