

## Calories Survey

### ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 1

**Q1. To what extent do you think that adding calories on restaurant food menus is a positive or negative step forward?**

**Base: All respondents**

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West		Northern Ireland	Public	Private
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
NET: Positive	972	480	491	121	171	175	169	140	196	291	287	197	196	72	36	118	82	82	67	44	93	123	139	86	29	186	421	109
	47%	48%	46%	54%	48%	53%	47%	44%	40%	53%	48%	46%	40%	41%	42%	51%	48%	46%	45%	46%	48%	45%	49%	48%	51%	52%	49%	62%
Very positive (+2)	354	170	184	56	62	54	64	51	67	93	117	76	69	24	15	49	25	27	24	9	29	51	55	32	15	65	159	43
	17%	17%	17%	25%	17%	16%	18%	16%	14%	17%	20%	18%	14%	14%	18%	22%	15%	15%	16%	9%	15%	19%	19%	18%	26%	18%	18%	25%
Quite positive (+1)	617	310	307	66	109	121	104	89	128	198	170	122	128	48	21	68	57	54	43	36	64	72	84	54	15	121	262	66
	30%	31%	29%	29%	31%	37%	29%	28%	26%	36%	28%	28%	26%	27%	25%	30%	33%	31%	29%	37%	33%	26%	30%	30%	25%	34%	30%	38%
Neither positive nor negative (0)	640	320	319	46	97	85	117	111	184	139	174	138	188	63	24	58	53	63	47	35	58	93	77	50	19	102	242	35
	31%	32%	30%	21%	27%	26%	32%	35%	38%	26%	29%	32%	38%	36%	28%	25%	31%	35%	31%	36%	30%	34%	27%	28%	33%	29%	28%	20%
Quite negative (-1)	208	85	124	27	39	28	35	31	48	52	61	53	42	18	9	23	16	23	18	11	15	24	28	20	3	40	89	17
	10%	8%	12%	12%	11%	9%	10%	10%	10%	9%	10%	12%	9%	10%	11%	10%	9%	13%	12%	11%	8%	9%	10%	11%	6%	11%	10%	10%
Very negative (-2)	167	69	96	23	31	28	24	23	39	42	49	34	43	14	8	22	14	7	15	6	19	18	25	14	6	20	69	11
	8%	7%	9%	10%	9%	8%	7%	7%	8%	8%	8%	8%	9%	8%	9%	10%	8%	4%	10%	6%	10%	7%	9%	8%	11%	6%	8%	6%
NET: Negative	376	154	220	49	70	56	59	54	87	94	110	87	85	32	17	45	30	30	32	16	34	43	54	34	10	60	158	28
	18%	15%	21%	22%	20%	17%	16%	17%	18%	17%	18%	20%	17%	18%	20%	19%	17%	17%	22%	17%	18%	16%	19%	19%	17%	17%	18%	16%
I Don't know	83	54	29	7	18	14	16	11	17	21	27	11	25	9	8	10	7	4	3	1	7	14	12	8	-	9	46	3
	4%	5%	3%	3%	5%	4%	4%	4%	4%	4%	4%	2%	5%	5%	10%	4%	4%	2%	2%	1%	4%	5%	4%	5%	-	3%	5%	2%
Mean	0.39	0.45	0.35	0.48	0.39	0.46	0.44	0.37	0.29	0.47	0.43	0.36	0.29	0.3	0.34	0.46	0.38	0.42	0.3	0.33	0.37	0.43	0.43	0.41	0.49	0.49	0.43	0.66
Standard deviation	1.15	1.1	1.18	1.28	1.18	1.14	1.12	1.11	1.1	1.13	1.18	1.15	1.11	1.1	1.22	1.23	1.12	1.03	1.18	0.99	1.15	1.12	1.2	1.16	1.25	1.1	1.16	1.15
Standard error	0.03	0.04	0.04	0.09	0.06	0.06	0.06	0.05	0.05	0.05	0.05	0.05	0.05	0.09	0.14	0.08	0.09	0.08	0.1	0.1	0.08	0.07	0.07	0.09	0.16	0.06	0.04	0.09

Prepared by Yonder

## Calories Survey

ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 2

**Q2. Do you think having calories on menus will change where you dine out at all?**

**Base: All respondents**

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland		Public	Private	
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
Yes, it will change where I dine out	326	140	186	66	96	45	59	27	33	102	92	79	54	23	16	45	20	25	23	12	23	65	36	25	14	78	151	76
16%	14%	18%	30%	27%	14%	16%	9%	7%	19%	15%	18%	11%	13%	18%	20%	11%	14%	15%	12%	12%	24%	13%	14%	24%	22%	17%	43%	
No, it won't change where I dine out	1504	753	749	148	234	246	263	242	372	404	449	321	329	126	54	160	132	130	113	75	142	186	215	129	40	259	647	92
73%	75%	71%	66%	66%	75%	73%	77%	77%	74%	75%	74%	67%	72%	64%	70%	77%	73%	76%	77%	74%	68%	76%	73%	69%	72%	75%	52%	
Not applicable - I do not dine out	240	115	124	10	27	38	39	47	79	39	56	34	111	27	15	25	20	23	13	10	27	22	31	24	4	21	69	8
12%	11%	12%	5%	7%	12%	11%	15%	16%	7%	9%	8%	23%	16%	17%	11%	12%	13%	9%	11%	14%	8%	11%	13%	7%	6%	8%	4%	

Prepared by Yonder

**Calories Survey**  
**ONLINE Fieldwork: 17th to 19th June 2022**

Absolutes/col percents

Table 3  
**Q3. You said having calories on menus will change where you dine out. Which, if any, of the following eateries will you stop visiting, or visit less often than before?**

**Summary**  
**Base: All who said having calories on menus will change where they dine out**

	Pizza restaurants	Pasta restaurants	Pubs	Burger Restaurants	Steakhouse s	Asian Restaurants	Fast-Food Restaurants	Fine Dining Restaurants	Cafes (Serving Meals)	Chicken based restaurants
Unweighted base	323	323	323	323	323	323	323	323	323	323
Weighted base	326	326	326	326	326	326	326	326	326	326
Stop Visiting	39	29	34	54	44	36	50	37	20	33
	12%	9%	11%	17%	14%	11%	15%	11%	6%	10%
Visit Less Often	167	148	140	176	107	130	189	128	135	126
	51%	46%	43%	54%	33%	40%	58%	39%	41%	39%
It will not change how much I visit this kind of restaurant.	120	148	151	95	174	160	87	161	171	167
	37%	45%	46%	29%	53%	49%	27%	49%	53%	51%

Prepared by Yonder

## Calories Survey

ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 4

**Q3. You said having calories on menus will change where you dine out. Which, if any, of the following eateries will you stop visiting, or visit less often than before?**

**Pizza restaurants**

**Base: All who said having calories on menus will change where they dine out**

	Gender		Age						Social Grade				Region											Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland		Public	Private
Unweighted base	323	137	186	71	91	48	55	27	31	96	90	78	59	21	13	39	22	25	24	11	26	67	35	26	14	71	149	72
Weighted base	326	140	186	66	96	45	59	27	33	102	92	79	54	23	16	45	20	25	23	12	23	65	36	25	14	78	151	76
Stop Visiting	39	15	24	8	9	3	6	5	7	15	7	7	9	-	1	8	2	3	2	1	3	10	2	5	1	9	14	9
	12%	11%	13%	12%	10%	8%	10%	18%	23%	15%	8%	9%	16%	-	6%	18%	12%	12%	11%	5%	14%	15%	5%	21%	11%	12%	9%	11%
Visit Less Often	167	64	103	33	54	16	34	13	18	47	50	43	28	15	9	18	12	11	11	8	11	31	20	14	6	31	80	39
	51%	46%	55%	49%	56%	35%	58%	46%	54%	46%	54%	55%	52%	67%	58%	39%	60%	46%	50%	70%	47%	47%	55%	58%	42%	40%	53%	51%
It will not change how much I visit this kind of restaurant.	120	61	59	26	33	26	19	10	8	40	35	28	17	8	6	19	5	10	9	3	9	25	14	5	7	37	57	28
	37%	44%	32%	39%	34%	57%	32%	35%	23%	39%	38%	36%	32%	33%	36%	43%	28%	41%	39%	25%	38%	38%	40%	21%	48%	48%	38%	37%

Prepared by Yonder

## Calories Survey

ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 5

**Q3. You said having calories on menus will change where you dine out. Which, if any, of the following eateries will you stop visiting, or visit less often than before?**

**Pasta restaurants**

**Base: All who said having calories on menus will change where they dine out**

	Gender		Age						Social Grade				Region											Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland		Public	Private
Unweighted base	323	137	186	71	91	48	55	27	31	96	90	78	59	21	13	39	22	25	24	11	26	67	35	26	14	71	149	72
Weighted base	326	140	186	66	96	45	59	27	33	102	92	79	54	23	16	45	20	25	23	12	23	65	36	25	14	78	151	76
Stop Visiting	29	14	15	6	10	-	5	5	3	13	5	4	8	2	2	4	3	2	1	1	4	6	-	3	3	7	12	10
	9%	10%	8%	10%	10%	-	9%	18%	8%	12%	6%	5%	14%	7%	13%	8%	17%	7%	5%	5%	17%	9%	-	11%	20%	9%	8%	13%
Visit Less Often	148	58	90	31	46	14	30	14	14	38	50	36	24	14	4	16	11	12	9	8	7	32	17	14	4	33	70	32
	46%	42%	49%	46%	48%	32%	50%	50%	44%	38%	54%	46%	44%	61%	23%	35%	56%	50%	38%	70%	30%	49%	49%	56%	31%	42%	46%	42%
It will not change how much I visit this kind of restaurant.	148	68	80	29	40	31	24	8	16	51	37	38	22	7	10	26	5	11	13	3	12	28	19	8	7	38	69	34
	45%	48%	43%	44%	42%	68%	40%	31%	48%	50%	40%	49%	42%	31%	64%	57%	28%	43%	57%	26%	53%	42%	51%	32%	49%	49%	46%	45%

Prepared by Yonder

## Calories Survey

### ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 6

**Q3. You said having calories on menus will change where you dine out. Which, if any, of the following eateries will you stop visiting, or visit less often than before?**

#### Pubs

**Base: All who said having calories on menus will change where they dine out**

	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 &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Public	Private	Opinion Influencer
Unweighted base	323	137	186	71	91	48	55	27	31	96	90	78	59	21	13	39	22	25	24	11	26	67	35	26	14	71	149	72
Weighted base	326	140	186	66	96	45	59	27	33	102	92	79	54	23	16	45	20	25	23	12	23	65	36	25	14	78	151	76
Stop Visiting	34	14	20	6	12	4	9	2	1	17	9	2	6	4	2	6	4	5	-	1	3	8	1	-	2	11	19	12
	11%	10%	11%	9%	13%	9%	16%	6%	4%	17%	10%	3%	11%	16%	13%	13%	22%	19%	-	5%	11%	12%	3%	-	15%	15%	13%	16%
Visit Less Often	140	63	77	28	42	15	27	12	15	47	41	28	24	12	7	16	6	11	14	5	7	30	18	9	5	34	65	36
	43%	45%	41%	42%	44%	33%	47%	44%	47%	47%	45%	36%	45%	52%	48%	36%	30%	46%	60%	39%	31%	46%	50%	36%	35%	44%	43%	48%
It will not change how much I visit this kind of restaurant.	151	62	89	32	41	26	22	13	16	37	42	49	24	7	6	23	9	9	9	7	13	27	17	16	7	32	66	27
	46%	44%	48%	49%	43%	58%	37%	49%	49%	36%	46%	62%	44%	32%	39%	52%	48%	35%	40%	56%	58%	42%	46%	64%	50%	42%	44%	36%

Prepared by Yonder

## Calories Survey

### ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 7

**Q3. You said having calories on menus will change where you dine out. Which, if any, of the following eateries will you stop visiting, or visit less often than before?**

**Burger Restaurants**

**Base: All who said having calories on menus will change where they dine out**

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West		Northern Ireland	Public	Private
Unweighted base	323	137	186	71	91	48	55	27	31	96	90	78	59	21	13	39	22	25	24	11	26	67	35	26	14	71	149	72
Weighted base	326	140	186	66	96	45	59	27	33	102	92	79	54	23	16	45	20	25	23	12	23	65	36	25	14	78	151	76
Stop Visiting	54	25	29	9	13	7	7	9	10	18	11	13	12	-	1	15	6	2	2	-	5	12	3	5	3	10	23	12
	17%	18%	16%	13%	14%	14%	13%	32%	31%	18%	12%	16%	22%	-	6%	34%	32%	9%	10%	-	20%	18%	10%	19%	18%	13%	15%	16%
Visit Less Often	176	73	103	45	51	20	33	13	16	51	60	38	27	19	8	14	11	17	13	8	10	34	22	14	5	37	86	39
	54%	52%	55%	69%	53%	43%	56%	46%	47%	50%	66%	49%	51%	85%	53%	31%	55%	68%	58%	72%	42%	53%	62%	57%	36%	48%	57%	51%
It will not change how much I visit this kind of restaurant.	95	42	53	12	32	19	18	6	7	33	20	28	15	3	6	16	3	6	7	3	9	19	10	6	6	31	43	25
	29%	30%	29%	18%	34%	43%	32%	22%	22%	32%	22%	35%	27%	15%	40%	35%	13%	23%	33%	28%	38%	29%	29%	24%	45%	40%	28%	33%

Prepared by Yonder

## Calories Survey

### ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 8

**Q3. You said having calories on menus will change where you dine out. Which, if any, of the following eateries will you stop visiting, or visit less often than before?**

#### Steakhouses

**Base: All who said having calories on menus will change where they dine out**

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West		Northern Ireland	Public	Private
Unweighted base	323	137	186	71	91	48	55	27	31	96	90	78	59	21	13	39	22	25	24	11	26	67	35	26	14	71	149	72
Weighted base	326	140	186	66	96	45	59	27	33	102	92	79	54	23	16	45	20	25	23	12	23	65	36	25	14	78	151	76
Stop Visiting	44	15	30	9	15	2	7	6	5	17	10	7	10	1	1	4	4	6	4	2	7	10	*	2	3	6	23	11
	14%	10%	16%	13%	16%	4%	12%	24%	15%	16%	11%	9%	19%	7%	6%	9%	20%	25%	16%	18%	29%	15%	1%	9%	20%	8%	15%	14%
Visit Less Often	107	50	57	20	35	18	17	5	11	39	39	19	10	10	5	14	6	5	9	5	3	25	16	6	3	24	55	22
	33%	36%	31%	31%	37%	39%	29%	20%	35%	38%	42%	24%	20%	46%	33%	30%	28%	22%	39%	40%	13%	38%	45%	25%	25%	31%	37%	29%
It will not change how much I visit this kind of restaurant.	174	76	99	37	45	26	34	15	17	46	42	52	33	11	9	28	10	13	10	5	14	31	19	16	8	48	73	43
	53%	54%	53%	56%	47%	57%	58%	57%	51%	46%	46%	67%	62%	47%	61%	61%	52%	53%	45%	42%	58%	47%	54%	66%	56%	61%	48%	57%

Prepared by Yonder



## Calories Survey

### ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 9

**Q3. You said having calories on menus will change where you dine out. Which, if any, of the following eateries will you stop visiting, or visit less often than before?**

#### Asian Restaurants

**Base: All who said having calories on menus will change where they dine out**

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West		Northern Ireland	Public	Private
Unweighted base	323	137	186	71	91	48	55	27	31	96	90	78	59	21	13	39	22	25	24	11	26	67	35	26	14	71	149	72
Weighted base	326	140	186	66	96	45	59	27	33	102	92	79	54	23	16	45	20	25	23	12	23	65	36	25	14	78	151	76
Stop Visiting	36	19	17	11	10	1	9	5	-	12	11	5	8	-	5	2	6	3	2	1	4	6	2	3	2	8	19	9
	11%	14%	9%	17%	11%	2%	15%	18%	-	12%	12%	7%	15%	-	30%	5%	32%	11%	11%	5%	15%	9%	5%	11%	16%	10%	13%	12%
Visit Less Often	130	57	73	20	44	18	23	12	13	42	38	34	16	12	5	19	5	8	8	8	8	30	13	9	5	32	65	32
	40%	41%	39%	31%	46%	39%	39%	46%	41%	41%	41%	44%	30%	51%	34%	43%	27%	32%	36%	65%	36%	45%	36%	37%	35%	41%	43%	43%
It will not change how much I visit this kind of restaurant.	160	64	96	35	42	27	27	10	19	48	43	39	30	11	6	24	8	14	12	4	11	30	21	13	7	38	66	34
	49%	46%	52%	52%	43%	60%	47%	36%	59%	47%	47%	49%	56%	49%	36%	52%	41%	57%	55%	30%	49%	45%	59%	52%	49%	49%	44%	45%

Prepared by Yonder

## Calories Survey

### ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 10  
**Q3. You said having calories on menus will change where you dine out. Which, if any, of the following eateries will you stop visiting, or visit less often than before?**  
**Fast-Food Restaurants**

**Base: All who said having calories on menus will change where they dine out**

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West		Northern Ireland	Public	Private
Unweighted base	323	137	186	71	91	48	55	27	31	96	90	78	59	21	13	39	22	25	24	11	26	67	35	26	14	71	149	72
Weighted base	326	140	186	66	96	45	59	27	33	102	92	79	54	23	16	45	20	25	23	12	23	65	36	25	14	78	151	76
Stop Visiting	50	14	35	5	13	7	9	7	8	21	9	8	12	-	3	14	3	3	4	-	3	10	2	4	4	12	18	11
	15%	10%	19%	8%	14%	16%	15%	26%	25%	21%	10%	10%	22%	-	19%	30%	17%	11%	17%	-	12%	15%	6%	16%	28%	16%	12%	14%
Visit Less Often	189	88	102	42	57	23	33	16	18	54	64	41	30	20	9	22	13	14	15	8	12	34	23	15	4	40	93	46
	58%	63%	55%	64%	59%	52%	57%	58%	55%	53%	70%	52%	56%	89%	59%	47%	64%	57%	67%	68%	51%	52%	65%	60%	32%	52%	61%	61%
It will not change how much I visit this kind of restaurant.	87	38	49	19	26	15	17	4	6	27	18	30	12	2	3	10	4	8	4	4	9	21	10	6	6	25	40	19
	27%	27%	26%	28%	27%	33%	28%	16%	20%	26%	20%	38%	22%	11%	22%	22%	19%	32%	16%	32%	37%	32%	29%	24%	40%	32%	26%	25%

Prepared by Yonder

**Calories Survey**  
**ONLINE Fieldwork: 17th to 19th June 2022**

Absolutes/col percents

Table 11  
**Q3. You said having calories on menus will change where you dine out. Which, if any, of the following eateries will you stop visiting, or visit less often than before?**  
**Fine Dining Restaurants**  
**Base: All who said having calories on menus will change where they dine out**

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West		Northern Ireland	Public	Private
Unweighted base	323	137	186	71	91	48	55	27	31	96	90	78	59	21	13	39	22	25	24	11	26	67	35	26	14	71	149	72
Weighted base	326	140	186	66	96	45	59	27	33	102	92	79	54	23	16	45	20	25	23	12	23	65	36	25	14	78	151	76
Stop Visiting	37	15	22	7	13	2	8	3	4	13	11	8	5	3	2	4	3	3	2	2	4	8	3	1	2	12	19	10
	11%	11%	12%	11%	14%	3%	14%	9%	12%	13%	12%	10%	9%	11%	13%	9%	16%	13%	7%	15%	17%	13%	10%	2%	15%	16%	12%	13%
Visit Less Often	128	58	70	22	45	15	29	9	9	41	33	31	23	8	5	18	8	12	12	7	6	21	15	12	5	27	66	33
	39%	41%	38%	33%	47%	32%	49%	34%	26%	40%	36%	40%	43%	34%	29%	40%	43%	47%	52%	62%	25%	32%	42%	46%	35%	35%	44%	43%
It will not change how much I visit this kind of restaurant.	161	67	94	37	37	29	22	15	20	48	48	40	26	12	9	23	8	10	9	3	13	36	17	13	7	38	66	33
	49%	48%	50%	56%	39%	64%	37%	57%	62%	47%	52%	50%	48%	54%	58%	51%	41%	40%	41%	23%	58%	55%	48%	51%	50%	49%	44%	43%

Prepared by Yonder

**Calories Survey**  
**ONLINE Fieldwork: 17th to 19th June 2022**

Absolutes/col percents

Table 12  
**Q3. You said having calories on menus will change where you dine out. Which, if any, of the following eateries will you stop visiting, or visit less often than before?**  
**Cafes (Serving Meals)**

**Base: All who said having calories on menus will change where they dine out**

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West		Northern Ireland	Public	Private
Unweighted base	323	137	186	71	91	48	55	27	31	96	90	78	59	21	13	39	22	25	24	11	26	67	35	26	14	71	149	72
Weighted base	326	140	186	66	96	45	59	27	33	102	92	79	54	23	16	45	20	25	23	12	23	65	36	25	14	78	151	76
Stop Visiting	20	9	10	5	9	-	4	-	2	10	4	3	2	2	1	5	2	2	1	1	3	3	-	-	-	6	10	5
	6%	7%	6%	7%	10%	-	7%	-	5%	10%	5%	4%	5%	7%	6%	11%	8%	8%	5%	8%	13%	5%	-	-	-	8%	7%	7%
Visit Less Often	135	64	72	33	42	14	23	11	11	45	43	30	17	9	7	12	7	13	7	6	6	29	17	14	9	31	67	37
	41%	45%	39%	49%	44%	32%	40%	40%	35%	44%	47%	39%	31%	39%	48%	26%	36%	51%	32%	51%	25%	44%	47%	56%	64%	40%	44%	49%
It will not change how much I visit this kind of restaurant.	171	67	104	29	44	31	31	16	20	48	44	45	34	12	7	29	11	10	14	5	14	33	19	11	5	41	74	33
	53%	48%	56%	44%	46%	68%	53%	60%	60%	47%	48%	57%	64%	53%	46%	64%	56%	41%	63%	42%	62%	51%	53%	44%	36%	52%	49%	44%

Prepared by Yonder

## Calories Survey

### ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 13  
**Q3. You said having calories on menus will change where you dine out. Which, if any, of the following eateries will you stop visiting, or visit less often than before?**  
**Chicken based restaurants**

**Base: All who said having calories on menus will change where they dine out**

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West		Northern Ireland	Public	Private
Unweighted base	323	137	186	71	91	48	55	27	31	96	90	78	59	21	13	39	22	25	24	11	26	67	35	26	14	71	149	72
Weighted base	326	140	186	66	96	45	59	27	33	102	92	79	54	23	16	45	20	25	23	12	23	65	36	25	14	78	151	76
Stop Visiting	33	14	19	7	11	2	8	1	4	13	8	6	5	2	1	7	1	3	4	1	5	5	1	1	1	10	14	8
	10%	10%	10%	10%	11%	5%	13%	4%	13%	13%	9%	7%	10%	7%	6%	16%	3%	12%	16%	10%	22%	8%	3%	5%	9%	13%	9%	11%
Visit Less Often	126	53	73	26	43	20	18	8	11	33	44	27	22	7	4	15	8	7	9	7	5	27	21	12	6	22	65	27
	39%	38%	39%	39%	45%	45%	31%	29%	33%	32%	48%	35%	41%	29%	28%	32%	38%	29%	38%	62%	19%	41%	58%	48%	41%	29%	43%	35%
It will not change how much I visit this kind of restaurant.	167	73	94	33	42	23	33	18	18	55	40	45	26	14	10	23	11	15	10	3	14	33	14	12	7	45	72	41
	51%	52%	51%	50%	44%	50%	56%	67%	54%	54%	43%	58%	49%	64%	65%	51%	58%	59%	46%	28%	58%	50%	39%	47%	50%	58%	47%	54%

Prepared by Yonder

## Calories Survey

### ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 14

**Q4. If a main course contained 600 calories, would you say this was a low or high calorie meal?**

**Base: All respondents**

	Gender		Age						Social Grade				Region											Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland		Public	Private
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
High calorie main meal	234	111	123	29	40	45	41	27	51	61	75	45	53	22	6	27	21	10	21	9	16	43	33	18	6	49	95	34
	11%	11%	12%	13%	11%	14%	11%	9%	11%	11%	13%	10%	11%	13%	7%	12%	12%	6%	14%	10%	8%	16%	12%	10%	10%	14%	11%	20%
Medium calorie main meal	1132	529	601	136	200	169	205	167	256	302	335	231	264	85	57	125	81	113	71	51	106	149	157	103	35	202	478	100
	55%	52%	57%	61%	56%	51%	57%	53%	53%	55%	56%	53%	54%	48%	67%	54%	47%	63%	48%	52%	55%	54%	56%	58%	60%	57%	55%	57%
Low calorie main meal	456	228	228	36	75	73	78	85	109	124	128	108	96	40	14	52	48	37	33	27	45	55	59	36	12	84	188	29
	22%	23%	22%	16%	21%	22%	22%	27%	23%	23%	21%	25%	19%	23%	16%	23%	28%	21%	22%	27%	24%	20%	21%	20%	21%	23%	22%	17%
Not sure	248	141	106	23	41	42	37	38	68	58	60	50	81	29	8	26	22	18	23	10	25	27	32	21	5	23	105	12
	12%	14%	10%	10%	12%	13%	10%	12%	14%	11%	10%	11%	16%	17%	10%	11%	13%	10%	15%	11%	13%	10%	11%	12%	9%	6%	12%	7%

Prepared by Yonder

## Calories Survey

ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 15

**Q5. Since calories have been added to menus in restaurant, do you agree or disagree with the following statements:**

**Base: All respondents**

	I dine out less than I did before.	It has made me re-evaluate my perception of the brands I dine in.	When dining out I have a maximum number of calories per dish in mind that I stick to.	changed what I usually order, upon seeing the calories of a dish when	It would make me change my order upon seeing the calories of a dish when dining out.	It has made me reconsider having more than one course.	I would be willing to pay more for a high quality, indulgent lowcalorie option.
Unweighted base	2070	2070	2070	2070	2070	2070	2070
Weighted base	2070	2070	2070	2070	2070	2070	2070
NET: Agree	745	397	330	490	657	515	543
	36%	19%	16%	24%	32%	25%	26%
Strongly Agree (+2)	310	89	69	117	147	133	118
	15%	4%	3%	6%	7%	6%	6%
Agree slightly (+1)	435	308	261	373	510	382	425
	21%	15%	13%	18%	25%	18%	21%
Neither agree or disagree (0)	539	495	357	376	364	427	456
	26%	24%	17%	18%	18%	21%	22%
Disagree slightly (-1)	219	257	268	243	265	263	318
	11%	12%	13%	12%	13%	13%	15%
Strongly disagree (-2)	324	480	764	600	530	503	455
	16%	23%	37%	29%	26%	24%	22%
NET: Disagree	543	737	1031	843	796	765	773
	26%	36%	50%	41%	38%	37%	37%
I haven't thought about it	243	441	352	362	253	363	297
	12%	21%	17%	17%	12%	18%	14%
Mean	0.1	-0.45	-0.81	-0.49	-0.29	-0.36	-0.32
Standard deviation	1.32	1.24	1.26	1.34	1.36	1.32	1.27
Standard error	0.03	0.03	0.03	0.03	0.03	0.03	0.03

Prepared by Yonder

## Calories Survey

ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 16  
**Q5. Since calories have been added to menus in restaurant, do you agree or disagree with the following statements:**  
**Base: All respondents**

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West		Northern Ireland	Public	Private
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
NET: Agree	745	340	405	75	130	123	129	99	189	184	216	155	190	62	40	79	61	63	45	34	68	107	97	65	23	137	309	78
	36%	34%	38%	34%	36%	37%	36%	31%	39%	34%	36%	36%	38%	35%	47%	35%	35%	36%	31%	35%	35%	39%	35%	37%	39%	38%	36%	44%
Strongly Agree (+2)	310	141	169	19	52	51	62	36	89	70	84	61	94	26	20	33	30	18	22	13	30	39	46	20	12	53	127	27
	15%	14%	16%	9%	15%	15%	17%	11%	18%	13%	14%	14%	19%	15%	23%	14%	17%	10%	15%	13%	16%	14%	16%	11%	21%	15%	15%	16%
Agree slightly (+1)	435	199	236	56	78	72	67	62	100	114	132	94	95	36	20	46	31	45	23	21	38	67	52	45	10	84	182	51
	21%	20%	22%	25%	22%	22%	19%	20%	21%	21%	22%	22%	19%	21%	24%	20%	18%	26%	16%	21%	20%	25%	18%	25%	18%	23%	21%	29%
Neither agree or disagree (0)	539	260	279	60	84	76	95	103	120	136	148	118	137	40	21	73	45	49	45	32	47	59	67	48	14	81	231	52
	26%	26%	26%	27%	24%	23%	26%	33%	25%	25%	25%	27%	28%	23%	25%	32%	26%	27%	30%	32%	24%	21%	24%	27%	25%	23%	27%	30%
Disagree slightly (-1)	219	108	110	31	38	33	38	21	58	57	61	62	38	23	6	23	20	19	17	8	16	28	34	19	6	47	91	18
	11%	11%	10%	14%	11%	10%	11%	7%	12%	11%	10%	14%	8%	13%	7%	10%	11%	11%	12%	8%	8%	10%	12%	11%	11%	13%	11%	10%
Strongly disagree (-2)	324	182	141	36	47	56	59	52	74	103	92	62	67	25	12	31	30	31	29	12	30	44	52	25	6	49	137	21
	16%	18%	13%	16%	13%	17%	16%	16%	15%	19%	15%	14%	14%	14%	14%	14%	17%	17%	19%	12%	15%	16%	18%	14%	10%	14%	16%	12%
NET: Disagree	543	290	252	68	85	89	97	73	132	160	153	125	105	47	18	54	49	49	46	20	46	72	85	44	12	96	229	39
	26%	29%	24%	30%	24%	27%	27%	23%	27%	29%	26%	29%	21%	27%	21%	24%	29%	28%	31%	21%	24%	26%	30%	25%	21%	27%	26%	22%
I haven't thought about it	243	119	123	21	58	42	39	41	42	65	80	36	62	27	6	23	17	17	13	12	32	36	32	21	9	43	98	6
	12%	12%	12%	9%	16%	13%	11%	13%	9%	12%	13%	8%	13%	15%	6%	10%	10%	9%	9%	12%	16%	13%	11%	12%	16%	12%	11%	4%
Mean	0.1	0.01	0.19	-0.04	0.17	0.1	0.11	0.04	0.16	-0.02	0.11	0.07	0.26	0.11	0.39	0.13	0.08	0.01	-0.05	0.17	0.14	0.13	0.02	0.1	0.36	0.15	0.09	0.27
Standard deviation	1.32	1.34	1.29	1.24	1.3	1.36	1.35	1.26	1.35	1.34	1.31	1.28	1.32	1.32	1.34	1.25	1.37	1.27	1.34	1.22	1.35	1.34	1.38	1.25	1.31	1.3	1.31	1.22
Standard error	0.03	0.04	0.04	0.09	0.08	0.08	0.08	0.07	0.07	0.06	0.06	0.06	0.06	0.11	0.16	0.09	0.11	0.1	0.11	0.13	0.1	0.09	0.09	0.1	0.18	0.08	0.05	0.09

Prepared by Yonder



## Calories Survey

ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 17

**Q5. Since calories have been added to menus in restaurant, do you agree or disagree with the following statements:**

**Base: All respondents**

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West		Northern Ireland	Public	Private
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
NET: Agree	397	190	207	77	88	70	81	39	42	122	133	78	64	39	17	54	22	30	24	13	25	77	43	35	19	90	188	80
19%	19%	19%	20%	34%	25%	21%	23%	12%	9%	22%	22%	18%	13%	22%	20%	23%	13%	17%	16%	13%	13%	28%	15%	19%	32%	25%	22%	46%
Strongly Agree (+2)	89	43	47	18	26	14	14	11	6	28	27	20	15	9	3	13	9	4	3	-	4	20	12	7	4	19	46	22
4%	4%	4%	8%	7%	4%	4%	3%	1%	5%	5%	5%	3%	5%	5%	3%	6%	5%	2%	2%	-	2%	7%	4%	4%	7%	5%	5%	13%
Agree slightly (+1)	308	147	160	58	61	56	67	29	36	94	106	58	49	30	15	41	13	25	21	13	21	56	31	27	15	71	142	58
15%	15%	15%	26%	17%	17%	19%	9%	8%	17%	18%	13%	10%	17%	17%	18%	8%	14%	14%	13%	11%	21%	11%	15%	25%	20%	16%	33%	
Neither agree or disagree (0)	495	227	268	45	78	79	76	91	126	116	137	109	133	37	22	53	43	41	35	25	51	65	67	42	13	85	203	48
24%	22%	25%	20%	22%	24%	21%	29%	26%	21%	23%	25%	27%	21%	26%	23%	25%	23%	24%	25%	27%	24%	24%	24%	22%	24%	23%	27%	
Disagree slightly (-1)	257	131	125	29	60	47	42	26	52	67	77	64	49	12	14	21	26	26	19	18	27	30	36	24	4	56	111	16
12%	13%	12%	13%	17%	14%	12%	8%	11%	12%	13%	15%	10%	7%	16%	9%	15%	15%	13%	18%	14%	11%	13%	14%	7%	16%	13%	9%	
Strongly disagree (-2)	480	250	230	34	53	61	88	92	151	122	122	119	116	36	17	60	48	40	45	21	47	54	64	38	9	63	191	19
23%	25%	22%	15%	15%	18%	25%	29%	31%	22%	20%	27%	24%	21%	21%	20%	26%	28%	22%	30%	22%	25%	20%	23%	22%	15%	18%	22%	11%
NET: Disagree	737	381	355	63	113	108	130	118	204	189	200	183	165	48	31	80	74	66	64	39	74	85	100	63	13	119	303	35
36%	38%	34%	28%	32%	33%	36%	37%	42%	35%	33%	42%	33%	27%	36%	35%	43%	37%	43%	40%	39%	31%	35%	35%	22%	33%	35%	20%	
I haven't thought about it	441	211	227	39	77	72	73	68	112	118	128	63	132	51	15	43	32	41	25	21	41	47	72	39	14	64	173	13
21%	21%	21%	17%	22%	22%	20%	21%	23%	22%	21%	15%	27%	29%	17%	19%	19%	23%	17%	22%	21%	17%	25%	22%	23%	18%	20%	7%	
Mean	-0.45	-0.5	-0.4	-0.01	-0.19	-0.33	-0.43	-0.65	-0.83	-0.38	-0.35	-0.55	-0.56	-0.29	-0.4	-0.39	-0.66	-0.53	-0.66	-0.62	-0.61	-0.18	-0.52	-0.43	0.02	-0.25	-0.37	0.3
Standard deviation	1.24	1.25	1.23	1.27	1.24	1.21	1.28	1.21	1.12	1.28	1.24	1.24	1.19	1.32	1.17	1.32	1.23	1.19	1.21	1.07	1.15	1.29	1.22	1.23	1.27	1.22	1.26	1.17
Standard error	0.03	0.04	0.04	0.09	0.08	0.08	0.07	0.07	0.06	0.06	0.06	0.06	0.06	0.12	0.15	0.1	0.1	0.1	0.11	0.12	0.09	0.09	0.09	0.11	0.18	0.07	0.05	0.09

Prepared by Yonder

## Calories Survey

ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 18

**Q5. Since calories have been added to menus in restaurant, do you agree or disagree with the following statements:**

**Base: All respondents**

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West		Northern Ireland	Public	Private
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
NET: Agree	330	141	189	74	76	55	67	29	29	110	100	72	49	37	17	32	19	25	24	15	19	66	38	30	8	94	145	73
16%	16%	14%	18%	33%	21%	17%	19%	9%	6%	20%	17%	17%	10%	21%	20%	14%	11%	14%	16%	16%	10%	24%	14%	17%	14%	26%	17%	42%
Strongly Agree (+2)	69	27	42	18	16	13	12	6	5	26	21	10	13	7	2	12	7	6	7	-	3	12	6	2	5	12	41	24
3%	3%	4%	8%	4%	4%	3%	2%	1%	5%	3%	2%	3%	3%	4%	3%	5%	4%	4%	5%	-	2%	4%	2%	1%	8%	3%	5%	14%
Agree slightly (+1)	261	114	147	56	60	43	55	23	24	84	79	62	35	30	15	19	11	18	17	15	16	54	33	28	3	81	105	49
13%	13%	14%	25%	17%	13%	15%	7%	5%	15%	13%	14%	7%	7%	17%	17%	8%	7%	10%	11%	16%	8%	20%	12%	16%	6%	23%	12%	28%
Neither agree or disagree (0)	357	162	195	33	64	63	72	57	68	87	97	68	105	28	10	49	27	29	17	19	35	49	52	26	16	59	163	33
17%	16%	18%	15%	18%	19%	20%	18%	14%	16%	16%	16%	21%	16%	12%	21%	16%	16%	11%	19%	18%	18%	19%	15%	27%	17%	19%	19%	
Disagree slightly (-1)	268	135	132	34	45	49	51	39	50	63	85	62	57	17	17	24	23	23	16	13	26	38	39	26	6	56	108	21
13%	13%	13%	15%	13%	15%	14%	12%	10%	12%	14%	14%	12%	12%	10%	20%	11%	13%	13%	11%	13%	14%	14%	14%	11%	16%	16%	12%	12%
Strongly disagree (-2)	764	385	376	48	117	111	122	141	225	199	216	182	166	64	28	83	71	71	71	33	80	84	97	61	21	103	317	33
37%	38%	36%	21%	33%	34%	34%	45%	47%	37%	36%	42%	34%	36%	36%	33%	36%	41%	40%	47%	34%	42%	31%	35%	34%	36%	29%	37%	19%
NET: Disagree	1031	520	508	82	162	160	172	180	275	263	301	244	224	81	45	107	93	94	87	46	107	122	136	86	27	159	425	54
50%	52%	48%	36%	45%	49%	48%	57%	57%	48%	50%	56%	45%	46%	53%	47%	54%	53%	58%	47%	55%	45%	48%	49%	46%	45%	49%	31%	
I haven't thought about it	352	186	165	35	54	51	90	50	112	86	99	51	117	30	13	42	33	30	22	18	32	37	55	35	7	45	134	14
17%	18%	16%	16%	15%	16%	14%	16%	23%	16%	17%	12%	24%	17%	15%	18%	19%	17%	14%	18%	17%	13%	19%	20%	12%	13%	15%	8%	
Mean	-0.81	-0.9	-0.73	-0.2	-0.62	-0.73	-0.69	-1.08	-1.26	-0.71	-0.8	-0.9	-0.87	-0.69	-0.74	-0.78	-0.99	-0.91	-0.99	-0.8	-1.03	-0.54	-0.84	-0.8	-0.68	-0.5	-0.76	0.06
Standard deviation	1.26	1.23	1.29	1.36	1.32	1.26	1.26	1.13	1.05	1.33	1.26	1.23	1.18	1.35	1.26	1.29	1.23	1.25	1.31	1.18	1.13	1.31	1.2	1.23	1.32	1.29	1.29	1.37
Standard error	0.03	0.04	0.04	0.1	0.08	0.08	0.07	0.07	0.06	0.06	0.06	0.06	0.06	0.12	0.16	0.09	0.1	0.1	0.11	0.14	0.09	0.08	0.08	0.1	0.18	0.08	0.05	0.11

Prepared by Yonder

## Calories Survey

### ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 19

**Q5. Since calories have been added to menus in restaurant, do you agree or disagree with the following statements:**

**Base: All respondents**

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West		Northern Ireland	Public	Private
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
NET: Agree	490	196	294	80	101	87	102	62	56	148	153	116	73	33	20	56	30	39	30	19	42	93	63	46	18	130	221	86
24%	19%	28%	36%	29%	27%	28%	20%	12%	27%	26%	27%	15%	19%	24%	24%	18%	22%	20%	19%	22%	34%	23%	26%	32%	37%	25%	49%	
Strongly Agree (+2)	117	43	74	19	33	21	29	5	10	38	35	32	12	7	2	19	11	11	9	-	6	20	16	10	5	33	59	36
6%	4%	7%	8%	9%	6%	8%	2%	2%	7%	6%	7%	2%	4%	3%	8%	7%	6%	6%	-	3%	7%	6%	6%	9%	9%	7%	21%	
Agree slightly (+1)	373	153	220	61	68	66	73	57	47	110	118	84	61	26	18	37	19	28	22	19	36	72	47	36	13	98	162	50
18%	15%	21%	27%	19%	20%	20%	18%	10%	20%	20%	19%	12%	15%	22%	16%	11%	16%	15%	19%	18%	27%	17%	20%	23%	27%	19%	29%	
Neither agree or disagree (0)	376	180	196	42	65	76	53	64	77	85	111	72	109	36	13	48	30	34	28	18	33	40	54	33	9	60	164	32
18%	18%	19%	19%	18%	23%	15%	20%	16%	16%	18%	17%	22%	21%	15%	21%	17%	19%	19%	18%	17%	15%	19%	19%	15%	17%	19%	18%	
Disagree slightly (-1)	243	123	120	34	46	33	45	31	54	72	71	43	57	25	14	17	25	22	15	15	33	27	30	16	3	45	93	19
12%	12%	11%	15%	13%	10%	13%	10%	11%	13%	12%	10%	12%	14%	17%	7%	15%	12%	10%	16%	17%	10%	11%	9%	5%	13%	11%	11%	
Strongly disagree (-2)	600	333	266	40	82	78	105	112	182	152	160	148	140	51	23	75	57	51	55	27	50	69	72	52	16	72	257	26
29%	33%	25%	18%	23%	24%	29%	35%	38%	28%	27%	34%	28%	29%	29%	27%	33%	28%	37%	28%	26%	25%	29%	28%	28%	20%	30%	15%	
NET: Disagree	843	456	386	74	128	111	150	143	236	224	231	191	197	76	37	92	83	72	70	43	83	97	102	68	19	117	349	46
41%	45%	36%	33%	36%	34%	42%	45%	49%	41%	39%	44%	40%	43%	44%	40%	48%	41%	47%	44%	43%	35%	36%	38%	34%	33%	40%	26%	
I haven't thought about it	362	176	183	28	61	55	96	48	114	89	103	54	116	31	15	34	29	33	21	18	34	44	62	30	11	90	132	11
17%	17%	17%	12%	17%	17%	15%	15%	24%	16%	17%	13%	23%	17%	17%	15%	17%	19%	14%	19%	18%	16%	22%	17%	20%	14%	15%	6%	
Mean	-0.49	-0.66	-0.32	-0.08	-0.26	-0.29	-0.41	-0.7	-0.95	-0.42	-0.41	-0.51	-0.66	-0.61	-0.53	-0.47	-0.68	-0.5	-0.67	-0.64	-0.54	-0.23	-0.43	-0.43	-0.27	-0.08	-0.44	0.31
Standard deviation	1.34	1.31	1.36	1.3	1.38	1.32	1.41	1.26	1.2	1.38	1.34	1.41	1.22	1.26	1.28	1.41	1.33	1.34	1.35	1.19	1.26	1.4	1.34	1.36	1.48	1.35	1.37	1.36
Standard error	0.03	0.04	0.05	0.09	0.08	0.08	0.08	0.07	0.06	0.07	0.06	0.07	0.06	0.11	0.16	0.1	0.11	0.11	0.12	0.14	0.1	0.09	0.09	0.11	0.21	0.08	0.05	0.11

Prepared by Yonder

## Calories Survey

ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 20  
**Q5. Since calories have been added to menus in restaurant, do you agree or disagree with the following statements:**  
**Base: All respondents**

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West		Northern Ireland	Public	Private
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
NET: Agree	657	277	380	100	128	105	119	89	115	188	209	133	128	51	24	77	46	55	45	29	49	96	95	62	27	148	276	88
	32%	27%	36%	45%	36%	32%	33%	28%	24%	34%	35%	31%	26%	29%	29%	33%	27%	31%	30%	30%	25%	35%	34%	35%	46%	41%	32%	50%
Strongly Agree (+2)	147	69	78	25	28	29	28	14	23	41	45	33	28	6	6	23	12	14	13	3	8	24	18	14	6	35	66	32
	7%	7%	7%	11%	8%	9%	8%	4%	5%	7%	7%	8%	6%	4%	7%	10%	7%	8%	9%	3%	4%	9%	6%	8%	10%	10%	8%	19%
Agree slightly (+1)	510	208	302	74	100	76	92	75	92	147	164	100	99	45	18	54	34	42	33	26	41	72	77	48	21	113	210	55
	25%	21%	29%	33%	28%	23%	26%	24%	19%	27%	27%	23%	20%	25%	21%	23%	20%	23%	22%	27%	21%	27%	27%	27%	36%	32%	24%	32%
Neither agree or disagree (0)	364	178	186	36	69	84	62	49	63	92	105	70	98	34	15	36	28	29	25	14	33	60	47	34	8	73	161	39
	18%	18%	18%	16%	20%	26%	17%	16%	13%	17%	18%	16%	20%	19%	18%	16%	16%	17%	17%	14%	17%	22%	17%	19%	14%	20%	19%	22%
Disagree slightly (-1)	265	128	136	20	45	34	47	39	80	63	71	60	71	24	11	25	20	27	22	15	35	32	29	22	1	43	103	17
	13%	13%	13%	9%	13%	10%	13%	12%	16%	12%	12%	14%	14%	14%	13%	11%	12%	15%	15%	16%	18%	12%	10%	12%	2%	12%	12%	10%
Strongly disagree (-2)	530	292	236	38	71	74	88	105	154	137	136	138	119	43	23	67	58	44	45	26	51	57	65	38	13	61	225	24
	26%	29%	22%	17%	20%	22%	24%	33%	32%	25%	23%	32%	24%	24%	27%	29%	34%	25%	30%	27%	26%	21%	23%	22%	22%	17%	26%	14%
NET: Disagree	796	420	372	59	116	108	135	145	233	201	208	198	190	67	34	93	78	71	67	42	86	89	95	60	14	104	328	41
	38%	42%	35%	26%	33%	33%	37%	46%	48%	37%	35%	46%	38%	38%	40%	40%	45%	40%	45%	43%	45%	33%	34%	34%	25%	29%	38%	23%
I haven't thought about it	253	133	120	29	42	32	45	33	72	65	77	33	78	25	12	24	20	22	12	12	24	27	44	22	9	32	101	7
	12%	13%	11%	13%	12%	10%	12%	10%	15%	12%	13%	8%	16%	14%	14%	10%	12%	13%	8%	12%	12%	10%	16%	12%	15%	9%	12%	4%
Mean	-0.29	-0.42	-0.16	0.15	-0.1	-0.16	-0.24	-0.52	-0.6	-0.23	-0.17	-0.42	-0.37	-0.34	-0.36	-0.3	-0.5	-0.29	-0.39	-0.42	-0.47	-0.11	-0.2	-0.15	0.11	0.05	-0.28	0.33
Standard deviation	1.36	1.36	1.34	1.33	1.31	1.32	1.36	1.35	1.33	1.37	1.35	1.39	1.3	1.28	1.37	1.44	1.4	1.36	1.39	1.31	1.28	1.32	1.35	1.33	1.42	1.29	1.36	1.29
Standard error	0.03	0.05	0.04	0.09	0.08	0.08	0.08	0.08	0.07	0.06	0.06	0.07	0.06	0.11	0.17	0.1	0.11	0.11	0.12	0.14	0.09	0.08	0.09	0.11	0.19	0.07	0.05	0.1

Prepared by Yonder

## Calories Survey

### ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 21

**Q5. Since calories have been added to menus in restaurant, do you agree or disagree with the following statements:**

**Base: All respondents**

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West		Northern Ireland	Public	Private
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
NET: Agree	515	209	306	84	113	89	105	55	69	152	165	112	85	42	19	58	34	39	38	25	39	88	65	48	18	129	234	81
	25%	21%	29%	37%	32%	27%	29%	17%	14%	28%	28%	26%	17%	24%	23%	25%	20%	22%	25%	26%	20%	32%	23%	27%	31%	36%	27%	46%
Strongly Agree (+2)	133	56	77	29	41	15	21	10	16	41	43	25	23	11	2	19	11	12	8	6	10	24	16	9	4	37	57	30
	6%	6%	7%	13%	11%	4%	6%	3%	3%	8%	7%	6%	5%	6%	3%	8%	7%	7%	5%	6%	5%	9%	6%	5%	6%	10%	7%	17%
Agree slightly (+1)	382	153	229	54	72	74	83	45	53	111	122	87	62	32	17	40	23	27	30	19	29	64	49	39	14	92	178	51
	18%	15%	22%	24%	20%	22%	23%	14%	11%	20%	20%	20%	13%	18%	20%	17%	13%	15%	20%	20%	15%	23%	17%	22%	24%	26%	20%	29%
Neither agree or disagree (0)	427	209	218	38	61	76	67	82	103	107	120	78	121	31	20	59	39	35	29	18	31	55	53	41	14	69	166	42
	21%	21%	21%	17%	17%	23%	19%	26%	21%	20%	20%	18%	25%	18%	23%	26%	23%	20%	20%	19%	16%	20%	19%	23%	23%	19%	19%	24%
Disagree slightly (-1)	263	131	131	29	50	37	41	36	69	63	81	62	57	24	10	22	26	29	19	17	34	28	34	15	5	45	109	12
	13%	13%	12%	13%	14%	11%	11%	11%	14%	12%	14%	14%	12%	14%	12%	10%	15%	16%	13%	17%	17%	10%	12%	8%	9%	13%	13%	7%
Strongly disagree (-2)	503	271	231	40	72	75	86	94	136	136	124	122	120	40	19	61	40	42	42	22	47	61	76	43	10	62	222	26
	24%	27%	22%	18%	20%	23%	24%	30%	28%	25%	21%	28%	24%	23%	23%	26%	23%	23%	28%	23%	25%	22%	27%	24%	17%	17%	26%	15%
NET: Disagree	765	402	362	69	122	112	127	130	206	199	205	184	177	64	30	83	65	70	60	39	81	89	111	58	15	107	331	39
	37%	40%	34%	31%	34%	34%	35%	41%	42%	37%	34%	42%	36%	36%	35%	36%	38%	40%	41%	40%	42%	33%	39%	33%	25%	30%	38%	22%
I haven't thought about it	363	189	172	33	60	53	62	49	106	86	108	59	110	38	16	30	34	33	21	15	41	41	52	30	12	52	136	13
	18%	19%	16%	15%	17%	16%	17%	15%	22%	16%	18%	14%	22%	22%	19%	13%	20%	19%	14%	15%	21%	15%	18%	17%	21%	15%	16%	7%
Mean	-0.36	-0.5	-0.24	0.02	-0.13	-0.3	-0.29	-0.59	-0.68	-0.31	-0.25	-0.45	-0.49	-0.37	-0.39	-0.33	-0.43	-0.42	-0.44	-0.36	-0.52	-0.16	-0.46	-0.3	-0.06	-0.01	-0.36	0.28
Standard deviation	1.32	1.3	1.32	1.38	1.39	1.27	1.33	1.23	1.22	1.35	1.31	1.33	1.25	1.32	1.23	1.34	1.29	1.31	1.33	1.3	1.29	1.36	1.33	1.3	1.27	1.32	1.34	1.31
Standard error	0.03	0.04	0.04	0.1	0.08	0.08	0.08	0.07	0.06	0.06	0.06	0.07	0.06	0.12	0.15	0.09	0.11	0.11	0.12	0.15	0.1	0.09	0.09	0.11	0.18	0.08	0.05	0.11

Prepared by Yonder

## Calories Survey

### ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 22

**Q5. Since calories have been added to menus in restaurant, do you agree or disagree with the following statements:**

**Base: All respondents**

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West		Northern Ireland	Public	Private
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
NET: Agree	543	247	296	81	107	103	94	74	83	184	152	106	102	46	17	66	42	43	31	23	42	98	78	41	16	119	233	86
	26%	24%	28%	36%	30%	31%	26%	24%	17%	34%	25%	24%	21%	26%	20%	29%	24%	24%	21%	24%	22%	36%	28%	23%	28%	33%	27%	49%
Strongly Agree (+2)	118	60	59	26	29	25	17	13	9	43	33	27	16	10	8	17	4	12	7	7	6	23	16	4	4	26	58	28
	6%	6%	6%	11%	8%	8%	5%	4%	2%	8%	5%	6%	3%	6%	9%	8%	2%	7%	5%	8%	3%	9%	6%	2%	6%	7%	7%	16%
Agree slightly (+1)	425	187	237	55	79	78	78	61	74	141	119	79	86	36	9	48	37	32	24	16	36	75	62	37	12	93	175	58
	21%	19%	22%	25%	22%	24%	22%	19%	15%	26%	20%	18%	17%	20%	11%	21%	22%	18%	16%	16%	19%	27%	22%	21%	21%	26%	20%	33%
Neither agree or disagree (0)	456	229	227	44	71	74	82	83	103	112	122	99	123	41	20	48	33	41	35	27	38	56	58	49	10	72	201	41
	22%	23%	21%	20%	20%	22%	23%	26%	21%	21%	20%	23%	25%	23%	24%	21%	19%	23%	23%	28%	20%	21%	21%	28%	18%	20%	23%	23%
Disagree slightly (-1)	318	137	181	41	56	41	59	44	78	71	102	78	67	22	13	34	32	37	20	11	38	39	39	25	8	59	126	15
	15%	14%	17%	18%	16%	12%	16%	14%	16%	13%	17%	18%	13%	13%	15%	15%	18%	21%	14%	11%	19%	14%	14%	13%	17%	17%	15%	9%
Strongly disagree (-2)	455	250	205	29	60	62	75	81	149	103	131	104	117	32	27	48	40	35	45	20	44	51	65	36	13	54	185	21
	22%	25%	19%	13%	17%	19%	21%	26%	31%	19%	22%	24%	24%	18%	31%	21%	23%	20%	30%	21%	23%	19%	23%	20%	22%	15%	21%	12%
NET: Disagree	773	386	386	69	116	103	133	125	227	174	233	181	184	54	40	82	72	72	65	31	81	90	104	61	20	114	311	36
	37%	38%	36%	31%	33%	31%	37%	39%	47%	32%	39%	42%	37%	31%	47%	36%	42%	41%	44%	32%	42%	33%	37%	35%	35%	32%	36%	21%
I haven't thought about it	297	146	150	30	62	50	51	35	70	74	91	47	85	34	8	34	26	22	19	16	31	29	42	26	11	53	121	13
	14%	14%	14%	13%	17%	15%	14%	11%	15%	14%	15%	11%	17%	20%	9%	15%	15%	12%	13%	16%	16%	11%	15%	15%	19%	15%	14%	7%
Mean	-0.32	-0.38	-0.26	0.04	-0.14	-0.13	-0.31	-0.42	-0.69	-0.11	-0.36	-0.4	-0.45	-0.21	-0.53	-0.24	-0.45	-0.34	-0.55	-0.26	-0.47	-0.08	-0.31	-0.35	-0.29	-0.07	-0.28	0.35
Standard deviation	1.27	1.29	1.25	1.27	1.28	1.29	1.24	1.24	1.2	1.3	1.27	1.27	1.22	1.25	1.35	1.3	1.22	1.24	1.27	1.28	1.22	1.3	1.3	1.16	1.34	1.25	1.28	1.24
Standard error	0.03	0.04	0.04	0.09	0.08	0.08	0.07	0.07	0.06	0.06	0.06	0.06	0.06	0.11	0.16	0.09	0.1	0.1	0.11	0.14	0.09	0.08	0.08	0.1	0.19	0.07	0.05	0.1

Prepared by Yonder

**Calories Survey**  
**ONLINE Fieldwork: 17th to 19th June 2022**

Absolutes/col percents

Table 23

**Q6. What would you consider to be more or least important to you when choosing a meal? - Summary**

Please rank all answers in order with 1 being the most important and 5 being the least important .

Base: All respondents

	NET: Top 2 box	1st most important	2nd most important	3rd most important	4th most important	5th most important
Unweighted base	2070	2070	2070	2070	2070	2070
Weighted base	2070	2070	2070	2070	2070	2070
Calories	201	86	114	243	358	1269
	10%	4%	6%	12%	17%	61%
Service	224	58	166	488	855	502
	11%	3%	8%	24%	41%	24%
Price	1131	458	674	561	298	80
	55%	22%	33%	27%	14%	4%
Taste	1730	1176	555	215	85	40
	84%	57%	27%	10%	4%	2%
Ingredients	853	292	561	563	475	179
	41%	14%	27%	27%	23%	9%

Prepared by Yonder

## Calories Survey

### ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 24

**Q6. What would you consider to be more or least important to you when choosing a meal? - NET: Top 2 box**

Please rank all answers in order with 1 being the most important and 5 being the least important .

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 &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Public	Private	Opinion Influencer
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
Taste	1730	818	909	182	291	271	294	283	409	453	505	369	404	154	75	186	146	144	134	81	162	216	239	144	49	295	705	138
	84%	81%	86%	81%	82%	82%	82%	89%	85%	83%	84%	85%	82%	88%	89%	81%	85%	81%	90%	83%	84%	79%	85%	81%	84%	83%	81%	79%
Price	1131	580	550	152	211	195	215	149	210	257	336	237	301	85	52	123	115	107	80	56	101	137	156	93	26	207	500	79
	55%	58%	52%	68%	59%	59%	60%	47%	43%	47%	56%	55%	61%	48%	62%	54%	67%	60%	54%	58%	52%	50%	55%	52%	44%	58%	58%	45%
Ingredients	853	384	466	58	117	121	144	149	263	242	242	175	194	79	27	87	49	74	60	45	82	120	113	88	27	127	329	70
	41%	38%	44%	26%	33%	37%	40%	47%	54%	44%	40%	40%	39%	45%	31%	38%	29%	41%	40%	46%	43%	44%	40%	50%	47%	35%	38%	40%
Service	224	134	91	25	44	39	28	29	60	75	47	50	53	19	7	34	22	18	12	6	24	33	29	15	6	46	92	21
	11%	13%	9%	11%	12%	12%	8%	9%	12%	14%	8%	11%	11%	11%	9%	15%	13%	10%	8%	6%	12%	12%	10%	8%	11%	13%	11%	12%
Calories	201	101	100	31	48	34	39	24	25	62	66	37	36	15	8	29	12	14	11	6	16	40	26	15	8	40	108	41
	10%	10%	9%	14%	14%	10%	11%	7%	5%	11%	11%	9%	7%	8%	9%	13%	7%	8%	8%	7%	8%	15%	9%	8%	14%	11%	12%	24%

Prepared by Yonder



## Calories Survey

### ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 25

**Q6. What would you consider to be more or least important to you when choosing a meal? - 1st most important**

Please rank all answers in order with 1 being the most important and 5 being the least important .

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 &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Public	Private	Opinion Influencer
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
Taste	1176	570	604	123	187	184	206	197	277	315	353	247	261	97	55	132	102	93	98	58	109	144	158	92	38	200	491	96
	57%	57%	57%	55%	53%	56%	57%	62%	57%	58%	59%	57%	53%	55%	65%	58%	60%	52%	66%	59%	56%	53%	56%	52%	66%	56%	57%	55%
Price	458	224	233	58	92	82	81	55	90	88	124	99	146	37	19	54	38	50	27	23	41	56	66	39	8	82	180	30
	22%	22%	22%	26%	26%	25%	23%	17%	19%	16%	21%	23%	30%	21%	22%	23%	22%	28%	18%	24%	21%	20%	24%	22%	14%	23%	21%	17%
Ingredients	292	132	159	20	38	42	49	48	94	91	86	58	56	29	6	24	22	23	19	12	31	45	39	36	7	46	122	27
	14%	13%	15%	9%	11%	13%	14%	15%	19%	17%	14%	13%	11%	17%	7%	10%	13%	13%	12%	16%	16%	14%	20%	12%	13%	14%	15%	
Calories	86	42	44	16	25	14	17	6	8	28	24	16	18	7	4	17	1	7	3	2	8	17	10	8	2	18	50	12
	4%	4%	4%	7%	7%	4%	5%	2%	2%	5%	4%	4%	4%	4%	4%	7%	1%	4%	2%	2%	4%	6%	4%	5%	4%	5%	6%	7%
Service	58	40	18	7	13	7	6	10	15	22	10	13	13	5	1	3	8	5	2	3	4	12	9	4	3	12	24	10
	3%	4%	2%	3%	4%	2%	2%	3%	3%	4%	2%	3%	3%	3%	2%	1%	5%	3%	2%	3%	2%	4%	3%	2%	5%	3%	3%	6%

Prepared by Yonder

**Calories Survey**  
**ONLINE Fieldwork: 17th to 19th June 2022**

Absolutes/col percents

Table 26

**Q6. What would you consider to be more or least important to you when choosing a meal? - 2nd most important**

Please rank all answers in order with 1 being the most important and 5 being the least important .

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 &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Public	Private	Opinion Influencer
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
Price	674	356	317	94	119	112	134	94	120	169	212	138	154	48	33	69	77	57	53	33	60	81	90	54	18	125	320	49
	33%	35%	30%	42%	34%	34%	37%	30%	25%	31%	36%	32%	31%	27%	39%	30%	45%	32%	36%	34%	31%	30%	32%	30%	30%	35%	37%	28%
Ingredients	561	253	307	38	79	79	95	101	169	151	156	116	138	50	21	63	27	51	41	33	51	76	74	53	21	81	207	43
	27%	25%	29%	17%	22%	24%	26%	32%	35%	28%	26%	27%	28%	28%	25%	28%	16%	28%	28%	34%	27%	28%	26%	30%	36%	23%	24%	25%
Taste	555	247	305	58	104	87	88	85	132	138	152	122	143	57	20	54	43	51	36	23	54	73	81	53	11	96	214	42
	27%	25%	29%	26%	29%	26%	24%	27%	27%	25%	25%	28%	29%	32%	24%	23%	25%	29%	24%	24%	28%	27%	29%	30%	19%	27%	25%	24%
Service	166	93	73	18	30	32	22	19	46	53	36	37	40	14	6	31	14	13	10	3	20	21	21	11	3	34	68	11
	8%	9%	7%	8%	8%	10%	6%	6%	9%	10%	6%	8%	8%	8%	7%	13%	8%	7%	6%	3%	10%	8%	7%	6%	6%	9%	8%	6%
Calories	114	59	56	15	23	20	22	18	17	34	41	21	18	8	4	13	11	7	9	4	8	22	16	7	6	23	58	29
	6%	6%	5%	7%	6%	6%	6%	6%	4%	6%	7%	5%	4%	4%	5%	6%	6%	4%	6%	5%	4%	8%	6%	4%	10%	6%	7%	17%

Prepared by Yonder

## Calories Survey

ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 27

**Q6. What would you consider to be more or least important to you when choosing a meal? - 3rd most important**

Please rank all answers in order with 1 being the most important and 5 being the least important .

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 &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Public	Private	Opinion Influencer
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
Ingredients	563	277	286	61	99	92	106	89	116	129	169	117	148	43	33	62	61	48	44	24	51	72	67	43	14	101	238	41
	27%	27%	27%	27%	28%	28%	29%	28%	24%	24%	28%	27%	30%	25%	39%	27%	36%	27%	30%	25%	27%	26%	24%	24%	24%	28%	27%	23%
Price	561	251	308	45	87	80	83	99	167	171	154	125	111	54	21	58	37	44	42	26	66	65	76	51	20	85	221	46
	27%	25%	29%	20%	24%	24%	23%	31%	35%	31%	26%	29%	22%	31%	25%	25%	22%	25%	28%	27%	34%	24%	27%	29%	35%	24%	26%	26%
Service	488	255	233	50	83	78	89	79	109	113	138	105	132	42	18	50	41	42	37	25	37	66	81	39	10	80	202	37
	24%	25%	22%	22%	23%	24%	25%	25%	22%	21%	23%	24%	27%	24%	21%	22%	24%	23%	25%	26%	19%	24%	29%	22%	18%	22%	23%	21%
Calories	243	108	135	41	51	48	38	20	43	74	69	54	46	21	8	26	14	20	18	13	22	40	33	20	8	50	111	33
	12%	11%	13%	18%	14%	15%	11%	6%	9%	14%	12%	12%	9%	12%	9%	11%	8%	11%	12%	14%	11%	14%	12%	11%	13%	14%	13%	19%
Taste	215	118	96	28	36	31	44	28	49	58	66	33	57	16	4	34	18	24	8	9	16	30	25	24	6	42	95	18
	10%	12%	9%	12%	10%	9%	12%	9%	10%	11%	11%	8%	12%	9%	5%	15%	11%	14%	5%	9%	8%	11%	9%	14%	10%	12%	11%	10%

Prepared by Yonder

## Calories Survey

### ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 28

**Q6. What would you consider to be more or least important to you when choosing a meal? - 4th most important**

Please rank all answers in order with 1 being the most important and 5 being the least important .

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 &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Public	Private	Opinion Influencer
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
Service	855	401	450	79	146	135	147	140	209	224	251	179	201	79	37	85	81	72	66	42	80	111	109	66	26	147	355	68
	41%	40%	43%	35%	41%	41%	41%	44%	43%	41%	42%	41%	41%	45%	44%	37%	47%	41%	44%	43%	42%	41%	39%	37%	44%	41%	41%	39%
Ingredients	475	251	224	76	91	77	85	61	85	118	135	106	116	31	16	61	46	42	37	18	50	52	74	37	10	85	209	39
	23%	25%	21%	34%	25%	23%	24%	19%	18%	22%	23%	25%	23%	18%	19%	27%	27%	24%	25%	18%	26%	19%	26%	21%	18%	24%	24%	22%
Calories	358	162	195	40	65	55	57	58	82	91	111	70	86	31	17	40	26	36	16	17	31	43	50	41	10	61	146	23
	17%	16%	18%	18%	18%	17%	16%	18%	17%	17%	19%	16%	17%	18%	20%	17%	15%	20%	11%	17%	16%	16%	18%	23%	18%	17%	17%	13%
Price	298	149	148	21	41	43	55	51	86	89	86	55	67	31	11	37	13	20	23	13	21	55	38	28	9	50	112	35
	14%	15%	14%	10%	12%	13%	15%	16%	18%	16%	14%	13%	14%	17%	12%	16%	7%	11%	16%	13%	11%	20%	14%	16%	15%	14%	13%	20%
Taste	85	45	40	8	13	20	17	6	21	23	16	23	24	4	4	6	5	7	7	8	11	12	11	7	3	14	45	11
	4%	4%	4%	3%	4%	6%	5%	2%	4%	4%	3%	5%	5%	2%	4%	3%	3%	4%	5%	8%	6%	5%	4%	4%	5%	4%	5%	6%

Prepared by Yonder

## Calories Survey

### ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 29

**Q6. What would you consider to be more or least important to you when choosing a meal? - 5th most important**

Please rank all answers in order with 1 being the most important and 5 being the least important .

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 &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Public	Private	Opinion Influencer
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
Calories	1269	638	627	112	191	192	226	214	333	318	352	273	326	109	52	135	119	108	103	61	124	151	173	102	32	206	503	78
	61%	63%	59%	50%	54%	58%	63%	68%	69%	58%	59%	63%	66%	62%	61%	59%	70%	61%	69%	62%	65%	55%	61%	57%	55%	58%	58%	44%
Service	502	218	284	70	84	78	97	68	106	133	162	100	108	37	22	60	27	46	35	24	52	63	62	58	16	84	218	49
	24%	22%	27%	31%	24%	24%	27%	22%	22%	24%	27%	23%	22%	21%	26%	26%	16%	26%	23%	25%	27%	23%	22%	33%	27%	23%	25%	28%
Ingredients	179	96	82	29	49	39	25	17	19	56	52	36	35	22	9	20	15	14	8	11	9	28	28	9	7	45	91	25
	9%	10%	8%	13%	14%	12%	7%	5%	4%	10%	9%	8%	7%	13%	10%	9%	9%	8%	5%	11%	5%	10%	10%	5%	11%	13%	11%	14%
Price	80	28	52	6	16	13	8	17	21	27	21	16	16	7	1	12	7	7	4	2	5	16	12	6	3	16	33	15
	4%	3%	5%	3%	5%	4%	2%	5%	4%	5%	4%	4%	3%	4%	1%	5%	4%	4%	2%	2%	2%	6%	4%	3%	5%	5%	4%	9%
Taste	40	28	12	7	15	8	5	-	4	11	11	9	9	2	1	3	3	3	-	-	3	15	7	3	1	6	22	8
	2%	3%	1%	3%	4%	2%	1%	-	1%	2%	2%	2%	2%	1%	2%	2%	2%	2%	-	-	1%	5%	2%	2%	1%	2%	2%	5%

Prepared by Yonder

## Calories Survey

### ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 30

**Gender**

Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer				
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Midlands	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland		Public	Private		
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173	
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175	
Male	1008	1008	-	105	160	176	191	148	227	333	240	222	213	90	48	115	86	86	77	41	87	156	127	66	27	146	509	106	
	49%	100%	-	47%	45%	53%	53%	47%	47%	61%	40%	51%	43%	51%	57%	50%	50%	48%	52%	42%	45%	57%	45%	37%	47%	41%	59%	61%	
Female	1058	-	1058	118	194	154	169	167	257	211	357	211	279	85	36	115	85	92	71	56	105	117	153	112	31	212	358	69	
	51%	-	100%	52%	55%	47%	47%	53%	53%	39%	60%	49%	57%	48%	42%	50%	50%	52%	48%	58%	55%	43%	54%	63%	53%	59%	41%	39%	
Other	4	-	-	1	2	-	-	1	-	1	1	-	2	1	1	-	-	-	1	-	-	-	2	-	-	-	-	-	-
	*	-	-	1%	*	-	-	*	-	*	*	-	*	1%	1%	-	-	-	*	-	-	-	1%	-	-	-	-	-	

Prepared by Yonder

## Calories Survey

### ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 31

**Age**

Base: All respondents

	Gender		Age					Social Grade				Region										Employment Sector		Opinion Influencer				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East		South West	Northern Ireland	Public	Private
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
18-24	224	105	118	224	-	-	-	-	-	82	96	22	24	26	8	23	19	15	12	9	13	53	26	19	*	41	66	38
	11%	10%	11%	100%	-	-	-	-	-	15%	16%	5%	5%	15%	9%	10%	11%	9%	8%	10%	7%	20%	9%	11%	1%	11%	8%	21%
25-34	356	160	194	-	356	-	-	-	-	114	99	69	74	26	11	36	27	30	32	18	28	64	49	27	8	98	198	55
	17%	16%	18%	-	100%	-	-	-	-	21%	17%	16%	15%	15%	12%	16%	16%	17%	22%	18%	15%	23%	17%	15%	14%	27%	23%	32%
35-44	330	176	154	-	-	330	-	-	-	71	102	65	91	30	12	33	33	21	19	16	22	46	56	30	13	71	210	27
	16%	17%	15%	-	-	100%	-	-	-	13%	17%	15%	19%	17%	14%	14%	19%	12%	13%	16%	11%	17%	20%	17%	22%	20%	24%	15%
45-54	360	191	169	-	-	-	360	-	-	85	90	90	95	35	19	46	35	35	22	19	34	35	39	29	13	89	201	31
	17%	19%	16%	-	-	-	100%	-	-	16%	15%	21%	19%	20%	22%	20%	20%	20%	15%	20%	17%	13%	14%	16%	22%	25%	23%	18%
55-64	316	148	167	-	-	-	-	316	-	71	86	78	81	21	13	38	28	24	28	18	29	24	50	27	16	45	131	12
	15%	15%	16%	-	-	-	-	100%	-	13%	14%	18%	16%	12%	15%	17%	16%	14%	18%	18%	15%	9%	18%	15%	28%	13%	15%	7%
65+	484	227	257	-	-	-	-	-	484	122	124	109	128	38	22	54	30	53	36	17	67	52	62	46	7	14	61	12
	23%	23%	24%	-	-	-	-	-	100%	22%	21%	25%	26%	22%	26%	23%	17%	30%	24%	18%	35%	19%	22%	26%	13%	4%	7%	7%
NET: 18-34	580	266	311	224	356	-	-	-	-	196	195	91	98	51	18	59	47	45	44	27	42	117	74	47	8	139	264	93
	28%	26%	29%	100%	100%	-	-	-	-	36%	33%	21%	20%	29%	22%	26%	27%	25%	29%	28%	22%	43%	26%	26%	15%	30%	30%	53%
NET: 35-54	690	367	323	-	-	330	360	-	-	156	192	156	187	65	31	79	68	56	42	35	55	80	95	59	26	160	411	58
	33%	36%	31%	-	-	100%	100%	-	-	29%	32%	36%	38%	37%	37%	34%	39%	31%	28%	36%	29%	29%	34%	33%	45%	45%	47%	33%
NET: 55+	800	376	423	-	-	-	-	316	484	194	210	187	209	60	35	92	57	77	64	35	96	76	112	73	24	59	192	25
	39%	37%	40%	-	-	-	-	100%	100%	36%	35%	43%	42%	34%	42%	40%	33%	43%	43%	36%	50%	28%	40%	41%	41%	16%	22%	14%
Average age	48.37	48.33	48.47	21.53	29.97	39.28	49.86	59.58	72.1	46.49	46.16	50.79	51.01	46.9	51.22	48.52	46.93	51.1	49.35	47.56	52.91	42.69	48.52	49.62	50.07	41.06	43.53	37.79

Prepared by Yonder

## Calories Survey

### ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 32

**Social Grade**

Base: All respondents

	Gender		Age					Social Grade				Region										Employment Sector		Opinion Influencer				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Midlands	West Midlands	East Midlands	Wales	Eastern	London	South East		South West	Northern Ireland	Public	Private
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
A	143	92	51	30	30	20	19	16	28	143	-	-	-	14	5	17	9	11	8	3	15	33	14	6	8	22	68	24
	7%	9%	5%	13%	8%	6%	5%	5%	6%	26%	-	-	-	8%	6%	7%	5%	6%	5%	3%	8%	12%	5%	3%	13%	6%	8%	14%
B	402	241	160	53	83	50	66	55	94	402	-	-	-	47	16	32	34	40	23	14	39	64	47	31	15	77	171	59
	19%	24%	15%	23%	23%	15%	18%	17%	19%	74%	-	-	-	27%	19%	14%	20%	23%	16%	14%	20%	23%	17%	17%	26%	22%	20%	34%
C1	598	240	357	96	99	102	90	86	124	-	598	-	-	50	22	68	46	40	36	29	43	91	90	62	20	148	237	42
	29%	24%	34%	43%	28%	31%	25%	27%	26%	-	100%	-	-	29%	26%	30%	27%	22%	24%	30%	22%	33%	32%	35%	35%	41%	27%	24%
C2	434	222	211	22	69	65	90	78	109	-	-	434	-	18	19	55	46	41	39	25	44	40	63	38	5	69	231	24
	21%	22%	20%	10%	19%	20%	25%	25%	23%	-	-	100%	-	10%	22%	24%	27%	23%	26%	25%	23%	15%	22%	22%	9%	19%	27%	14%
D	270	128	141	17	55	69	49	34	45	-	-	-	270	23	18	33	17	24	26	15	23	25	37	22	6	40	151	20
	13%	13%	13%	7%	16%	21%	14%	11%	9%	-	-	-	55%	13%	22%	14%	10%	13%	17%	16%	12%	9%	13%	12%	10%	11%	17%	12%
E	224	84	138	8	19	22	46	47	83	-	-	-	224	23	5	24	19	21	18	11	28	20	30	20	4	1	8	6
	11%	8%	13%	3%	5%	7%	13%	15%	17%	-	-	-	45%	13%	6%	11%	11%	12%	11%	15%	7%	11%	11%	7%	*	1%	4%	
NET: AB	545	333	211	82	114	71	85	71	122	545	-	-	-	61	21	49	43	51	31	17	54	97	61	36	23	99	239	83
	26%	33%	20%	37%	32%	21%	23%	22%	25%	100%	-	-	-	35%	25%	21%	25%	29%	21%	18%	28%	35%	22%	20%	39%	28%	28%	47%
NET: ABC1	1142	573	568	178	213	173	175	157	247	545	598	-	-	111	43	117	89	91	67	46	97	188	151	98	43	247	476	125
	55%	57%	54%	79%	60%	52%	48%	50%	51%	100%	100%	-	-	63%	51%	51%	52%	51%	45%	48%	50%	69%	54%	55%	74%	69%	55%	71%
NET: C2DE	928	435	490	46	143	157	186	159	237	-	-	434	494	65	42	113	83	87	82	51	96	85	131	80	15	110	391	50
	45%	43%	46%	21%	40%	48%	52%	50%	49%	-	-	100%	100%	37%	49%	49%	48%	49%	55%	52%	50%	31%	46%	45%	26%	31%	45%	29%
NET: DE	494	213	279	24	74	91	95	81	128	-	-	-	494	46	23	57	36	45	43	26	51	46	68	41	10	41	159	26
	24%	21%	26%	11%	21%	28%	26%	26%	26%	-	-	-	100%	26%	27%	25%	21%	26%	29%	27%	27%	17%	24%	23%	17%	12%	18%	15%

Prepared by Yonder



**Calories Survey**  
**ONLINE Fieldwork: 17th to 19th June 2022**

Absolutes/col percents

Table 33  
**GO Region**  
**Base: All respondents**

	Gender		Age					Social Grade				Region										Employment Sector			Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West		Northern Ireland	Public	Private
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
Scotland	176	90	85	26	26	30	35	21	38	61	50	18	46	176	-	-	-	-	-	-	-	-	-	-	-	38	60	19
	8%	9%	8%	11%	7%	9%	10%	7%	8%	11%	8%	4%	9%	100%	-	-	-	-	-	-	-	-	-	-	-	11%	7%	11%
North East	85	48	36	8	11	12	19	13	22	21	22	19	23	-	85	-	-	-	-	-	-	-	-	-	-	11	42	6
	4%	5%	3%	3%	3%	4%	5%	4%	5%	4%	4%	4%	5%	-	100%	-	-	-	-	-	-	-	-	-	-	3%	5%	3%
North West	230	115	115	23	36	33	46	38	54	49	68	55	57	-	-	230	-	-	-	-	-	-	-	-	-	45	95	18
	11%	11%	11%	10%	10%	10%	13%	12%	11%	9%	11%	13%	12%	-	-	100%	-	-	-	-	-	-	-	-	-	12%	11%	10%
Yorkshire & Humberside	172	86	85	19	27	33	35	28	30	43	46	46	36	-	-	-	172	-	-	-	-	-	-	-	-	36	77	13
	8%	9%	8%	9%	8%	10%	10%	9%	6%	8%	8%	11%	7%	-	-	-	100%	-	-	-	-	-	-	-	-	10%	9%	8%
West Midlands	178	86	92	15	30	21	35	24	53	51	40	41	45	-	-	-	-	178	-	-	-	-	-	-	-	19	72	15
	9%	9%	9%	7%	8%	6%	10%	8%	11%	9%	7%	9%	9%	-	-	-	-	100%	-	-	-	-	-	-	-	5%	8%	8%
East Midlands	149	77	71	12	32	19	22	28	36	31	36	39	43	-	-	-	-	-	149	-	-	-	-	-	-	21	63	15
	7%	8%	7%	5%	9%	6%	6%	9%	7%	6%	6%	9%	9%	-	-	-	-	-	100%	-	-	-	-	-	-	6%	7%	8%
Wales	97	41	56	9	18	16	19	18	17	17	29	25	26	-	-	-	-	-	-	97	-	-	-	-	-	24	41	14
	5%	4%	5%	4%	5%	5%	5%	6%	4%	3%	5%	6%	5%	-	-	-	-	-	-	100%	-	-	-	-	-	7%	5%	8%
Eastern	193	87	105	13	28	22	34	29	67	54	43	44	51	-	-	-	-	-	-	-	193	-	-	-	-	19	79	10
	9%	9%	10%	6%	8%	7%	9%	9%	14%	10%	7%	10%	10%	-	-	-	-	-	-	-	100%	-	-	-	-	5%	9%	6%
London	273	156	117	53	64	46	35	24	52	97	91	40	46	-	-	-	-	-	-	-	-	273	-	-	-	45	114	40
	13%	16%	11%	24%	18%	14%	10%	8%	11%	18%	15%	9%	9%	-	-	-	-	-	-	-	-	100%	-	-	-	12%	13%	23%
South East	282	127	153	26	49	56	39	50	62	61	90	63	68	-	-	-	-	-	-	-	-	-	282	-	-	45	130	13
	14%	13%	14%	11%	14%	17%	11%	16%	13%	11%	15%	14%	14%	-	-	-	-	-	-	-	-	-	100%	-	-	13%	15%	7%
South West	178	66	112	19	27	30	29	27	46	36	62	38	41	-	-	-	-	-	-	-	-	-	-	178	-	35	75	7
	9%	7%	11%	9%	8%	9%	8%	9%	9%	7%	10%	9%	8%	-	-	-	-	-	-	-	-	-	-	100%	-	10%	9%	4%
Northern Ireland	58	27	31	*	8	13	13	16	7	23	20	5	10	-	-	-	-	-	-	-	-	-	-	-	58	20	18	5
	3%	3%	3%	*	2%	4%	4%	5%	2%	4%	3%	1%	2%	-	-	-	-	-	-	-	-	-	-	100%	-	6%	2%	3%

Prepared by Yonder

## Calories Survey

ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 34

Have you taken a foreign holiday in the last 3 years?

Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Midlands	West Midlands	East Midlands	Wales	Eastern	London	South East	South West		Northern Ireland	Public	Private
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
Yes	893	462	430	134	197	133	146	114	169	312	244	190	147	81	39	92	92	78	53	30	73	151	109	68	28	190	415	110
	43%	46%	41%	60%	55%	40%	41%	36%	35%	57%	41%	44%	30%	46%	46%	40%	54%	44%	36%	31%	38%	55%	39%	38%	48%	53%	48%	63%
No	1177	546	628	90	159	197	214	202	315	233	354	243	347	95	46	138	79	100	96	68	119	123	172	110	30	167	452	65
	57%	54%	59%	40%	45%	60%	59%	64%	65%	43%	59%	56%	70%	54%	54%	60%	46%	56%	64%	69%	62%	45%	61%	62%	52%	47%	52%	37%

Prepared by Yonder

**Calories Survey**  
**ONLINE Fieldwork: 17th to 19th June 2022**

Absolutes/col percents

Table 35

**Opinion Influencer****Base: All respondents**

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland		Public	Private	
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
Yes	175	106	69	38	55	27	31	12	12	83	42	24	26	19	6	18	13	15	15	14	10	40	13	7	5	61	85	175
	8%	11%	7%	17%	16%	8%	9%	4%	3%	15%	7%	5%	5%	11%	7%	8%	8%	8%	10%	15%	5%	15%	4%	4%	9%	17%	10%	100%
No	1895	902	989	186	300	303	330	304	471	462	555	410	467	157	79	212	158	163	134	83	183	233	269	171	53	297	782	-
	92%	89%	93%	83%	84%	92%	91%	96%	97%	85%	93%	95%	95%	89%	93%	92%	92%	92%	90%	85%	95%	85%	96%	96%	91%	83%	90%	-

Prepared by Yonder

## Calories Survey

### ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 36

**Tenure**

Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West		Northern Ireland	Public	Private
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
NET: Homeowners	1404	724	678	105	194	202	242	245	417	419	385	327	273	113	50	152	120	131	104	74	144	158	185	132	44	237	592	109
Owned outright without mortgage	68%	72%	64%	47%	55%	61%	67%	77%	86%	77%	64%	75%	55%	64%	58%	66%	70%	73%	70%	76%	75%	58%	66%	74%	76%	66%	68%	62%
Owned with a mortgage or loan	818	420	397	55	48	52	102	181	380	235	220	187	177	61	34	91	62	82	61	44	94	88	112	72	16	95	249	47
Owned with a mortgage or loan	40%	42%	38%	25%	13%	16%	28%	57%	78%	43%	37%	43%	36%	35%	40%	39%	36%	46%	41%	45%	49%	32%	40%	41%	28%	27%	29%	27%
NET: Renters	587	304	281	49	146	150	140	64	38	184	166	140	97	52	16	61	58	48	43	30	50	69	73	59	27	142	343	62
NET: Renters	28%	30%	27%	22%	41%	45%	39%	20%	8%	34%	28%	32%	20%	29%	18%	27%	34%	27%	29%	31%	26%	25%	26%	33%	47%	40%	40%	35%
NET: Rent from Council/ Housing Association	634	268	364	110	153	124	116	69	64	116	206	99	214	61	34	71	48	46	44	23	47	111	91	45	13	116	262	65
NET: Rent from Council/ Housing Association	31%	27%	34%	49%	43%	38%	32%	22%	13%	21%	34%	23%	43%	35%	40%	31%	28%	26%	30%	23%	24%	41%	32%	25%	22%	32%	30%	37%
Rented from the council	379	158	221	54	71	71	84	48	51	53	117	50	160	43	24	49	27	27	28	16	25	60	55	22	4	65	140	35
Rented from the council	18%	16%	21%	24%	20%	22%	23%	15%	11%	10%	20%	12%	32%	25%	29%	21%	16%	15%	19%	16%	13%	22%	20%	12%	6%	18%	16%	20%
Rented from a housing association	248	100	147	25	47	42	61	33	38	32	77	33	106	27	19	29	19	17	20	12	17	42	30	13	2	42	95	24
Rented from a housing association	12%	10%	14%	11%	13%	13%	17%	11%	8%	6%	13%	8%	21%	15%	22%	13%	11%	9%	14%	13%	9%	15%	11%	7%	4%	12%	11%	14%
Rented from someone else	132	58	74	29	24	29	23	15	13	21	40	17	55	16	6	19	8	11	8	3	8	18	25	9	1	23	45	11
Rented from someone else	6%	6%	7%	13%	7%	9%	6%	5%	3%	4%	7%	4%	11%	9%	6%	8%	5%	6%	5%	3%	4%	7%	9%	5%	2%	6%	5%	6%
Rent free	255	111	143	55	82	53	31	21	13	64	89	49	53	18	10	23	21	19	16	7	22	50	36	23	9	51	122	30
Rent free	12%	11%	14%	25%	23%	16%	9%	7%	3%	12%	15%	11%	11%	10%	11%	10%	12%	11%	11%	7%	11%	18%	13%	13%	16%	14%	14%	17%
Rent free	31	16	15	10	9	4	3	2	3	9	6	8	7	2	1	6	4	1	1	1	2	5	5	2	1	4	12	1
Rent free	2%	2%	1%	4%	3%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	3%	2%	1%	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%

Prepared by Yonder

## Calories Survey

### ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 37

What is the highest educational level that you have achieved to date?

Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector			Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland		Public	Private
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
No formal education	9	5	4	1	3	-	1	1	3	1	1	2	5	-	-	2	1	1	3	*	1	1	-	-	-	-	1	-
	*	*	*	*	1%	-	*	*	1%	*	*	*	1%	-	-	1%	1%	*	2%	*	1%	*	-	-	-	-	*	-
Primary	12	5	8	1	1	1	1	5	5	-	1	2	9	-	-	-	4	1	2	-	2	1	2	1	-	-	5	1
	1%	*	1%	*	*	*	*	2%	1%	-	*	*	2%	-	-	-	2%	1%	1%	-	1%	*	1%	*	-	-	1%	1%
Secondary school, high school, 6th form/ college, GCSE's, ALevels, BTEC, NVQ levels 1 to 3, etc.	1087	521	565	84	125	174	198	192	313	158	298	291	340	75	49	128	84	102	91	58	124	103	161	89	24	143	441	36
	53%	52%	53%	38%	35%	53%	55%	61%	65%	29%	50%	67%	69%	42%	57%	56%	49%	57%	61%	59%	64%	38%	57%	50%	41%	40%	51%	21%
University degree or equivalent professional qualification, NVQ level 4, etc.	652	322	328	64	145	105	120	83	135	251	202	102	98	75	24	67	57	56	36	30	51	95	79	64	18	129	306	81
	31%	32%	31%	28%	41%	32%	33%	26%	28%	46%	34%	24%	20%	42%	29%	29%	33%	32%	24%	31%	26%	35%	28%	36%	32%	36%	35%	46%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	232	125	105	26	67	43	40	32	25	113	56	30	32	17	9	27	15	16	13	8	14	47	30	19	16	76	102	45
	11%	12%	10%	11%	19%	13%	11%	10%	5%	21%	9%	7%	7%	10%	11%	12%	8%	9%	9%	8%	7%	17%	11%	11%	27%	21%	12%	26%
Still in full time education	62	23	38	48	11	2	1	1	-	19	33	7	3	7	2	4	6	1	2	1	-	23	8	5	1	4	7	7
	3%	2%	4%	22%	3%	1%	*	*	-	4%	5%	2%	1%	4%	3%	2%	3%	1%	2%	1%	-	8%	3%	3%	1%	1%	1%	4%
Don't know	5	1	4	1	1	-	-	1	2	-	2	-	3	1	-	-	2	1	1	-	-	-	-	-	-	-	1	-
	*	*	*	*	*	-	-	*	*	-	*	-	1%	1%	-	-	1%	*	1%	-	-	-	-	-	-	-	*	-
Prefer not to answer	11	5	6	-	4	6	-	-	1	2	4	-	4	1	-	2	3	-	1	-	1	4	-	-	-	5	4	4
	1%	1%	1%	-	1%	2%	-	-	*	*	1%	-	1%	*	-	1%	2%	-	*	-	*	1%	-	-	-	2%	*	2%

Prepared by Yonder

## Calories Survey

ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 38

**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 & West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Public	Private	Opinion Influencer	
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
Yes - responsible for half or more of the items bought	1883	874	1006	142	324	315	345	301	455	480	541	396	466	159	72	205	155	159	141	93	178	243	261	164	54	334	807	163
	91%	87%	95%	63%	91%	96%	96%	95%	94%	88%	90%	91%	94%	90%	85%	89%	90%	89%	94%	96%	92%	89%	93%	92%	94%	94%	93%	93%
No - not responsible for most of the items bought	187	134	52	82	31	14	15	15	29	65	57	37	28	17	13	25	17	19	8	4	15	30	20	14	4	23	60	12
	9%	13%	5%	37%	9%	4%	4%	5%	6%	12%	10%	9%	6%	10%	15%	11%	10%	11%	6%	4%	8%	11%	7%	8%	6%	6%	7%	7%

Prepared by Yonder

## Calories Survey

ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 39  
**How many cars are there in your household?**  
**Base: All respondents**

	Gender		Age						Social Grade				Region										Employment Sector			Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Midlands	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland		Public	Private
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
No cars in the household	383	164	218	57	87	55	55	54	74	70	131	40	142	37	21	37	26	35	24	12	26	101	43	15	5	53	137	30
	19%	16%	21%	26%	25%	17%	15%	17%	15%	13%	22%	9%	29%	21%	24%	16%	15%	20%	16%	12%	14%	37%	15%	8%	9%	15%	16%	17%
NET: Any	1687	844	840	167	269	274	306	262	410	475	467	393	352	139	64	193	145	143	125	85	166	172	239	163	52	304	730	146
	81%	84%	79%	74%	75%	83%	85%	83%	85%	87%	78%	91%	71%	79%	76%	84%	85%	80%	84%	88%	86%	63%	85%	92%	91%	85%	84%	83%
1	1069	524	543	64	157	182	181	173	312	285	308	217	259	92	44	125	93	88	85	50	103	112	141	109	26	176	437	80
	52%	52%	51%	29%	44%	55%	50%	55%	64%	52%	52%	50%	52%	53%	52%	54%	54%	49%	57%	52%	53%	41%	50%	61%	44%	49%	50%	46%
2	482	250	232	65	85	79	98	70	86	154	121	137	70	37	16	55	42	39	28	24	51	55	74	41	21	101	220	53
	23%	25%	22%	29%	24%	24%	27%	22%	18%	28%	20%	32%	14%	21%	19%	24%	24%	22%	19%	25%	26%	20%	26%	23%	36%	28%	25%	30%
3+	135	70	65	37	27	14	26	19	12	36	38	39	23	10	4	13	11	16	11	11	13	4	23	12	6	27	73	12
	7%	7%	6%	17%	7%	4%	7%	6%	3%	7%	6%	9%	5%	5%	5%	6%	6%	9%	8%	12%	7%	2%	8%	7%	11%	7%	8%	7%

Prepared by Yonder

## Calories Survey

### ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 40

To which of the following ethnic groups do you consider you belong?

Base: All respondents

	Gender		Age					Social Grade				Region										Employment Sector			Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West		Northern Ireland	Public	Private
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
White	1783	863	917	130	276	265	327	306	478	450	492	399	442	155	82	199	153	144	136	97	185	157	252	166	56	288	742	110
	86%	86%	87%	58%	78%	80%	91%	97%	99%	83%	82%	92%	89%	88%	96%	86%	89%	81%	92%	99%	96%	57%	89%	93%	97%	81%	86%	63%
NET: Ethnic minority	266	130	135	91	76	56	30	10	3	91	92	33	50	19	3	31	16	30	13	1	6	109	27	11	*	67	109	63
	13%	13%	13%	41%	21%	17%	8%	3%	1%	17%	15%	8%	10%	11%	4%	14%	9%	17%	8%	1%	3%	40%	10%	6%	1%	19%	13%	36%
Mixed	50	25	24	17	13	12	7	2	-	11	17	11	11	4	-	4	1	3	*	-	3	24	10	1	-	8	35	7
	2%	3%	2%	8%	4%	4%	2%	1%	-	2%	3%	3%	2%	2%	-	2%	1%	2%	*	-	1%	9%	4%	*	-	2%	4%	4%
Asian	108	58	50	32	35	24	10	5	2	44	33	14	17	8	2	17	6	20	5	1	3	39	3	4	-	30	39	26
	5%	6%	5%	14%	10%	7%	3%	2%	*	8%	5%	3%	3%	5%	2%	7%	4%	11%	4%	1%	1%	14%	1%	2%	-	8%	4%	15%
Black	59	31	28	13	13	18	10	4	1	16	20	6	17	3	*	7	3	4	3	-	-	31	7	1	-	21	23	21
	3%	3%	3%	6%	4%	6%	3%	1%	*	3%	3%	1%	3%	2%	*	3%	2%	2%	2%	-	-	12%	2%	*	-	6%	3%	12%
Chinese	39	8	31	28	11	1	-	-	-	14	21	1	3	5	1	3	3	1	4	-	1	10	6	5	*	6	6	6
	2%	1%	3%	13%	3%	*	-	-	-	3%	4%	*	1%	3%	1%	1%	2%	1%	3%	-	1%	4%	2%	3%	1%	2%	1%	3%
Other ethnic group	10	7	2	1	5	1	3	-	-	7	1	-	2	-	-	-	2	2	-	-	-	4	1	-	-	1	7	3
	*	1%	*	1%	1%	*	1%	-	-	1%	*	-	*	-	-	-	1%	1%	-	-	-	1%	*	-	-	*	1%	2%
Prefer not to answer	21	15	6	3	3	9	4	-	2	4	13	2	2	1	-	-	3	3	-	-	1	8	2	1	1	2	16	2
	1%	1%	1%	1%	1%	3%	1%	-	*	1%	2%	*	*	1%	-	-	2%	2%	-	-	*	3%	1%	*	2%	1%	2%	1%

Prepared by Yonder



## Calories Survey

### ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 41

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		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland		Public	Private
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
Christian	974	450	523	52	103	132	166	181	340	230	261	222	261	75	40	113	82	98	71	35	88	113	130	88	42	155	359	84
	47%	45%	49%	23%	29%	40%	46%	57%	70%	42%	44%	51%	53%	43%	47%	49%	48%	55%	47%	36%	46%	41%	46%	49%	73%	43%	41%	48%
NET: Other	149	80	69	35	46	25	22	14	7	57	39	26	28	9	2	15	10	19	3	4	9	57	11	9	1	42	62	34
	7%	8%	6%	16%	13%	8%	6%	5%	1%	10%	6%	6%	6%	5%	3%	7%	6%	11%	2%	4%	5%	21%	4%	5%	2%	12%	7%	20%
Muslim	65	40	25	17	21	14	9	3	*	27	18	11	9	1	1	12	5	13	2	-	2	24	1	4	1	23	23	23
	3%	4%	2%	8%	6%	4%	2%	1%	*	5%	3%	3%	2%	1%	1%	5%	3%	7%	1%	-	1%	9%	*	2%	1%	7%	3%	13%
Hindu	16	12	4	4	8	1	2	-	1	11	3	-	2	-	-	2	-	1	1	*	-	10	1	-	-	2	11	1
	1%	1%	*	2%	2%	*	1%	-	*	2%	*	-	*	-	-	1%	-	1%	1%	*	-	4%	*	-	-	1%	1%	1%
Jewish	14	7	7	3	5	2	1	2	2	3	3	3	6	1	-	-	-	-	-	-	1	11	2	-	-	6	3	2
	1%	1%	1%	1%	1%	*	*	1%	*	1%	*	1%	1%	1%	-	-	-	-	-	-	*	4%	1%	-	-	2%	*	1%
Sikh	6	1	5	*	3	3	-	-	-	1	-	1	4	*	-	-	-	2	-	-	-	3	-	-	-	1	1	*
	*	*	*	*	1%	1%	-	-	-	*	-	*	1%	*	-	-	-	1%	-	-	-	1%	-	-	-	*	*	*
Buddhist	14	4	9	4	-	3	4	1	1	3	5	5	1	1	-	-	4	-	-	2	-	4	2	1	*	1	8	3
	1%	*	1%	2%	-	1%	1%	*	*	1%	1%	1%	*	1%	-	-	2%	-	-	2%	-	2%	1%	*	1%	*	1%	1%
Other	34	16	17	6	9	2	6	9	2	11	10	7	6	5	1	1	2	3	*	2	6	5	5	4	-	8	15	6
	2%	2%	2%	3%	3%	*	2%	3%	*	2%	2%	2%	1%	3%	1%	*	1%	2%	*	2%	3%	2%	2%	2%	-	2%	2%	3%
None	900	454	444	130	194	159	166	120	130	247	280	179	195	88	43	99	72	55	72	57	94	91	138	79	14	156	423	50
	43%	45%	42%	58%	55%	48%	46%	38%	27%	45%	47%	41%	39%	50%	50%	43%	42%	31%	48%	58%	49%	33%	49%	44%	24%	44%	49%	29%
Prefer not to say	47	25	22	7	12	13	7	1	7	12	17	7	11	4	-	2	9	6	3	1	2	13	3	3	1	5	23	7
	2%	2%	2%	3%	3%	4%	2%	*	1%	2%	3%	2%	2%	2%	-	1%	5%	3%	2%	1%	1%	5%	1%	2%	2%	1%	3%	4%

Prepared by Yonder

## Calories Survey

### ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 42  
Which of the following best describes where you live?

Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector			Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland		Public	Private
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
NET: Urban	1660	839	817	198	307	283	286	239	347	450	483	341	385	140	73	200	131	159	105	57	129	267	217	140	41	307	710	161
80%	80%	83%	77%	88%	86%	86%	79%	76%	72%	83%	81%	79%	78%	79%	86%	87%	77%	89%	71%	59%	67%	98%	77%	78%	71%	86%	82%	92%
Urban - Population over 10,000	897	505	389	140	182	155	157	107	156	267	267	164	199	88	40	96	70	86	48	25	57	232	82	55	19	153	404	120
43%	50%	37%	62%	51%	47%	44%	34%	32%	49%	45%	38%	40%	50%	47%	42%	41%	48%	32%	25%	30%	85%	29%	31%	33%	43%	47%	69%	
Town and Fringe	763	334	428	58	125	128	129	133	191	183	216	178	186	52	32	104	62	73	57	32	72	36	135	84	22	154	306	40
37%	33%	40%	26%	35%	39%	36%	42%	39%	34%	36%	41%	38%	29%	38%	45%	36%	41%	38%	33%	38%	13%	48%	47%	39%	43%	35%	23%	
NET: Rural	410	169	241	26	49	46	74	77	137	94	114	92	109	36	12	30	40	19	44	40	63	6	64	38	17	50	157	15
20%	17%	23%	12%	14%	14%	21%	24%	28%	17%	19%	21%	22%	21%	14%	13%	23%	11%	29%	41%	33%	2%	23%	22%	29%	14%	18%	8%	
Village	362	148	214	26	47	42	62	62	123	79	107	81	95	27	11	26	38	19	43	31	55	6	61	35	10	46	143	13
18%	15%	20%	12%	13%	13%	17%	20%	25%	15%	18%	19%	19%	15%	13%	11%	22%	10%	29%	32%	29%	2%	22%	20%	18%	13%	16%	7%	
Hamlet & Isolated Dwelling	48	21	27	-	2	4	12	15	14	15	7	11	14	9	1	4	2	*	1	9	8	-	3	3	6	4	15	2
2%	2%	3%	-	1%	1%	3%	5%	3%	3%	1%	3%	3%	3%	5%	2%	2%	1%	*	*	10%	4%	-	1%	2%	11%	1%	2%	1%

Prepared by Yonder

## Calories Survey

### ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 43  
Please indicate which of the following best describes your current working status.  
Base: All respondents

	Gender		Age					Social Grade				Region										Employment Sector			Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West		Northern Ireland	Public	Private
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
NET: Working	1224	654	570	107	295	281	290	176	75	338	385	300	201	98	53	140	114	92	84	65	98	159	174	110	38	357	867	146
	59%	65%	54%	48%	83%	85%	81%	56%	15%	62%	64%	69%	41%	56%	62%	61%	66%	51%	56%	67%	51%	58%	62%	62%	66%	100%	100%	83%
NET: Employed	1100	584	516	105	272	258	260	155	50	307	342	270	180	90	50	126	99	83	78	57	79	141	161	99	36	354	746	126
	53%	58%	49%	47%	76%	78%	72%	49%	10%	56%	57%	62%	37%	51%	59%	55%	58%	47%	52%	59%	41%	52%	57%	56%	62%	99%	86%	72%
Working full time working 30 hours per week or more	907	538	370	78	240	229	218	116	26	272	270	222	143	75	44	104	83	65	64	47	65	120	129	78	33	293	614	103
	44%	53%	35%	35%	67%	70%	60%	37%	5%	50%	45%	51%	29%	43%	52%	45%	49%	37%	43%	48%	34%	44%	46%	44%	57%	82%	71%	59%
Working part-time working between 8 and 29 hours per week	192	46	146	26	32	29	43	38	24	35	72	48	37	15	6	22	16	18	14	11	14	21	32	21	3	60	132	23
	9%	5%	14%	12%	9%	9%	12%	12%	5%	7%	12%	11%	8%	9%	7%	10%	9%	10%	10%	11%	7%	8%	11%	12%	5%	17%	15%	13%
NET: Self-employed	125	71	54	2	24	23	30	22	24	31	43	31	20	8	3	13	14	9	6	8	18	18	13	11	2	4	121	20
	6%	7%	5%	1%	7%	7%	8%	7%	5%	6%	7%	7%	4%	5%	3%	6%	8%	5%	4%	8%	9%	6%	5%	6%	4%	1%	14%	11%
Self-employed - working 30 hours per week or more	79	49	31	2	18	15	24	13	8	22	27	19	11	6	1	11	13	5	4	4	11	10	7	6	2	2	77	16
	4%	5%	3%	1%	5%	5%	7%	4%	2%	4%	5%	4%	2%	3%	2%	5%	7%	3%	3%	4%	6%	4%	2%	4%	3%	1%	9%	9%
Self-employed - working between 8 and 29 hours per week	45	22	23	1	6	7	7	9	16	9	15	12	9	2	2	3	2	4	2	4	7	7	6	5	1	1	44	3
	2%	2%	2%	*	2%	2%	2%	3%	3%	2%	3%	3%	2%	1%	2%	1%	1%	2%	1%	5%	4%	3%	2%	3%	1%	*	5%	2%
NET: Not working	846	354	488	117	60	49	70	140	409	206	213	133	293	78	32	90	58	86	65	32	95	115	107	68	20	-	-	29
	41%	35%	46%	52%	17%	15%	19%	44%	85%	38%	36%	31%	59%	44%	38%	39%	34%	49%	44%	33%	49%	42%	38%	38%	34%	-	-	17%
Not working but seeking work or temporarily unemployed or sick	73	37	37	10	16	10	19	17	1	8	13	5	47	7	1	13	4	13	3	2	4	11	5	6	5	-	-	2
	4%	4%	3%	4%	5%	3%	5%	5%	*	2%	2%	1%	10%	4%	1%	6%	2%	7%	2%	2%	4%	2%	3%	9%	-	-	1%	
Not working and not seeking work	73	37	34	2	8	8	17	29	7	4	2	5	62	9	2	6	7	7	9	4	8	6	8	6	1	-	-	1
	4%	4%	3%	1%	2%	3%	5%	9%	1%	1%	*	1%	12%	5%	2%	3%	4%	4%	6%	4%	4%	2%	3%	2%	-	-	*	
Student	117	51	65	100	13	3	1	-	-	34	64	9	9	11	1	10	9	5	9	3	8	37	12	10	1	-	-	14
	6%	5%	6%	45%	4%	1%	*	-	-	6%	11%	2%	2%	6%	2%	5%	5%	3%	6%	3%	4%	14%	4%	6%	1%	-	-	8%

Prepared by Yonder

**Calories Survey**  
**ONLINE Fieldwork: 17th to 19th June 2022**

Absolutes/col percents

Table 43

Please indicate which of the following best describes your current working status.

Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland		Public	Private	
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
Retired on a state pension only	122	35	86	-	-	-	1	2	119	10	7	17	87	12	3	15	14	7	9	7	16	12	12	12	1	-	-	1
	6%	4%	8%	-	-	-	*	1%	25%	2%	1%	4%	18%	7%	4%	6%	8%	4%	6%	8%	4%	4%	7%	2%	-	-	*	
Retired with a private pension	337	183	153	-	-	-	3	59	275	129	113	67	29	31	20	32	14	37	24	11	46	40	48	25	8	-	-	9
	16%	18%	14%	-	-	-	1%	19%	57%	24%	19%	16%	6%	17%	24%	14%	8%	21%	16%	12%	24%	15%	17%	14%	13%	-	-	5%
House person, housewife, househusband, etc.	124	12	113	5	23	28	29	33	8	21	14	30	60	8	4	14	11	16	11	5	12	9	22	9	4	-	-	3
	6%	1%	11%	2%	6%	8%	8%	10%	2%	4%	2%	7%	12%	4%	5%	6%	6%	9%	7%	5%	6%	3%	8%	5%	7%	-	-	2%

Prepared by Yonder

## Calories Survey

### ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 44

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

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West		Northern Ireland	Public	Private
Unweighted base	1207	641	566	103	276	271	284	189	84	323	357	315	212	85	46	137	113	94	85	61	110	159	169	107	41	338	869	140
Weighted base	1224	654	570	107	295	281	290	176	75	338	385	300	201	98	53	140	114	92	84	65	98	159	174	110	38	357	867	146
NET: Public Sector	357	146	212	41	98	71	89	45	14	99	148	69	41	38	11	45	36	19	21	24	19	45	45	35	20	357	-	61
	29%	22%	37%	38%	33%	25%	31%	26%	18%	29%	38%	23%	21%	39%	21%	32%	32%	21%	25%	37%	19%	28%	26%	32%	53%	100%	-	42%
A nationalised industry/state corporation	24	22	2	5	8	2	7	2	-	12	2	8	3	1	1	2	3	1	2	3	1	7	1	1	1	24	-	10
	2%	3%	*	5%	3%	1%	2%	1%	-	3%	*	3%	1%	1%	3%	2%	3%	1%	2%	4%	1%	4%	*	1%	3%	7%	-	7%
Central government or civil service (including	47	26	21	14	13	4	8	6	2	18	25	2	2	8	1	9	6	-	4	1	2	6	1	5	3	47	-	5
	4%	4%	4%	13%	5%	1%	3%	4%	2%	5%	6%	1%	1%	8%	2%	7%	5%	-	4%	2%	2%	4%	*	5%	7%	13%	-	3%
Local government or council (including fire se	122	49	73	5	29	35	30	18	5	37	52	21	12	14	4	10	12	6	3	10	8	12	22	13	9	122	-	17
	10%	7%	13%	5%	10%	13%	10%	10%	7%	11%	14%	7%	6%	15%	8%	7%	10%	6%	4%	15%	8%	7%	13%	11%	24%	34%	-	12%
A university, or other grant funded establish	36	14	22	5	14	4	10	2	1	15	15	5	2	4	-	4	4	2	5	2	1	4	5	2	3	36	-	11
	3%	2%	4%	5%	5%	2%	4%	1%	1%	4%	4%	2%	1%	4%	-	3%	3%	2%	6%	4%	1%	2%	3%	1%	7%	10%	-	8%
A health authority or NHS Trust	103	21	81	11	25	18	28	15	6	14	46	23	20	9	4	15	10	7	6	5	5	14	10	14	3	103	-	14
	8%	3%	14%	10%	8%	6%	10%	9%	8%	4%	12%	8%	10%	9%	8%	11%	9%	8%	7%	7%	5%	9%	6%	13%	7%	29%	-	9%
The armed forces	3	1	2	-	2	1	-	-	-	-	-	2	1	-	-	-	-	2	1	-	-	1	-	-	-	3	-	2
	*	*	*	-	1%	*	-	-	-	-	-	1%	*	-	-	-	-	2%	1%	-	-	*	-	-	-	1%	-	1%
Other public sector occupation (Please spec	22	11	11	2	6	6	6	1	1	4	8	8	1	2	-	4	2	2	-	3	2	1	6	-	2	22	-	2
	2%	2%	2%	1%	2%	2%	2%	1%	1%	1%	2%	3%	1%	2%	-	3%	2%	2%	-	5%	2%	1%	3%	-	5%	6%	-	1%
NET: Private Sector	867	509	358	66	198	210	201	131	61	239	237	231	159	60	42	95	77	72	63	41	79	114	130	75	18	-	867	85
	71%	78%	63%	62%	67%	75%	69%	74%	82%	71%	62%	77%	79%	61%	79%	68%	68%	79%	75%	63%	81%	72%	74%	68%	47%	-	100%	58%

Prepared by Yonder

## Calories Survey

### ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 44

Do you work in any of the following occupations?

Base: All respondents who work

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West		Northern Ireland	Public	Private
Weighted base	1224	654	570	107	295	281	290	176	75	338	385	300	201	98	53	140	114	92	84	65	98	159	174	110	38	357	867	146
A charity, voluntary organisation or trust	46	14	32	5	7	9	16	6	3	14	17	5	10	2	1	4	5	6	1	2	7	5	7	5	1	-	46	3
Self-employed (Private sector)	149	84	64	3	30	29	32	27	27	36	51	39	23	7	4	17	13	9	12	6	22	26	17	11	6	-	149	17
None of the above/ I work in the Private sec	672	410	262	58	160	172	153	98	31	189	169	188	126	51	37	74	59	58	51	33	51	83	105	60	11	-	672	65
	55%	63%	46%	54%	54%	61%	53%	56%	41%	56%	44%	63%	63%	52%	69%	53%	52%	63%	60%	51%	52%	53%	60%	54%	30%	-	78%	45%

Prepared by Yonder

## Calories Survey

### ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 45

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			Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland		Public	Private
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
No children aged 18 or under	1494	729	761	200	211	125	198	283	477	400	444	293	356	131	65	153	123	129	115	71	152	192	202	127	33	205	551	93
	72%	72%	72%	89%	59%	38%	55%	90%	98%	73%	74%	68%	72%	75%	77%	67%	72%	72%	77%	73%	79%	70%	72%	72%	56%	57%	64%	53%
NET: Yes	571	277	293	21	144	204	161	33	7	145	150	138	137	45	20	75	48	49	34	26	39	80	79	51	25	153	313	81
	28%	27%	28%	9%	40%	62%	45%	10%	2%	27%	25%	32%	28%	25%	23%	33%	28%	28%	23%	27%	20%	29%	28%	28%	44%	43%	36%	46%
NET: Any 5-18	484	242	242	11	90	184	159	32	7	128	122	114	120	38	17	64	42	39	32	19	34	63	69	43	24	120	274	67
	23%	24%	23%	5%	25%	56%	44%	10%	2%	24%	20%	26%	24%	22%	20%	28%	24%	22%	21%	19%	18%	23%	25%	24%	42%	34%	32%	38%
NET: Any 11-18	339	167	172	7	42	114	140	30	6	82	92	79	85	27	12	46	30	29	27	12	22	42	44	31	19	84	192	45
	16%	17%	16%	3%	12%	35%	39%	10%	1%	15%	15%	18%	17%	15%	14%	20%	17%	16%	18%	12%	11%	15%	16%	17%	33%	24%	22%	26%
Yes - children aged under 5 years old	180	75	105	15	88	63	12	1	-	47	46	40	47	15	6	25	11	17	9	10	16	28	20	18	3	60	82	39
	9%	7%	10%	7%	25%	19%	3%	*	-	9%	8%	9%	10%	8%	7%	11%	6%	10%	6%	11%	8%	10%	7%	10%	5%	17%	9%	22%
Yes - children aged 5 to 10 years old	241	114	127	4	71	119	42	3	1	68	49	61	64	18	6	34	23	19	16	8	17	37	36	19	10	62	131	38
	12%	11%	12%	2%	20%	36%	12%	1%	*	12%	8%	14%	13%	10%	6%	15%	14%	11%	11%	8%	9%	13%	13%	10%	18%	17%	15%	22%
Yes - children aged 11 to 15 years old	239	116	122	5	34	94	93	12	1	58	61	60	60	16	8	32	23	19	20	9	19	27	27	23	14	53	141	30
	12%	12%	12%	2%	10%	28%	26%	4%	*	11%	10%	14%	12%	9%	9%	14%	14%	11%	14%	10%	10%	10%	10%	13%	24%	15%	16%	17%
Yes - children aged 16 to 18 years old	158	78	80	2	12	39	78	23	5	41	47	27	44	10	7	26	13	15	12	5	7	16	25	12	8	47	82	20
	8%	8%	8%	1%	3%	12%	22%	7%	1%	8%	8%	6%	9%	6%	8%	11%	7%	9%	8%	6%	4%	6%	9%	7%	14%	13%	9%	12%
Refused	6	2	4	3	1	1	1	-	-	-	3	2	-	-	-	1	1	-	-	-	2	1	1	-	-	-	3	2
	*	*	*	1%	*	*	*	-	-	-	1%	1%	-	-	-	1%	*	-	-	-	1%	*	*	-	-	-	*	1%

Prepared by Yonder

## Calories Survey

### ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 46

Which of the following ITV regions do you live in?

Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector			Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland		Public	Private
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
Anglia	200	101	99	19	35	30	35	30	51	44	50	52	54	2	-	2	2	2	21	-	155	1	14	-	2	21	94	13
10%	10%	10%	9%	8%	10%	9%	10%	10%	11%	8%	8%	12%	11%	1%	-	1%	1%	14%	-	81%	*	5%	-	3%	6%	11%	7%	
Border	21	7	13	1	4	2	3	8	3	8	1	5	7	12	-	9	-	-	-	-	-	-	-	-	-	3	9	2
1%	1%	1%	*	1%	1%	1%	3%	1%	1%	1%	*	1%	1%	7%	-	4%	-	-	-	-	-	-	-	-	-	1%	1%	1%
Central	276	140	136	27	49	34	54	44	69	69	72	66	69	5	-	7	-	162	91	-	1	1	7	2	-	39	114	23
13%	14%	13%	12%	14%	10%	15%	14%	14%	13%	12%	15%	14%	14%	3%	-	3%	-	91%	61%	-	*	*	2%	1%	-	11%	13%	13%
Granada	207	104	103	9	32	28	44	38	55	43	61	48	56	-	-	200	-	4	1	2	-	-	-	-	-	33	89	14
10%	10%	10%	4%	9%	9%	12%	12%	11%	8%	10%	11%	11%	11%	-	-	87%	-	2%	*	2%	-	-	-	-	-	9%	10%	8%
London	392	209	183	70	80	64	47	46	85	131	127	61	72	3	1	2	-	3	2	-	33	271	75	2	-	59	161	42
19%	21%	17%	31%	23%	19%	13%	15%	18%	24%	21%	14%	15%	15%	2%	1%	1%	-	1%	1%	-	17%	99%	27%	1%	-	17%	19%	24%
Meridian	219	87	131	20	40	41	28	35	54	49	67	50	54	1	-	1	-	3	2	-	2	-	186	26	-	39	99	14
11%	9%	12%	9%	11%	13%	8%	11%	11%	9%	11%	11%	11%	11%	*	-	*	-	2%	1%	-	1%	-	66%	14%	-	11%	11%	8%
STV	158	86	70	20	21	27	35	17	37	52	46	20	40	153	2	1	-	-	-	-	-	-	1	1	-	36	54	15
8%	9%	7%	9%	6%	8%	10%	5%	8%	9%	8%	5%	8%	8%	87%	2%	*	-	-	-	-	-	-	*	*	-	10%	6%	9%
Tyne Tees	83	48	35	7	11	12	17	13	22	19	24	17	23	-	81	-	2	-	-	-	-	-	-	-	-	11	40	5
4%	5%	3%	3%	3%	4%	5%	4%	5%	4%	4%	4%	5%	5%	-	96%	-	1%	-	-	-	-	-	-	-	-	3%	5%	3%
Wales	93	39	54	9	17	15	19	16	17	17	25	25	26	-	-	-	-	-	-	93	-	-	-	-	-	24	38	14
5%	4%	5%	4%	5%	5%	5%	5%	4%	3%	4%	6%	5%	5%	-	-	-	-	-	96%	-	-	-	-	-	-	7%	4%	8%
West	53	29	24	11	14	11	7	5	7	15	17	11	10	*	-	7	-	4	2	1	1	-	-	38	-	15	20	7
3%	3%	2%	5%	4%	3%	2%	1%	1%	3%	3%	2%	2%	2%	*	-	3%	-	2%	1%	1%	*	-	-	21%	-	4%	2%	4%
Westcountry	111	37	74	12	16	17	19	17	30	21	41	23	26	-	-	-	-	2	-	1	-	-	-	109	-	21	47	7
5%	4%	7%	5%	4%	5%	5%	5%	6%	4%	7%	5%	5%	5%	-	-	-	-	1%	-	1%	-	-	-	61%	-	6%	5%	4%
Yorkshire	201	94	107	19	28	37	38	31	47	55	49	51	47	-	1	-	168	-	31	-	1	-	-	-	-	38	85	15
10%	9%	10%	9%	8%	11%	11%	10%	10%	10%	8%	8%	12%	9%	-	1%	-	98%	-	20%	-	*	-	-	-	-	11%	10%	9%
UTV	56	27	29	-	8	11	13	16	7	22	19	5	10	-	-	-	-	-	-	-	-	-	-	-	56	19	17	5
3%	3%	3%	-	2%	3%	4%	5%	2%	4%	3%	1%	2%	2%	-	-	-	-	-	-	-	-	-	-	97%	5%	2%	3%	

Prepared by Yonder



## Calories Survey

### ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 47

**Marital Status**

Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West		Northern Ireland	Public	Private
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
Single	672	352	319	187	154	101	105	74	51	184	240	90	158	67	27	71	45	48	47	26	49	132	94	52	13	125	296	63
	32%	35%	30%	84%	43%	31%	29%	23%	11%	34%	40%	21%	32%	38%	32%	31%	26%	27%	31%	27%	26%	48%	33%	29%	22%	35%	34%	36%
NET: Married/ Civil partnership/ co habiting	1103	566	535	37	196	206	210	173	283	299	256	309	240	80	50	140	108	102	80	55	108	117	142	86	36	183	486	97
	53%	56%	51%	16%	55%	62%	58%	55%	58%	55%	43%	71%	49%	45%	59%	61%	63%	57%	54%	56%	56%	43%	50%	48%	63%	51%	56%	56%
Married	802	424	377	12	98	144	147	154	247	235	183	218	165	53	34	99	78	79	55	40	78	90	104	60	31	127	326	74
	39%	42%	36%	5%	28%	44%	41%	49%	51%	43%	31%	50%	33%	30%	40%	43%	46%	44%	37%	42%	41%	33%	37%	34%	54%	36%	38%	42%
Civil Partnership	26	14	11	3	12	1	9	1	-	5	6	8	6	1	1	2	3	-	1	4	3	5	3	2	1	11	10	5
	1%	1%	1%	1%	3%	*	2%	*	-	1%	1%	2%	1%	*	1%	1%	2%	-	1%	5%	2%	2%	1%	1%	1%	3%	1%	3%
Co Habiting	276	128	147	22	86	61	53	18	36	58	66	83	69	26	15	39	27	23	24	10	27	21	36	24	5	45	150	18
	13%	13%	14%	10%	24%	18%	15%	6%	7%	11%	11%	19%	14%	15%	18%	17%	15%	13%	16%	10%	14%	8%	13%	14%	8%	13%	17%	10%
NET: Widowed/ separated/ divorced	289	86	202	-	5	20	46	70	148	61	98	35	95	28	8	19	19	27	21	16	35	25	44	39	9	47	83	15
	14%	9%	19%	-	1%	6%	13%	22%	31%	11%	16%	8%	19%	16%	9%	8%	11%	15%	14%	16%	18%	9%	16%	22%	15%	13%	10%	9%
Widowed	85	28	57	-	1	3	6	10	65	17	19	12	36	7	3	7	7	5	13	5	6	4	14	8	3	6	10	5
	4%	3%	5%	-	*	1%	2%	3%	13%	3%	3%	3%	7%	4%	3%	3%	4%	3%	9%	6%	3%	2%	5%	5%	6%	2%	1%	3%
Separated	29	11	18	-	2	6	13	5	4	3	11	3	12	5	-	4	-	3	*	-	5	1	7	4	*	9	10	1
	1%	1%	2%	-	1%	2%	4%	2%	1%	1%	2%	1%	2%	3%	-	2%	-	2%	*	-	2%	*	2%	2%	1%	3%	1%	1%
Divorced	175	47	127	-	2	12	27	55	79	40	69	20	47	16	5	7	11	19	8	11	24	19	23	27	5	32	63	9
	8%	5%	12%	-	*	4%	7%	17%	16%	7%	11%	5%	9%	9%	6%	3%	7%	11%	5%	11%	12%	7%	8%	15%	8%	9%	7%	5%
Prefer not to answer	6	4	2	-	2	2	*	-	2	1	4	-	2	1	-	-	-	1	1	1	1	-	2	*	-	2	3	-
	*	*	*	-	*	1%	*	-	*	*	1%	-	*	1%	-	-	-	1%	*	1%	*	-	1%	*	-	*	*	-

Prepared by Yonder

## Calories Survey

### ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 48  
Which of the following cities do you live in, or nearest to?  
Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector			Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Midlands	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland		Public	Private
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
Glasgow	61	31	30	7	7	13	12	9	13	16	20	5	21	61	-	-	-	-	-	-	-	-	-	-	-	15	21	7
	3%	3%	3%	3%	2%	4%	3%	3%	3%	3%	3%	1%	4%	35%	-	-	-	-	-	-	-	-	-	-	-	4%	2%	4%
Edinburgh	103	54	48	17	18	16	21	8	22	40	27	13	22	101	2	-	-	-	-	-	-	-	-	-	-	23	36	11
	5%	5%	5%	8%	5%	5%	6%	2%	5%	7%	5%	3%	5%	57%	2%	-	-	-	-	-	-	-	-	-	-	6%	4%	6%
Newcastle	87	49	38	9	13	12	18	14	22	22	22	19	24	-	82	4	1	-	-	-	-	-	-	-	-	13	41	7
	4%	5%	4%	4%	4%	4%	5%	4%	5%	4%	4%	4%	5%	-	97%	2%	1%	-	-	-	-	-	-	-	-	4%	5%	4%
Leeds	90	44	45	6	15	21	16	14	18	19	26	27	18	-	-	2	88	-	-	-	-	-	-	-	-	18	42	5
	4%	4%	4%	3%	4%	6%	4%	4%	4%	3%	4%	6%	4%	-	-	1%	51%	-	-	-	-	-	-	-	-	5%	5%	3%
Hull	36	21	15	3	6	8	6	5	8	6	9	11	10	-	-	-	32	-	4	-	-	-	-	-	8	13	3	
	2%	2%	1%	1%	2%	2%	2%	2%	2%	1%	1%	3%	2%	-	-	-	19%	-	3%	-	-	-	-	-	-	2%	2%	2%
Sheffield	60	24	36	7	10	10	13	12	9	17	17	12	15	-	-	-	43	-	18	-	-	-	-	-	-	12	29	7
	3%	2%	3%	3%	3%	3%	3%	4%	2%	3%	3%	3%	3%	-	-	-	25%	-	12%	-	-	-	-	-	-	3%	3%	4%
Manchester	179	99	79	19	34	25	36	25	40	43	49	40	48	-	-	159	5	13	2	-	-	-	-	-	-	33	76	14
	9%	10%	8%	9%	9%	8%	10%	8%	8%	8%	8%	9%	10%	-	-	69%	3%	7%	1%	-	-	-	-	-	-	9%	9%	8%
Liverpool	66	28	38	7	11	9	13	8	17	11	26	17	12	-	-	52	-	-	-	13	-	1	-	-	-	15	23	8
	3%	3%	4%	3%	3%	3%	4%	3%	4%	2%	4%	4%	2%	-	-	23%	-	-	-	13%	-	*	-	-	-	4%	3%	4%
Nottingham	90	47	43	7	18	7	16	19	23	20	23	24	24	-	-	-	2	3	79	-	4	-	3	-	-	15	33	9
	4%	5%	4%	3%	5%	2%	4%	6%	5%	4%	4%	5%	5%	-	-	-	1%	1%	53%	-	2%	-	1%	-	-	4%	4%	5%
Birmingham	151	71	80	14	21	21	34	20	42	44	33	34	40	-	-	-	-	142	7	1	*	-	-	1	-	17	61	13
	7%	7%	8%	6%	6%	6%	9%	6%	9%	8%	6%	8%	8%	-	-	-	-	80%	5%	1%	*	-	-	*	-	5%	7%	7%
Norwich	91	38	53	6	15	10	22	14	25	18	23	19	31	-	-	-	-	-	2	-	87	-	2	-	-	7	41	2
	4%	4%	5%	3%	4%	3%	6%	4%	5%	3%	4%	4%	6%	-	-	-	-	-	2%	-	45%	-	1%	-	-	2%	5%	1%
Milton Keynes	62	35	26	5	13	10	6	10	17	13	15	19	14	-	-	-	2	21	-	28	-	10	1	-	-	7	30	5
	3%	3%	2%	2%	4%	3%	2%	3%	3%	2%	3%	4%	3%	-	-	-	-	1%	14%	-	14%	-	4%	*	-	2%	3%	3%
Brighton	43	23	20	1	7	9	7	9	11	11	13	9	10	-	-	-	-	-	-	-	-	-	43	1	-	8	23	4
	2%	2%	2%	*	2%	3%	2%	3%	2%	2%	2%	2%	2%	-	-	-	-	-	-	-	-	-	15%	*	-	2%	3%	2%

Prepared by Yonder

## Calories Survey

### ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 48

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector			Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland		Public	Private
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
Oxford	28	10	19	4	7	4	5	5	4	10	10	6	2	-	-	-	-	2	-	-	-	-	17	9	-	8	14	3
	1%	1%	2%	2%	2%	1%	1%	2%	1%	2%	2%	1%	*	-	-	-	-	1%	-	-	-	-	6%	5%	-	2%	2%	1%
London	474	248	226	72	103	80	59	57	102	148	147	88	91	-	-	2	-	-	-	-	62	272	137	1	-	78	202	47
	23%	25%	21%	32%	29%	24%	16%	18%	21%	27%	25%	20%	18%	-	-	1%	-	-	-	-	32%	100%	49%	*	-	22%	23%	27%
Southampton	85	32	52	9	7	20	11	12	26	17	26	20	22	-	-	-	-	-	-	-	1	-	58	26	-	13	39	5
	4%	3%	5%	4%	2%	6%	3%	4%	5%	3%	4%	5%	4%	-	-	-	-	-	-	-	*	-	21%	15%	-	3%	4%	3%
Bristol	67	32	36	8	13	10	13	12	11	19	23	12	14	-	-	-	-	-	-	-	1	1	-	66	-	12	32	1
	3%	3%	3%	4%	4%	3%	4%	4%	2%	3%	4%	3%	3%	-	-	-	-	-	-	-	*	*	-	37%	-	3%	4%	1%
Plymouth	61	20	40	7	7	11	10	8	18	11	20	11	18	-	-	-	-	-	-	-	-	1	60	-	11	22	4	
	3%	2%	4%	3%	2%	3%	3%	2%	4%	2%	3%	3%	4%	-	-	-	-	-	-	-	-	*	34%	-	3%	3%	2%	
Cardiff	67	33	34	9	11	13	13	12	10	14	14	19	20	-	-	-	-	2	-	64	-	-	-	1	-	15	34	11
	3%	3%	3%	4%	3%	4%	3%	4%	2%	3%	2%	4%	4%	-	-	-	-	1%	-	66%	-	-	-	*	-	4%	4%	6%
Belfast	58	27	31	*	8	13	13	16	7	23	20	5	10	-	-	-	-	-	-	-	-	-	-	-	58	20	18	5
	3%	3%	3%	*	2%	4%	4%	5%	2%	4%	3%	1%	2%	-	-	-	-	-	-	-	-	-	-	100%	-	6%	2%	3%
None of these	109	42	67	5	11	8	18	27	39	24	35	23	28	14	1	11	1	14	15	19	10	-	12	13	-	10	38	6
	5%	4%	6%	2%	3%	2%	5%	9%	8%	4%	6%	5%	6%	8%	1%	5%	*	8%	10%	19%	5%	-	4%	7%	-	3%	4%	3%

Prepared by Yonder

## Calories Survey

### ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 49

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

**Base: All respondents**

	Gender		Age					Social Grade				Region										Employment Sector			Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Midlands	West Midlands	East Midlands	Wales	Eastern	London	South East	South West		Northern Ireland	Public	Private
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
Up to £7,000 (3.5)	70	32	38	11	13	7	16	18	5	5	16	6	43	3	3	7	3	7	8	2	7	16	6	5	3	1	16	3
	3%	3%	4%	5%	4%	2%	5%	6%	1%	1%	3%	1%	9%	2%	4%	3%	2%	4%	5%	2%	4%	6%	2%	3%	6%	*	2%	2%
£7,001 to (10.5) £14,000	224	72	152	15	22	25	32	48	83	22	61	28	114	23	8	27	14	30	17	12	25	20	28	13	6	16	58	10
	11%	7%	14%	7%	6%	7%	9%	15%	17%	4%	10%	6%	23%	13%	9%	12%	8%	17%	12%	12%	13%	7%	10%	7%	11%	4%	7%	6%
£14,001 to (17.5) £21,000	318	125	192	14	40	35	53	67	108	52	103	48	115	30	16	42	30	21	30	13	29	28	42	32	5	40	103	14
	15%	12%	18%	6%	11%	11%	15%	21%	22%	10%	17%	11%	23%	17%	18%	18%	17%	12%	20%	13%	15%	10%	15%	18%	9%	11%	12%	8%
£21,001 to (24.5) £28,000	350	169	179	17	56	59	61	59	97	96	127	65	62	29	10	46	33	40	29	18	31	34	49	25	6	69	142	30
	17%	17%	17%	8%	16%	18%	17%	19%	20%	18%	21%	15%	13%	16%	12%	20%	19%	22%	19%	18%	16%	13%	18%	14%	11%	19%	16%	17%
£28,001 to (31) £34,000	291	139	152	23	44	65	45	46	68	91	103	58	39	22	17	32	21	24	17	15	23	39	42	32	5	67	127	28
	14%	14%	14%	10%	12%	20%	12%	14%	14%	17%	17%	13%	8%	13%	20%	14%	12%	14%	12%	16%	12%	14%	15%	18%	9%	19%	15%	16%
£34,001 to (37.5) £41,000	192	109	84	16	36	36	47	19	38	60	42	63	27	14	11	20	19	17	9	12	20	24	26	15	5	46	93	18
	9%	11%	8%	7%	10%	11%	13%	6%	8%	11%	7%	15%	5%	8%	13%	9%	11%	10%	6%	12%	11%	9%	9%	8%	9%	13%	11%	10%
£41,001 to (44.5) £48,000	110	64	46	15	33	19	17	8	16	36	32	28	14	7	3	6	11	8	8	3	8	22	17	10	6	23	65	7
	5%	6%	4%	7%	9%	6%	5%	3%	3%	7%	5%	7%	3%	4%	4%	3%	6%	4%	5%	4%	4%	8%	6%	6%	10%	7%	8%	4%
£48,001 to (51.5) £55,000	98	55	43	19	23	13	20	17	7	28	22	34	13	6	7	6	6	4	8	6	6	10	19	14	5	20	66	13
	5%	5%	4%	8%	6%	4%	5%	5%	1%	5%	4%	8%	3%	4%	9%	2%	3%	2%	5%	6%	3%	4%	7%	8%	9%	6%	8%	8%
£55,001 to (58.5) £62,000	58	36	22	8	15	10	15	8	2	20	12	21	5	4	3	5	9	6	2	2	2	4	11	6	3	18	33	10
	3%	4%	2%	3%	4%	3%	4%	3%	*	4%	2%	5%	1%	2%	4%	2%	5%	4%	2%	3%	1%	1%	4%	3%	6%	5%	4%	6%
£62,001 to (65.5) £69,000	51	34	17	6	20	9	9	4	3	26	9	10	6	2	1	7	3	2	4	1	12	2	9	3	5	11	30	8
	2%	3%	2%	3%	6%	3%	2%	1%	1%	5%	2%	2%	1%	1%	2%	3%	2%	1%	3%	1%	6%	1%	3%	1%	8%	3%	3%	5%
£69,001 to (72.5) £76,000	49	34	15	13	14	9	11	1	2	19	11	12	7	10	-	5	4	4	2	2	5	5	10	1	2	11	33	12
	2%	3%	1%	6%	4%	3%	3%	*	*	3%	2%	3%	1%	5%	-	2%	2%	2%	1%	2%	2%	2%	3%	1%	3%	3%	4%	7%
£76,001 to (79.5) £83,000	27	20	7	7	7	5	4	3	1	12	5	7	3	2	1	1	3	1	-	-	1	14	2	1	-	5	18	6
	1%	2%	1%	3%	2%	1%	1%	1%	*	2%	1%	2%	1%	1%	1%	1%	1%	1%	-	-	1%	5%	1%	1%	-	1%	2%	3%
£83,001 or more (86)	50	36	13	13	9	13	6	1	6	32	3	10	5	5	1	4	1	3	2	-	5	20	3	4	1	9	29	11
	2%	4%	1%	6%	3%	4%	2%	*	1%	6%	*	2%	1%	3%	2%	2%	1%	2%	2%	-	3%	7%	1%	2%	2%	2%	3%	6%

Prepared by Yonder

**Calories Survey**  
**ONLINE Fieldwork: 17th to 19th June 2022**

Absolutes/col percents

Table 49

**What is the combined annual income of your household, prior to tax being deducted?****Base: All respondents**

	Gender		Age						Social Grade				Region										Employment Sector			Opinion Influencer		
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Public		Private	
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
Prefer not to answer	182	84	98	47	21	26	23	17	49	46	52	43	41	19	3	22	16	10	11	10	17	35	18	17	4	22	55	5
Average income (£000's)	9%	8%	9%	21%	6%	8%	6%	5%	10%	8%	9%	10%	8%	11%	3%	9%	9%	6%	8%	10%	9%	13%	7%	9%	8%	6%	6%	3%
	31.55	35.41	27.87	41.02	36.92	34.56	32.37	25.77	24.8	39.2	28.66	36.11	22.65	31.92	31.14	29.15	31.48	28.27	27.8	29.12	31.33	36.71	32.61	31.82	36.06	36.18	36.81	41.26

Prepared by Yonder

## Calories Survey

### ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 50

**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			Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland		Public	Private
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
NET: Yes	498	226	270	44	48	63	94	86	163	103	114	98	183	46	33	59	40	42	41	24	41	42	68	49	13	67	120	38
	24%	22%	26%	20%	14%	19%	26%	27%	34%	19%	19%	23%	37%	26%	38%	26%	23%	23%	28%	25%	21%	15%	24%	27%	22%	19%	14%	21%
Yes - physical condition	312	139	171	14	21	28	51	67	131	67	65	63	117	35	24	32	21	26	28	17	24	23	41	33	8	39	58	27
	15%	14%	16%	6%	6%	8%	14%	21%	27%	12%	11%	15%	24%	20%	29%	14%	12%	15%	18%	12%	8%	15%	18%	13%	11%	7%	15%	
Yes - mental condition	196	84	110	33	31	39	46	34	14	43	44	28	80	25	11	23	19	19	16	7	14	18	26	15	3	25	67	20
	9%	8%	10%	15%	9%	12%	13%	11%	3%	8%	7%	7%	16%	14%	13%	10%	11%	11%	11%	8%	7%	7%	9%	9%	5%	7%	8%	12%
Yes - disability	135	58	75	6	12	12	37	23	46	16	33	20	65	14	12	17	11	11	13	7	8	10	13	14	5	18	24	10
	7%	6%	7%	3%	3%	4%	10%	7%	9%	3%	6%	5%	13%	8%	15%	7%	6%	9%	7%	4%	4%	5%	8%	8%	5%	3%	6%	
Yes - other	25	15	9	-	4	6	4	3	8	3	4	10	8	-	4	3	1	-	3	-	1	4	5	2	1	7	3	-
	1%	1%	1%	-	1%	2%	1%	1%	2%	1%	1%	2%	2%	-	5%	1%	1%	-	2%	-	1%	2%	2%	1%	2%	2%	-	-
No	1510	749	759	171	292	251	255	229	312	429	466	325	290	126	52	171	118	130	106	69	144	216	209	126	44	280	718	126
	73%	74%	72%	77%	82%	76%	71%	72%	65%	79%	78%	75%	59%	72%	62%	74%	69%	73%	71%	71%	75%	79%	74%	71%	76%	78%	83%	72%
Prefer not to say	62	33	29	8	16	16	12	2	8	13	18	11	21	3	-	-	14	6	2	4	8	15	5	3	1	10	28	12
	3%	3%	3%	4%	4%	5%	3%	1%	2%	2%	3%	2%	4%	2%	-	-	8%	4%	1%	4%	4%	6%	2%	2%	2%	3%	3%	7%

Prepared by Yonder

## Calories Survey

### ONLINE Fieldwork: 17th to 19th June 2022

Absolutes/col percents

Table 51

Which of the following options best describes how you think of yourself?

Base: All respondents

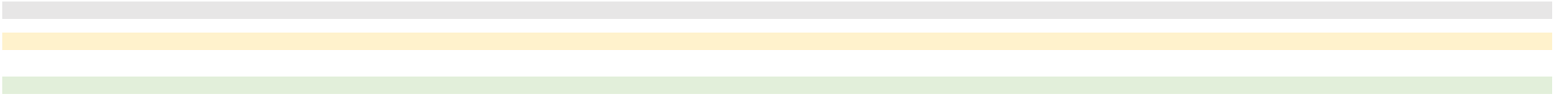
	Gender		Age						Social Grade				Region										Employment Sector			Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire &	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland		Public	Private
Unweighted base	2070	1033	1032	233	345	331	364	335	462	530	566	455	519	163	78	226	177	178	154	93	210	278	275	174	64	338	869	173
Weighted base	2070	1008	1058	224	356	330	360	316	484	545	598	434	494	176	85	230	172	178	149	97	193	273	282	178	58	357	867	175
Heterosexual/ straight	1834	900	933	176	301	294	322	299	440	478	515	395	445	156	75	209	152	162	132	85	176	228	250	157	52	320	764	146
	89%	89%	88%	79%	85%	89%	89%	95%	91%	88%	86%	91%	90%	89%	89%	91%	89%	91%	88%	88%	91%	83%	89%	88%	90%	90%	88%	83%
Lesbian/ gay woman	19	1	18	4	10	1	2	1	1	5	4	4	6	1	-	4	-	1	1	*	2	6	3	1	1	5	7	3
	1%	*	2%	2%	3%	*	1%	*	*	1%	1%	1%	1%	1%	-	2%	-	*	*	*	1%	2%	1%	*	1%	2%	1%	2%
Gay man	40	39	1	2	7	10	8	4	9	12	10	7	12	3	5	6	2	*	3	5	1	6	8	1	-	8	20	8
	2%	4%	*	1%	2%	3%	2%	1%	2%	2%	2%	2%	2%	2%	6%	3%	1%	*	2%	5%	1%	2%	3%	1%	-	2%	2%	4%
Bisexual	81	36	43	28	19	13	13	6	2	23	28	17	13	8	3	4	10	6	9	3	6	6	14	10	1	15	40	13
	4%	4%	4%	12%	5%	4%	4%	2%	*	4%	5%	4%	3%	4%	4%	2%	6%	4%	6%	3%	3%	2%	5%	6%	2%	4%	5%	7%
Prefer to self-describe	6	1	3	*	2	1	-	1	1	1	3	-	2	-	1	-	-	1	-	-	-	1	1	2	-	-	1	*
	*	*	*	*	1%	*	-	*	*	*	*	-	*	-	1%	-	-	1%	-	-	-	*	*	1%	-	-	*	*
Prefer not to say	91	30	61	13	16	11	15	5	30	26	38	12	16	7	1	7	8	8	5	4	8	26	7	7	3	9	34	6
	4%	3%	6%	6%	5%	3%	4%	2%	6%	5%	6%	3%	3%	4%	1%	3%	4%	4%	3%	4%	4%	10%	2%	4%	6%	3%	4%	3%

Prepared by Yonder























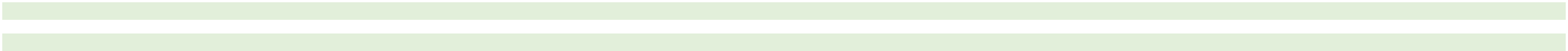
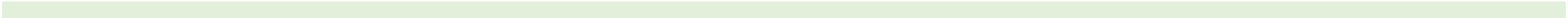


































































































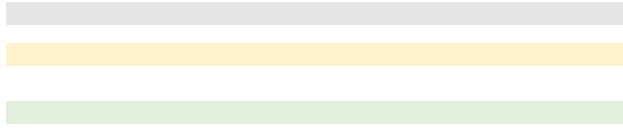




































\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

























































































