

## Retail Week Healthy Eating Survey

### Fieldwork : August 6th-8th 2004

Absolutes/col percents

Table 1

**Q.1 To what extent do you think each the following groups are responsible for the nation becoming increasingly obese?****Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1002	478	524	85	158	205	174	164	216	280	255	200	267	266	259	251	138	88
Weighted base	1002	481	521	110	170	201	170	150	200	250	291	210	250	267	261	246	140	88
<b><u>Retailers</u></b>																		
NET: A lot/ a little	807	375	432	99	135	167	143	123	140	209	238	177	182	215	217	197	110	69
	81%	78%	83%	90%	79%	83%	84%	82%	70%	84%	82%	84%	73%	81%	83%	80%	79%	78%
A lot	342	171	172	32	51	81	73	51	55	91	95	84	72	90	88	79	54	31
	34%	35%	33%	29%	30%	40%	43%	34%	27%	36%	33%	40%	29%	34%	34%	32%	39%	35%
A little	465	204	261	67	84	86	70	72	85	118	143	93	110	125	129	118	56	38
	46%	42%	50%	61%	49%	43%	41%	48%	43%	47%	49%	44%	44%	47%	49%	48%	40%	43%
Not at all	181	97	83	10	34	30	27	26	54	40	48	31	61	46	43	47	29	15
	18%	20%	16%	9%	20%	15%	16%	17%	27%	16%	17%	15%	24%	17%	17%	19%	21%	17%
Don't know	14	9	5	1	1	3	1	1	6	1	4	2	7	6	1	2	1	4
	1%	2%	1%	1%	1%	2%	1%	1%	3%	*	1%	1%	3%	2%	*	1%	1%	5%
<b><u>Manufacturers</u></b>																		
NET: A lot/ a little	841	400	441	99	139	171	153	123	156	217	252	167	205	219	220	212	117	73
	84%	83%	85%	90%	82%	85%	90%	82%	78%	87%	87%	79%	82%	82%	84%	86%	83%	83%
A lot	442	213	229	40	68	91	84	81	78	112	130	92	108	117	111	111	59	44
	44%	44%	44%	36%	40%	45%	50%	54%	39%	45%	45%	44%	43%	44%	43%	45%	42%	50%
A little	399	187	212	59	71	80	69	43	78	105	122	75	98	102	109	101	58	29
	40%	39%	41%	53%	42%	40%	40%	28%	39%	42%	42%	36%	39%	38%	42%	41%	41%	33%
Not at all	149	73	75	11	31	27	17	26	37	34	35	42	38	42	40	32	22	13
	15%	15%	14%	10%	18%	13%	10%	17%	18%	13%	12%	20%	15%	16%	15%	13%	16%	15%
Don't know	12	7	4	1	-	3	-	1	7	-	4	1	7	6	1	2	1	2
	1%	2%	1%	1%	-	1%	-	1%	4%	-	1%	*	3%	2%	*	1%	1%	2%

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**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	110	170	201	170	150	200	250	291	210	250	267	261	246	140	88
<b><u>Consumers themselves</u></b>																		
NET: A lot/ a little	947	454	493	106	160	188	166	143	184	243	278	195	231	258	247	228	132	83
	95%	94%	95%	96%	94%	94%	97%	95%	92%	97%	96%	93%	92%	97%	94%	93%	94%	94%
A lot	720	339	382	76	115	151	133	105	141	185	219	152	165	202	181	170	103	65
	72%	70%	73%	69%	68%	75%	78%	70%	70%	74%	75%	72%	66%	76%	69%	69%	74%	74%
A little	227	116	111	30	45	38	33	38	43	59	59	43	66	56	66	59	29	17
	23%	24%	21%	27%	26%	19%	19%	26%	21%	23%	20%	21%	26%	21%	25%	24%	21%	20%
Not at all	46	24	22	4	9	9	5	7	12	5	12	12	17	8	12	16	5	4
	5%	5%	4%	4%	5%	5%	3%	5%	6%	2%	4%	6%	7%	3%	5%	7%	4%	4%
Don't know	9	3	7	-	2	3	-	-	5	2	1	3	3	1	2	2	3	2
	1%	1%	1%	-	1%	1%	-	-	2%	1%	*	2%	1%	*	1%	1%	2%	2%

## Retail Week Healthy Eating Survey

### Fieldwork : August 6th-8th 2004

Absolutes/col percents

Table 2

**Q.2 To what extent do you agree or disagree that healthy food is generally expensive?****Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1002	478	524	85	158	205	174	164	216	280	255	200	267	266	259	251	138	88
Weighted base	1002	481	521	110	170	201	170	150	200	250	291	210	250	267	261	246	140	88
NET: Agree	636 63%	306 64%	330 63%	73 67%	110 65%	134 67%	106 62%	99 66%	114 57%	144 58%	186 64%	149 71%	157 63%	167 63%	172 66%	163 66%	82 59%	52 59%
Agree strongly (+2)	356 36%	158 33%	198 38%	32 29%	67 40%	80 40%	66 39%	57 38%	53 27%	71 29%	108 37%	94 45%	83 33%	95 35%	92 35%	92 37%	51 37%	27 30%
Agree slightly (+1)	280 28%	148 31%	131 25%	41 37%	43 25%	53 27%	40 23%	42 28%	61 30%	73 29%	78 27%	55 26%	74 29%	73 27%	80 30%	71 29%	31 22%	25 29%
Neither agree nor disagree (0)	80 8%	38 8%	42 8%	7 7%	20 12%	11 5%	16 9%	11 7%	15 8%	18 7%	28 10%	17 8%	18 7%	22 8%	16 6%	22 9%	10 7%	11 12%
Disagree slightly (-1)	155 16%	82 17%	73 14%	24 22%	21 13%	30 15%	28 17%	17 11%	34 17%	48 19%	41 14%	26 12%	40 16%	47 18%	36 14%	35 14%	21 15%	15 17%
Disagree strongly (-2)	122 12%	50 10%	72 14%	5 5%	18 11%	26 13%	20 12%	21 14%	32 16%	40 16%	32 11%	18 8%	33 13%	28 11%	36 14%	23 10%	25 18%	9 10%
NET: Disagree	278 28%	132 28%	145 28%	30 27%	40 23%	56 28%	49 29%	38 25%	66 33%	88 35%	73 25%	44 21%	73 29%	76 28%	72 27%	59 24%	47 34%	24 28%
Don't know	8 1%	4 1%	4 1%	- -	- -	- -	- -	3 2%	5 2%	1 *	3 1%	1 *	3 1%	2 1%	2 1%	3 1%	- -	1 1%
Mean	0.60	0.59	0.60	0.64	0.70	0.66	0.60	0.66	0.36	0.35	0.66	0.86	0.54	0.59	0.60	0.71	0.44	0.52
Standard deviation	1.42	1.37	1.46	1.25	1.38	1.45	1.44	1.44	1.45	1.47	1.39	1.34	1.43	1.40	1.44	1.36	1.55	1.36
Standard error	0.04	0.06	0.06	0.14	0.11	0.10	0.11	0.11	0.10	0.09	0.09	0.09	0.09	0.09	0.09	0.09	0.13	0.15

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Table 3

**Q.3 In an average week how many times do you cook a proper meal, by that I mean you prepare the raw ingredients and cook them yourself?**

**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1002	478	524	85	158	205	174	164	216	280	255	200	267	266	259	251	138	88
Weighted base	1002	481	521	110	170	201	170	150	200	250	291	210	250	267	261	246	140	88
Everyday	276 28%	110 23%	165 32%	13 12%	34 20%	29 15%	47 27%	59 39%	93 47%	69 27%	65 22%	62 29%	81 32%	78 29%	75 29%	55 22%	39 28%	29 33%
5-6 times a week	229 23%	87 18%	143 27%	20 18%	47 27%	53 26%	34 20%	29 20%	46 23%	67 27%	75 26%	38 18%	49 20%	59 22%	53 20%	58 24%	39 28%	20 23%
3-4 times a week	281 28%	142 30%	139 27%	36 33%	58 34%	64 32%	48 28%	40 26%	36 18%	71 28%	86 29%	61 29%	64 25%	72 27%	79 30%	74 30%	39 28%	17 19%
1-2 times a week	135 13%	79 16%	56 11%	24 21%	18 11%	36 18%	26 15%	15 10%	16 8%	23 9%	49 17%	32 15%	30 12%	42 16%	33 13%	36 15%	10 7%	14 15%
Never cook - always eat out / eat pre-prepared meal eg microwave meals	78 8%	61 13%	18 3%	16 15%	13 8%	18 9%	15 9%	8 5%	9 4%	20 8%	16 5%	17 8%	25 10%	16 6%	21 8%	22 9%	12 9%	8 9%
Don't know	2 *	2 *	- -	1 1%	- -	- -	1 1%	- -	- -	1 *	- -	- -	1 *	- -	- -	1 *	1 1%	- -

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Table 4

**Q.4 I would now like you to think about the nutritional information which is found on most food labels.**

**Which of the following statements best describes your view regarding how helpful the current system of labeling is...?**

**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1002	478	524	85	158	205	174	164	216	280	255	200	267	266	259	251	138	88
Weighted base	1002	481	521	110	170	201	170	150	200	250	291	210	250	267	261	246	140	88
The current system is good and easily allows consumers to understand the fat content and nutritional value of food products	148 15%	72 15%	75 14%	28 26%	29 17%	30 15%	16 10%	22 15%	22 11%	38 15%	39 13%	36 17%	35 14%	44 16%	37 14%	35 14%	20 15%	11 12%
The current method of labeling is adequate but more could be done to help consumers understand how to interpret the information displayed on labels	581 58%	275 57%	306 59%	70 63%	108 64%	121 61%	95 56%	84 56%	103 51%	152 61%	167 57%	125 59%	137 55%	151 57%	160 61%	142 58%	76 54%	51 58%
The current labeling system is poor and there is not enough information from retailers and food manufacturers to help consumers understand the nutritional value of food products	247 25%	118 25%	129 25%	13 11%	31 18%	46 23%	55 32%	42 28%	61 30%	55 22%	76 26%	46 22%	70 28%	64 24%	58 22%	64 26%	40 29%	21 24%
None of these	11 1%	6 1%	5 1%	- -	- -	2 1%	2 1%	- -	6 3%	3 1%	2 1%	2 1%	3 1%	4 2%	3 1%	1 *	1 1%	2 2%
Don't know	16 2%	10 2%	6 1%	- -	2 1%	1 *	2 1%	2 1%	9 4%	2 1%	7 2%	2 1%	5 2%	4 1%	3 1%	4 2%	2 1%	3 4%

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Table 5  
**Classification**  
**Base: All respondents**

	Sex			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	1002	478	524	85	158	205	174	164	216	280	255	200	267	266	259	251	138	88	
Weighted base	1002	481	521	110	170	201	170	150	200	250	291	210	250	267	261	246	140	88	
<b>Sex</b>																			
Male	481	481	-	58	90	105	82	63	83	138	128	115	101	132	120	123	65	41	
	48%	100%	-	53%	53%	52%	48%	42%	41%	55%	44%	55%	40%	50%	46%	50%	47%	47%	
Female	521	-	521	52	81	95	88	87	117	113	163	95	150	135	141	124	74	47	
	52%	-	100%	47%	47%	48%	52%	58%	59%	45%	56%	45%	60%	50%	54%	50%	53%	53%	
<b>Age</b>																			
18-24	(21)	110	58	52	110	-	-	-	-	35	36	22	18	29	28	30	11	13	
		11%	12%	10%	100%	-	-	-	-	14%	12%	10%	7%	11%	11%	12%	8%	15%	
25-34	(29.5)	170	90	81	-	170	-	-	-	51	60	36	23	47	41	45	23	14	
		17%	19%	15%	-	100%	-	-	-	20%	21%	17%	9%	18%	16%	18%	17%	16%	
35-44	(39.5)	201	105	95	-	-	201	-	-	51	62	55	32	48	60	45	26	21	
		20%	22%	18%	-	-	100%	-	-	21%	21%	26%	13%	18%	23%	18%	19%	23%	
45-54	(49.5)	170	82	88	-	-	-	170	-	47	57	34	34	57	42	33	26	13	
		17%	17%	17%	-	-	-	100%	-	19%	19%	16%	13%	21%	16%	13%	19%	15%	
55-64	(59.5)	150	63	87	-	-	-	-	150	36	39	36	40	32	47	41	20	10	
		15%	13%	17%	-	-	-	-	100%	14%	13%	17%	16%	12%	18%	17%	15%	12%	
65+	(70)	200	83	117	-	-	-	-	-	200	31	37	28	104	54	44	52	33	
		20%	17%	23%	-	-	-	-	-	100%	12%	13%	13%	42%	20%	17%	21%	24%	
Average age		46.56	44.98	48.01	21.00	29.50	39.50	49.50	59.50	70.00	43.39	43.65	44.91	54.49	46.35	46.23	46.65	48.49	44.86

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**Classification**  
**Base: All respondents**

	<u>Sex</u>			<u>Age</u>						<u>Social Class</u>				<u>Region</u>				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	110	170	201	170	150	200	250	291	210	250	267	261	246	140	88
<b><u>Social Class</u></b>																		
AB	250 25%	138 29%	113 22%	35 32%	51 30%	51 26%	47 27%	36 24%	31 15%	250 100%	-	-	-	66 25%	73 28%	58 23%	31 22%	23 26%
C1	291 29%	128 27%	163 31%	36 32%	60 35%	62 31%	57 33%	39 26%	37 19%	-	291 100%	-	-	93 35%	65 25%	65 27%	49 35%	18 21%
C2	210 21%	115 24%	95 18%	22 20%	36 21%	55 28%	34 20%	36 24%	28 14%	-	-	210 100%	-	48 18%	62 24%	50 20%	29 21%	22 25%
DE	250 25%	101 21%	150 29%	18 16%	23 14%	32 16%	34 20%	40 27%	104 52%	-	-	-	250 100%	61 23%	60 23%	73 30%	32 23%	25 28%
<b><u>Region</u></b>																		
North	334 33%	164 34%	171 33%	42 39%	59 35%	66 33%	46 27%	51 34%	70 35%	81 32%	84 29%	72 34%	98 39%	-	-	246 100%	-	88 100%
Midlands	312 31%	147 31%	165 32%	32 29%	48 28%	68 34%	51 30%	56 37%	57 29%	79 32%	86 29%	73 35%	74 30%	-	261 100%	-	51 37%	-
South	355 35%	170 35%	185 36%	35 32%	63 37%	67 33%	74 43%	43 28%	73 37%	91 36%	121 42%	65 31%	78 31%	267 100%	-	-	88 63%	-

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	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	110	170	201	170	150	200	250	291	210	250	267	261	246	140	88
<b><u>Working status</u></b>																		
Full-time	445 44%	280 58%	165 32%	50 45%	107 63%	130 65%	98 58%	54 36%	5 3%	143 57%	156 54%	104 49%	42 17%	133 50%	121 46%	99 40%	58 42%	33 38%
Part-time	112 11%	21 4%	91 17%	16 15%	22 13%	30 15%	24 14%	14 9%	5 2%	28 11%	30 10%	30 14%	24 10%	26 10%	29 11%	23 9%	18 13%	16 18%
Not working but seeking work or temporarily unemployed/sick	89 9%	46 10%	43 8%	24 22%	19 11%	14 7%	17 10%	16 10%	1 *	18 7%	27 9%	18 8%	26 10%	26 10%	19 7%	26 10%	11 8%	8 9%
Not working/not seeking work/retired	349 35%	131 27%	218 42%	21 19%	19 11%	25 12%	30 18%	65 43%	189 95%	62 25%	74 25%	57 27%	156 62%	79 30%	92 35%	98 40%	52 37%	27 31%
Refused	7 1%	4 1%	3 1%	- -	2 1%	2 1%	1 1%	1 1%	- -	- -	4 1%	1 1%	2 1%	2 1%	- -	1 1%	- -	3 4%
<b><u>Tenure</u></b>																		
Own outright	321 32%	155 32%	165 32%	28 25%	20 12%	15 8%	55 32%	68 45%	135 67%	83 33%	73 25%	62 29%	103 41%	68 26%	81 31%	89 36%	54 39%	27 31%
Own with a mortgage	411 41%	195 41%	215 41%	42 38%	84 49%	131 65%	91 53%	53 35%	10 5%	130 52%	140 48%	98 47%	43 17%	107 40%	123 47%	97 39%	51 36%	34 38%
Council	130 13%	60 12%	71 14%	15 14%	22 13%	24 12%	15 9%	21 14%	34 17%	7 3%	25 9%	24 11%	75 30%	41 15%	27 10%	38 15%	10 7%	15 17%
Rented from someone else	110 11%	55 11%	55 11%	21 19%	40 23%	23 11%	7 4%	4 3%	15 7%	23 9%	43 15%	22 11%	22 9%	39 15%	22 8%	17 7%	22 16%	10 11%
Rent free	9 1%	2 1%	6 1%	1 1%	2 1%	3 1%	- -	1 1%	2 1%	- -	5 2%	1 *	2 1%	4 2%	3 1%	1 *	- -	- -
Refused	22 2%	13 3%	8 2%	3 3%	4 2%	5 2%	2 1%	3 2%	4 2%	8 3%	5 2%	3 1%	5 2%	7 3%	5 2%	4 2%	3 2%	2 3%

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**Base: All respondents**

	<u>Sex</u>		<u>Age</u>						<u>Social Class</u>				<u>Region</u>					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	110	170	201	170	150	200	250	291	210	250	267	261	246	140	88
<b><u>Foreign Holiday in last 3 years</u></b>																		
Yes	621	305	317	70	112	125	119	96	98	196	190	127	108	172	163	146	86	55
	62%	63%	61%	64%	66%	63%	70%	64%	49%	78%	65%	60%	43%	64%	62%	59%	62%	62%
No	381	176	204	40	58	75	51	54	103	54	101	83	142	95	98	100	53	33
	38%	37%	39%	36%	34%	37%	30%	36%	51%	22%	35%	40%	57%	36%	38%	41%	38%	38%
<b><u>Number of cars</u></b>																		
None	202	84	118	22	30	25	24	21	80	25	42	33	103	62	43	58	17	22
	20%	18%	23%	20%	18%	12%	14%	14%	40%	10%	14%	16%	41%	23%	17%	24%	12%	25%
1	436	205	231	36	76	92	65	74	93	96	126	105	109	119	103	104	62	48
	44%	43%	44%	33%	45%	46%	38%	50%	46%	38%	43%	50%	43%	44%	40%	42%	45%	54%
2	283	148	135	38	50	67	59	45	24	105	93	53	31	67	82	71	45	18
	28%	31%	26%	35%	29%	34%	34%	30%	12%	42%	32%	25%	12%	25%	31%	29%	32%	20%
3+	81	44	37	14	14	16	23	10	4	24	30	19	8	20	32	13	15	1
	8%	9%	7%	13%	8%	8%	13%	7%	2%	10%	10%	9%	3%	7%	12%	5%	11%	1%

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	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	110	170	201	170	150	200	250	291	210	250	267	261	246	140	88
<b><u>Internet Access</u></b>																		
At all	630 63%	326 68%	304 58%	90 81%	136 80%	154 77%	127 75%	78 52%	44 22%	207 83%	231 79%	119 57%	72 29%	175 66%	174 67%	149 60%	82 58%	50 57%
At home (net)	515 51%	275 57%	240 46%	72 65%	104 61%	128 64%	107 63%	65 43%	39 19%	170 68%	189 65%	103 49%	52 21%	150 56%	146 56%	113 46%	69 50%	36 41%
At work (net)	285 28%	160 33%	125 24%	30 27%	75 44%	79 39%	66 39%	28 19%	6 3%	116 46%	116 40%	33 16%	21 8%	96 36%	69 27%	64 26%	38 27%	18 20%
At home	307 31%	152 32%	156 30%	50 46%	51 30%	66 33%	58 34%	47 31%	35 17%	83 33%	106 37%	78 37%	40 16%	70 26%	91 35%	78 32%	42 30%	26 30%
At work	77 8%	36 8%	41 8%	8 8%	23 13%	17 8%	17 10%	10 7%	2 1%	29 12%	33 11%	7 4%	8 3%	16 6%	14 6%	28 11%	10 7%	8 9%
Both at home and at work	208 21%	124 26%	84 16%	22 20%	52 31%	62 31%	49 29%	18 12%	4 2%	86 35%	83 29%	25 12%	13 5%	80 30%	55 21%	36 15%	27 20%	10 11%
Somewhere else	38 4%	15 3%	23 4%	9 8%	9 6%	10 5%	3 2%	3 2%	4 2%	8 3%	9 3%	9 4%	12 5%	10 4%	13 5%	7 3%	2 1%	6 7%
Not at all	371 37%	155 32%	217 42%	21 19%	33 20%	46 23%	43 25%	73 48%	156 78%	42 17%	60 21%	91 43%	178 71%	91 34%	87 33%	97 40%	58 42%	38 43%
Refused	1 *	- -	1 *	- -	1 1%	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -

## Retail Week Healthy Eating Survey

### Fieldwork : August 6th-8th 2004

Absolutes/col percents

Table 5  
**Classification**  
**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	110	170	201	170	150	200	250	291	210	250	267	261	246	140	88
<b><u>Age Finished Full Time Education</u></b>																		
Up to 15	208 21%	98 20%	110 21%	1 1%	6 4%	8 4%	40 23%	58 39%	94 47%	21 8%	40 14%	57 27%	90 36%	49 19%	51 20%	52 21%	28 20%	26 30%
16	250 25%	115 24%	134 26%	21 19%	43 25%	79 40%	39 23%	31 21%	36 18%	44 18%	59 20%	77 37%	69 28%	46 17%	78 30%	74 30%	36 26%	16 18%
17	98 10%	41 8%	57 11%	6 6%	18 11%	26 13%	20 12%	13 9%	14 7%	16 7%	35 12%	22 11%	24 9%	29 11%	23 9%	13 5%	22 16%	11 12%
18	117 12%	47 10%	70 14%	11 10%	23 14%	36 18%	24 14%	10 6%	13 7%	32 13%	49 17%	14 7%	22 9%	38 14%	23 9%	29 12%	16 12%	10 11%
19 or over	263 26%	140 29%	122 23%	37 34%	67 40%	48 24%	44 26%	32 22%	34 17%	112 45%	88 30%	27 13%	35 14%	83 31%	65 25%	64 26%	33 24%	17 19%
Still in full time education	47 5%	25 5%	22 4%	32 29%	8 5%	2 1%	2 1%	1 1%	2 1%	19 8%	12 4%	8 4%	8 3%	13 5%	16 6%	8 3%	1 1%	8 9%
Had no full time education	1 *	1 *	-	-	-	-	-	-	1 1%	-	1 *	-	-	1 *	-	-	-	-
Refused	19 2%	14 3%	6 1%	1 1%	5 3%	1 1%	2 1%	5 3%	6 3%	6 3%	6 2%	4 2%	2 1%	6 2%	5 2%	5 2%	2 1%	1 1%

## Retail Week Healthy Eating Survey

### Fieldwork : August 6th-8th 2004

Absolutes/col percents

Table 5  
**Classification**  
**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	110	170	201	170	150	200	250	291	210	250	267	261	246	140	88
<b><u>Marital Status</u></b>																		
Single	245 24%	158 33%	87 17%	83 75%	55 32%	50 25%	19 11%	12 8%	26 13%	66 26%	74 25%	41 19%	64 26%	70 26%	63 24%	58 24%	26 19%	28 31%
Married/ co-habiting	549 55%	252 52%	297 57%	25 23%	100 59%	125 63%	112 66%	101 67%	86 43%	152 61%	158 54%	137 65%	102 41%	140 52%	141 54%	135 55%	87 62%	46 52%
Widowed/ separated/ divorced	190 19%	62 13%	128 25%	1 1%	10 6%	23 11%	37 22%	34 23%	85 42%	25 10%	53 18%	30 14%	81 32%	51 19%	53 20%	50 20%	23 16%	14 16%
Refused	18 2%	10 2%	9 2%	1 1%	6 3%	2 1%	2 1%	3 2%	4 2%	7 3%	6 2%	2 1%	3 1%	6 2%	4 2%	3 1%	4 3%	1 1%
<b><u>Children</u></b>																		
None aged 18 or under	704 70%	340 71%	364 70%	96 87%	84 49%	69 35%	110 65%	146 97%	199 99%	175 70%	189 65%	131 62%	209 83%	182 68%	184 70%	171 69%	101 72%	66 75%
NET: Yes	297 30%	140 29%	157 30%	15 13%	87 51%	130 65%	60 35%	4 3%	1 1%	75 30%	102 35%	80 38%	41 17%	84 31%	77 30%	75 31%	39 28%	22 25%
NET: Yes any aged 15 or under	266 27%	127 26%	139 27%	15 13%	87 51%	119 59%	41 24%	4 2%	1 *	68 27%	88 30%	73 34%	37 15%	73 27%	69 26%	69 28%	34 25%	21 24%
- Aged under 5	125 12%	63 13%	61 12%	10 9%	66 38%	44 22%	4 2%	- -	1 *	35 14%	46 16%	32 15%	12 5%	37 14%	34 13%	26 11%	16 12%	12 13%
- Aged 5-10	128 13%	63 13%	64 12%	3 3%	43 25%	67 33%	13 7%	2 1%	- -	30 12%	45 16%	32 15%	20 8%	37 14%	34 13%	36 14%	13 10%	8 9%
- Aged 11-15	116 12%	53 11%	62 12%	2 1%	23 13%	53 26%	35 20%	3 2%	1 *	25 10%	41 14%	29 14%	20 8%	30 11%	24 9%	29 12%	23 17%	9 10%
- Aged 16-18	65 7%	26 5%	39 7%	- -	3 2%	29 14%	32 19%	1 1%	1 *	20 8%	25 9%	14 7%	6 2%	16 6%	19 7%	16 7%	9 7%	4 5%
Refused	705 70%	341 71%	364 70%	96 87%	84 49%	70 35%	110 65%	146 97%	199 99%	176 70%	189 65%	131 62%	209 83%	183 69%	184 70%	171 69%	101 72%	66 75%