

YouGov Survey Results

Sample Size: 1602 GB Adults
Fieldwork: 25th - 26th September 2017

	Gender		Age				Social Grade		Region					Eating out frequency			Comfortable sending food back		
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	At least once a week	At least once a month	Less often	TOTAL COMFORTABLE	TOTAL UNCOMFORTABLE
Weighted Sample	1602	775	827	186	684	396	336	913	689	215	519	343	386	139	415	689	403	882	470
Unweighted Sample	1602	692	910	174	635	437	356	978	624	139	565	345	398	155	409	722	391	883	503
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How frequently do you eat out?

More than once a day	1	1	0	0	1	0	0	0	1	1	0	1	0	0	2	0	0	1	0
Once a day	1	1	1	2	1	0	0	1	1	0	1	1	1	1	3	0	0	0	2
Several times a week	8	8	8	14	8	6	7	8	7	11	7	9	7	5	31	0	0	8	8
Once a week	17	17	17	18	17	16	16	20	12	22	13	17	18	17	65	0	0	18	15
Several times a month	22	22	22	26	22	18	23	25	17	19	24	20	22	22	0	51	0	23	24
Once a month	21	21	21	19	22	24	18	20	22	23	22	21	18	23	0	49	0	21	24
Less often	25	24	26	8	25	28	30	21	31	19	27	26	25	27	0	0	100	26	24
Never	3	5	2	0	2	6	5	2	6	3	3	3	5	3	0	0	0	2	2
Don't know	2	2	3	13	2	1	0	3	2	2	2	1	4	1	0	0	0	1	1

Generally speaking, when you are eating out how comfortable or uncomfortable are you with sending food back if there is a problem with it?

Very comfortable	23	25	21	9	17	25	39	22	24	21	22	27	22	20	24	22	24	42	0
Somewhat comfortable	32	32	32	20	36	33	31	32	33	26	32	34	32	39	34	33	34	58	0
TOTAL COMFORTABLE	55	57	53	29	53	58	70	54	57	47	54	61	54	59	58	55	58	100	0
Somewhat uncomfortable	29	28	31	33	30	32	23	29	29	28	34	26	28	28	28	33	28	0	100
Very uncomfortable	10	10	10	22	12	5	5	12	8	14	8	11	10	9	10	9	10	0	0
TOTAL UNCOMFORTABLE	39	38	41	55	42	37	28	41	37	42	42	37	38	37	38	42	38	0	100
Don't know	6	5	6	17	5	5	2	5	6	10	5	2	8	4	4	2	4	0	0

On those occasions where you are eating out and there is something wrong with your food, how often do you send it back?

Every time	16	17	15	5	13	18	24	15	17	12	15	16	17	21	15	16	18	27	3
Most of the time	22	23	20	16	23	19	25	21	23	25	23	23	19	19	24	23	20	33	10
Some of the time	21	21	22	15	24	26	15	22	20	16	23	23	20	22	27	21	18	19	34
TOTAL EVERY/ MOST/ SOME OF THE TIME	59	61	57	36	60	63	64	58	60	53	61	62	56	62	66	60	56	79	47
Rarely	27	23	30	31	28	25	23	27	25	23	24	28	32	23	24	29	27	16	43
Never	7	8	7	14	7	7	6	8	7	11	7	7	5	11	4	7	10	2	6
TOTAL RARELY/NEVER	34	31	37	45	35	32	29	35	32	34	31	35	37	34	28	36	37	18	49
Don't know	7	8	6	19	6	5	5	6	7	12	7	4	7	5	6	4	6	3	3

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Under each of the following scenarios, would you or would you not send your food back?

A request I had made (e.g. no ketchup) was not followed

I would send the food back	42	44	40	33	41	41	49	42	42	47	43	38	41	37	40	41	43	49	32
I would not send the food back	49	47	51	56	49	50	44	49	49	42	47	51	51	57	51	50	49	43	59
Don't know	9	9	10	11	10	9	7	9	10	10	10	11	8	6	9	9	7	8	9

The plate was not clean

I would send the food back	79	80	79	51	75	87	94	77	82	77	79	83	79	76	79	81	81	91	72
I would not send the food back	12	12	13	30	16	6	4	15	10	12	14	10	12	16	15	13	11	6	17
Don't know	8	8	9	19	9	7	2	8	9	11	8	7	9	7	7	6	8	3	11

I didn't like the food

I would send the food back	16	18	13	11	14	16	21	12	20	16	14	14	18	16	18	15	13	21	6
I would not send the food back	72	67	76	74	76	69	65	76	66	66	73	73	72	70	71	73	76	67	83
Don't know	13	15	11	14	11	14	14	12	13	17	13	13	9	13	11	12	11	12	11

The food had a hair in it

I would send the food back	78	77	79	52	75	87	87	76	80	78	76	79	78	79	75	81	78	86	75
I would not send the food back	15	17	13	31	17	9	9	17	13	15	14	15	16	14	19	14	14	10	20
Don't know	7	6	8	17	8	4	4	7	7	7	9	6	6	7	6	5	8	4	6

The food was presented poorly

I would send the food back	10	12	9	3	8	13	16	8	14	9	11	8	12	11	11	12	7	14	4
I would not send the food back	82	78	84	87	85	80	74	86	76	78	80	86	81	82	82	81	85	79	91
Don't know	8	9	7	9	7	7	10	6	10	13	8	6	7	8	7	7	8	8	5

Part of the meal was missing

I would send the food back	73	74	72	66	74	70	78	72	75	75	74	74	74	62	72	75	73	80	70
I would not send the food back	19	17	21	25	16	21	17	20	17	17	18	16	21	26	20	19	19	14	23
Don't know	8	9	7	9	9	8	5	8	9	9	8	10	5	13	8	7	7	6	8

The food was overcooked

I would send the food back	51	52	49	30	46	58	64	49	53	49	51	52	53	45	50	54	50	66	34
I would not send the food back	38	35	41	54	43	31	26	41	34	37	37	37	39	41	40	35	42	25	55
Don't know	11	12	10	16	10	11	10	10	13	14	12	10	8	13	10	11	8	9	11

The food was undercooked

I would send the food back	90	88	91	72	89	95	94	89	91	81	89	94	93	87	90	92	91	97	90
I would not send the food back	6	6	5	15	6	3	3	7	4	12	6	3	3	8	7	5	4	2	7
Don't know	5	5	4	13	5	2	3	4	5	7	5	4	4	6	3	4	4	2	4

The portion size was too small

I would send the food back	10	13	7	3	9	9	15	8	12	10	12	8	9	8	12	9	8	14	3
I would not send the food back	80	73	86	83	84	79	71	84	75	78	77	83	82	81	81	80	82	75	91
Don't know	10	14	7	14	7	12	14	8	14	12	11	9	9	11	7	10	10	10	6

They had sent you the wrong meal

I would send the food back	92	90	95	83	92	93	96	93	91	88	93	93	94	89	92	95	92	96	94
I would not send the food back	3	5	2	7	4	2	1	3	4	4	2	5	3	5	4	3	4	2	2
Don't know	4	6	3	10	4	5	2	4	5	8	5	2	3	5	4	2	5	2	4

The food was too cold or too hot

I would send the food back	60	62	58	35	56	68	71	58	63	63	55	61	63	61	59	63	58	75	45
I would not send the food back	29	27	31	50	32	22	19	31	26	24	32	29	28	27	33	29	28	17	43
Don't know	11	11	11	15	12	9	9	11	11	13	12	9	9	12	8	8	14	8	12