







































Children in Household						Social Media (monthly or more)				County		
0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter	Norfolk	Suffolk	Essex

Before taking this survey, had you heard of the East of England Co-op's "Sourced Locally" food range and have you purchased food from this range before? (Please select the option that BEST applies)

Unweighted base	85	29	15	5	49	2	87	21	16	33	38	27	59
<b>Base: Adults in Norfolk, Suffolk and Essex</b>	90	32	10	3	45	2	90	20	11	42	38	20	62
Yes, I have heard of them and purchased food from this range	25%	17%	30%	28%	21%	74%	24%	15%	30%	16%	14%	27%	36%
Yes, I have heard of them, but not purchased food from this range	20%	29%	36%	-	29%	-	22%	36%	21%	18%	36%	17%	13%
No, I haven't heard of them or purchased food from this range	51%	45%	23%	72%	42%	-	48%	44%	40%	57%	38%	53%	47%
Don't know/ can't recall	4%	9%	10%	-	8%	26%	6%	5%	9%	9%	13%	3%	4%

#### Profile Lea Recode

Unweighted base	78	24	15	5	44	2	78	18	14	26	38	27	59
<b>Base</b>	80	25	10	3	38	2	77	17	9	34	38	20	62
Norfolk	26%	46%	57%	-	46%	-	28%	25%	20%	39%	100%	-	-
Suffolk	20%	10%	5%	28%	10%	26%	16%	7%	21%	7%	-	100%	-
Essex	54%	44%	39%	72%	45%	74%	56%	68%	59%	55%	-	-	100%