YouGov / CIM Survey Results
Fieldwork - January - February 2014
Sample Size - 83 Brand Leaders / Marketers

	Total	How would you classify the role of your organisation in the value chain? Please select all that apply.					
		Manufacturer	Brand owner	Retailer	Marketing services provider (including agencies,	Other	Don't know
		A	B	C	D	E	F
I believe that increasing regulations relating to food labelling will... :							
Base	67	35	35	13	-	4	-
1 - Only serve to confuse consumers	6%	9% *	11% *	8% **	-	- **	-
2	4%	6% *	6% *	- **	-	- **	-
3	7%	14% *	6% *	- **	-	- **	-
4	10%	6% *	11% *	8% **	-	50% **	-
5	13%	11% *	20% *	15% **	-	- **	-
6	6%	6% *	- *	15% **	-	- **	-
7	18%	17% *	17% *	15% **	-	- **	-
8	22%	14% *	20% *	31% **	-	50% **	-
9	6%	9% *	6% *	- **	-	- **	-
10 - Better protect consumers	6%	9% *	3% *	8% **	-	- **	-

YouGov / CIM Survey Results
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Sample Size - 83 Brand Leaders / Marketers

	Attitude agreement				
	Consumers don't tend to look for ingredients or nutritional	Consumers are willing to pay more for organic products	Consumers place a high level of importance on where the	Consumers typically think it's an individual's responsibility	Consumers expect manufacturers /food and drink brands
	G	H	I	J	K
I believe that increasing regulations relating to food labelling will... :					
Base	24	35	33	49	58
1 - Only serve to confuse consumers	13% **	3% *	3% *	4% *	3% *
2	4% **	6% *	6% *	4% *	5% *
3	8% **	3% *	6% *	6% *	7% *
4	13% **	11% *	12% *	12% *	10% *
5	13% **	14% *	12% *	16% *	12% *
6	13% **	6% *	9% *	6% *	7% *
7	13% **	17% *	15% *	18% *	17% *
8	13% **	26% *	27% *	24% *	24% *
9	- **	9% *	9% *	6% *	7% *
10 - Better protect consumers	13% **	6% I*	- *	2% *	7% IJ*

I believe that consumers' healthy living and improved diets will be best achieved by... :	Total	How would you classify the role of your organisation in the value chain? Please select all that apply.					
		Manufacturer	Brand owner	Retailer	Marketing services provider (including agencies	Other	Don't know
		A	B	C	D	E	F
Base	67	35	35	13	-	4	-
1 - Further regulating nutritional information and food labelling	1%	3% *	- *	- **	-	- **	-
2	-	- *	- *	- **	-	- **	-
3	-	- *	- *	- **	-	- **	-
4	-	- *	- *	- **	-	- **	-
5	4%	9% B*	- *	- **	-	- **	-
6	3%	3% *	- *	8% **	-	- **	-
7	6%	9% *	6% *	- **	-	- **	-
8	28%	29% *	29% *	38% **	-	- **	-
9	24%	17% *	26% *	23% **	-	25% **	-
10 - Investing in consumer education and information	33%	31% *	40% *	31% **	-	75% **	-

Cell Contents (Column Percentage, Statistical Test Results), Statistics (Column Proportions/Means,(5%): A/B/C/D/E

I believe that consumers' healthy living and improved diets will be best achieved by... :	Attitude agreement				
	Consumers don't tend to look for ingredients or nutritional	Consumers are willing to pay more for organic products	Consumers place a high level of importance on where the	Consumers typically think it's an individual's responsibility	Consumers expect manufacturers /food and drink brands
	G	H	I	J	K
Base	24	35	33	49	58
1 - Further regulating nutritional information and food labelling	4% **	- *	- *	- *	2% J*
2	- **	- *	- *	- *	- *
3	- **	- *	- *	- *	- *
4	- **	- *	- *	- *	- *
5	4% **	- *	9% H*	4% *	5% H*
6	4% **	6% *	3% *	4% *	3% *
7	8% **	9% *	3% *	8% *	7% *
8	33% **	31% *	36% *	35% K*	26% *
9	8% **	26% *	24% *	24% *	24% *
10 - Investing in consumer education and information	38% **	29% *	24% *	24% *	33% J*

/F, G/H/I/J/K   Minimum Base: 30 (**), Small Base: 100 (*))