

**YouGov Survey Results**  
**Fieldwork - 1st - 2nd December 2015**

Sample Size - 2106 UK Adults



Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

On average, how often, if at all, do you or anyone in your household warm up/ cook a meal using any food that has been **\*\*stored\*\*** in your freezer? (If you don't warm up/ cook a meal using any food stored in your freezer or don't have a freezer, please select the relevant 'Not applicable' option)

Unweighted base	2106	1005	1101	213	224	368	484	817	1322	784
<b>Base: All UK adults</b>	<b>2106</b>	<b>1013</b>	<b>1093</b>	<b>253</b>	<b>283</b>	<b>398</b>	<b>422</b>	<b>750</b>	<b>1158</b>	<b>948</b>
Every day	4%	5%	3%	4%	3%	3%	5%	3%	3%	4%
4 to 6 days a week	14%	13%	15%	17%	19%	11%	14%	13%	13%	15%
2 to 3 days a week	34%	36%	32%	31%	29%	33%	35%	36%	33%	36%
Once a week	20%	21%	20%	19%	20%	21%	19%	21%	23%	18%
Once every two weeks	8%	8%	8%	7%	7%	10%	8%	8%	9%	7%
Once a month	5%	4%	6%	5%	7%	4%	4%	5%	6%	4%
Less often than once a month	6%	5%	7%	4%	6%	9%	5%	5%	6%	5%
Don't know	2%	2%	1%	2%	3%	1%	2%	1%	1%	2%
Not applicable – I never warm up/ cook a meal using any food that has been stored in my freezer	6%	6%	6%	8%	3%	6%	7%	6%	6%	6%
Not applicable - I don't have a freezer	1%	1%	2%	1%	3%	1%	1%	1%	1%	1%

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Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Which, if any, of the following food items do you or anyone in your household usually store in your freezer? (Please select all that apply)

Unweighted base	2072	995	1077	209	217	362	477	807	1302	770
<b>Base: All UK adults who have a freezer</b>	<b>2078</b>	<b>1005</b>	<b>1072</b>	<b>250</b>	<b>276</b>	<b>393</b>	<b>418</b>	<b>741</b>	<b>1143</b>	<b>934</b>
Meals made specifically for freezing to be eaten at a later date (excluding desserts)	43%	42%	45%	47%	39%	39%	39%	48%	42%	45%
Leftovers from meals cooked not originally intended to be frozen (excluding desserts)	33%	31%	36%	27%	40%	35%	32%	32%	37%	29%
Desserts (e.g. ice cream, cheesecake, cookies etc.)	61%	59%	63%	54%	52%	64%	64%	65%	62%	61%
Shop bought children's frozen food (e.g. fish fingers, chicken nuggets etc.)	35%	31%	39%	32%	44%	49%	35%	25%	33%	37%
Shop bought adult pre-prepared frozen meals (e.g. lasagne, pies, chicken tikka masala, pizza etc.)	46%	47%	46%	49%	43%	41%	48%	49%	44%	50%
Meat and/ or poultry	76%	75%	76%	67%	72%	71%	80%	80%	73%	79%
Vegetables	65%	61%	69%	49%	61%	66%	72%	68%	66%	64%
Fish and/ or seafood	63%	62%	63%	45%	59%	59%	66%	70%	61%	64%
Bread	48%	45%	50%	40%	41%	40%	54%	54%	51%	44%
Other	7%	7%	6%	6%	9%	6%	8%	5%	7%	5%
Don't know/ can't recall	2%	2%	1%	4%	2%	2%	1%	1%	1%	2%
Not applicable - I never store any food in my freezer	0%	0%	0%	0%	1%	-	0%	1%	1%	-

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	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Which, if any, of the following food items do you or anyone in your household usually store in your freezer? (Please select all that apply)

Unweighted base	2106	1005	1101	213	224	368	484	817	1322	784
Base: All UK adults	<b>2106</b>	<b>1013</b>	<b>1093</b>	<b>253</b>	<b>283</b>	<b>398</b>	<b>422</b>	<b>750</b>	<b>1158</b>	<b>948</b>
Meals made specifically for freezing to be eaten at a later date (excluding desserts)	43%	41%	44%	47%	38%	38%	38%	48%	41%	44%
Leftovers from meals cooked not originally intended to be frozen (excluding desserts)	33%	31%	35%	26%	39%	35%	32%	32%	36%	29%
Desserts (e.g. ice cream, cheesecake, cookies etc.)	61%	59%	62%	53%	50%	63%	63%	64%	61%	60%
Shop bought children's frozen food (e.g. fish fingers, chicken nuggets etc.)	35%	31%	38%	31%	43%	48%	35%	25%	33%	37%
Shop bought adult pre-prepared frozen meals (e.g. lasagne, pies, chicken tikka masala, pizza etc.)	46%	47%	45%	48%	42%	41%	47%	48%	43%	49%
Meat and/ or poultry	75%	75%	75%	66%	70%	71%	79%	79%	72%	78%
Vegetables	64%	60%	68%	48%	60%	65%	71%	68%	65%	63%
Fish and/ or seafood	62%	61%	62%	45%	57%	58%	65%	69%	61%	63%
Bread	47%	44%	50%	40%	39%	40%	53%	53%	50%	44%
Other	6%	7%	6%	6%	8%	6%	8%	5%	7%	5%
Don't know/ can't recall	2%	2%	1%	4%	2%	2%	1%	1%	1%	2%
Not applicable - I never store any food in my freezer	0%	0%	0%	0%	1%	-	0%	1%	1%	-
Not applicable – I don't have a freezer	1%	1%	2%	1%	3%	1%	1%	1%	1%	1%

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For the following question, by **\*\*\*top-up shop\*\*\***, we mean buying food for a couple of meals only, rather than a **\*\*main shop\*\***, where you buy food for a week or more. How often, if ever, do you or anyone in your household do any top-up shopping?

Unweighted base	2106	1005	1101	213	224	368	484	817	1322	784
Base: All UK adults	<b>2106</b>	<b>1013</b>	<b>1093</b>	<b>253</b>	<b>283</b>	<b>398</b>	<b>422</b>	<b>750</b>	<b>1158</b>	<b>948</b>
Every day	5%	5%	4%	2%	5%	7%	4%	5%	4%	5%
4 to 6 days a week	10%	12%	8%	15%	8%	10%	6%	10%	10%	9%
2 to 3 days a week	33%	32%	34%	24%	25%	38%	41%	31%	33%	33%
Once a week	35%	33%	37%	36%	35%	33%	33%	36%	34%	37%
Once every two weeks	7%	7%	7%	5%	10%	6%	7%	7%	8%	6%
Once a month	3%	3%	3%	2%	6%	1%	4%	3%	3%	2%
Less often than once a month	3%	3%	3%	1%	4%	3%	3%	4%	4%	2%
Never	3%	4%	2%	8%	3%	2%	2%	3%	2%	4%
Don't know	2%	2%	1%	6%	2%	1%	1%	1%	1%	2%

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**\*\*You said that you or anyone in your household buy any food as a 'top-up shop' Which, if any, of the following have ever been your/ anyone in your household's reasons for this? (Please select all that apply)**

	2008	954	1054	191	211	357	468	781	1272	736
Unweighted base										
Base: All UK adults who buy any food as a 'top-up shop'	<b>2006</b>	<b>954</b>	<b>1052</b>	<b>217</b>	<b>268</b>	<b>387</b>	<b>410</b>	<b>723</b>	<b>1116</b>	<b>890</b>
I couldn't remember what's in my freezer	8%	8%	8%	11%	14%	6%	6%	6%	7%	9%
I couldn't remember what's in my fridge	7%	5%	8%	12%	12%	9%	4%	3%	6%	7%
I needed to purchase additional items for dinner	53%	49%	57%	60%	59%	53%	53%	48%	54%	51%
I thought what was in the fridge was out of date	6%	3%	7%	11%	10%	7%	3%	3%	4%	7%
I had changed my mind on what I wanted	18%	15%	20%	22%	25%	19%	16%	14%	17%	19%
I was short on time and needed something quick	21%	20%	22%	29%	28%	23%	20%	16%	22%	20%
I had unexpected guests coming round	8%	9%	7%	7%	9%	10%	7%	8%	8%	8%
I like to shop on a daily basis, rather than do a big shop	17%	21%	14%	16%	13%	20%	15%	19%	18%	17%
Other	14%	13%	15%	11%	9%	13%	18%	16%	16%	12%
Don't know/ can't recall	6%	7%	6%	6%	5%	7%	7%	6%	7%	6%

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Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Which, if any, of the following statements do you agree with?  
(Please select all that apply)

Unweighted base	2106	1005	1101	213	224	368	484	817	1322	784
Base: All UK adults	<b>2106</b>	<b>1013</b>	<b>1093</b>	<b>253</b>	<b>283</b>	<b>398</b>	<b>422</b>	<b>750</b>	<b>1158</b>	<b>948</b>
I wish I was 'savvier' with my money when it comes to food	14%	12%	16%	24%	21%	16%	11%	7%	13%	14%
I feel guilty when I throw away food from my fridge	46%	41%	50%	45%	50%	53%	40%	43%	50%	40%
When I cook foods from my freezer, I end up repeating the same dishes	16%	16%	16%	22%	21%	14%	17%	12%	17%	15%
I am 'fed up' with the meals I cook on a weekly basis	12%	8%	15%	17%	16%	13%	12%	8%	13%	10%
Having food in the freezer really helps me save money	46%	43%	49%	41%	43%	40%	49%	50%	44%	48%
Having food in the freezer is convenient for me	65%	62%	68%	52%	57%	57%	68%	75%	66%	64%
I don't tend to throw away much food	52%	52%	52%	37%	38%	45%	51%	66%	55%	48%
I tend to have a wide range of different meals	33%	34%	33%	22%	30%	29%	34%	41%	35%	32%
I often freeze food to stop it going off and to keep it for longer	48%	42%	54%	42%	54%	47%	51%	47%	51%	45%
None of these	2%	3%	2%	2%	4%	0%	4%	2%	2%	3%
Don't know	3%	4%	3%	7%	3%	5%	2%	2%	3%	4%

Which, if any, of the following statements about your freezer do you agree with? (Please select all that apply)

Unweighted base	2065	990	1075	208	216	362	476	803	1295	770
Base: All UK adults who store food in their freezer	<b>2070</b>	<b>1001</b>	<b>1069</b>	<b>249</b>	<b>273</b>	<b>393</b>	<b>417</b>	<b>737</b>	<b>1136</b>	<b>934</b>
Using my freezer allows me to 'batch cook' (i.e. cook large amounts for multiple meals) and freeze dishes for future use	35%	29%	40%	29%	37%	30%	34%	39%	38%	31%
It's great for freezing food that I haven't had a chance to use yet	51%	47%	54%	46%	52%	46%	53%	53%	52%	49%
It's my dining saviour – there's always something in the freezer to eat	37%	33%	41%	32%	29%	26%	44%	44%	36%	38%
I prepare many of my meals from frozen products	24%	24%	25%	23%	21%	19%	26%	27%	24%	25%
My freezer helps me to plan my meals more effectively	47%	46%	48%	32%	46%	39%	55%	53%	46%	48%
My freezer is full to the brim but I rarely use any food stored in my freezer	7%	5%	8%	13%	8%	8%	4%	5%	7%	7%
The food in my freezer doesn't inspire me	9%	9%	10%	16%	13%	13%	8%	5%	11%	8%
None of these	7%	7%	6%	4%	4%	7%	6%	8%	7%	6%
Don't know	3%	4%	2%	6%	4%	7%	1%	1%	3%	4%

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Which, if any, of the following statements about your freezer do you agree with? (Please select all that apply)

Unweighted base	2106	1005	1101	213	224	368	484	817	1322	784
Base: All UK adults who store food in their freezer	<b>2106</b>	<b>1013</b>	<b>1093</b>	<b>253</b>	<b>283</b>	<b>398</b>	<b>422</b>	<b>750</b>	<b>1158</b>	<b>948</b>
Using my freezer allows me to 'batch cook' (i.e. cook large amounts for multiple meals) and freeze dishes for future use	34%	29%	39%	29%	35%	29%	34%	38%	37%	30%
It's great for freezing food that I haven't had a chance to use yet	50%	47%	53%	45%	51%	45%	52%	53%	51%	48%
It's my dining saviour – there's always something in the freezer to eat	36%	32%	40%	32%	28%	26%	43%	43%	36%	37%
I prepare many of my meals from frozen products	24%	23%	24%	23%	20%	19%	26%	27%	23%	24%
My freezer helps me to plan my meals more effectively	46%	45%	47%	32%	44%	38%	54%	52%	46%	47%
My freezer is full to the brim but I rarely use any food stored in my freezer	6%	5%	7%	13%	7%	8%	4%	5%	6%	7%
The food in my freezer doesn't inspire me	9%	9%	9%	16%	13%	13%	7%	5%	10%	8%
None of these	6%	7%	6%	4%	4%	7%	6%	8%	7%	6%
Don't know	3%	4%	2%	6%	4%	7%	1%	1%	2%	4%
Not applicable – I don't have a freezer	1%	1%	2%	1%	3%	1%	1%	1%	1%	1%
Not applicable – I don't store any food in my freezer	0%	0%	0%	0%	1%	-	0%	1%	1%	-