

YouGov Survey Results
Fieldwork - 14th-15th January 2016

Sample Size - 2075 UK Adults

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

To what extent do you agree or disagree with each of the following statements? (Please select one option on each row) - My freezer is full of food

Unweighted base	2075	984	1091	236	231	365	471	772	1256	819
Base: All UK Adults	2075	998	1077	249	297	399	392	739	1141	934
Strongly agree	33%	29%	37%	37%	25%	27%	31%	39%	35%	30%
Tend to agree	39%	40%	37%	35%	33%	41%	38%	41%	39%	38%
Neither agree nor disagree	8%	10%	7%	4%	12%	10%	10%	7%	7%	10%
Tend to disagree	12%	13%	12%	14%	16%	14%	15%	8%	11%	14%
Strongly disagree	3%	4%	3%	4%	4%	4%	3%	3%	3%	3%
Don't know	0%	0%	0%	0%	0%	0%	0%	-	0%	0%
Not applicable - I don't have a freezer in my household	4%	5%	3%	5%	9%	4%	3%	2%	4%	4%

To what extent do you agree or disagree with each of the following statements? (Please select one option on each row) - I sometimes forget to use the food stored in my freezer

Unweighted base	2075	984	1091	236	231	365	471	772	1256	819
Base: All UK Adults	2075	998	1077	249	297	399	392	739	1141	934
Strongly agree	9%	9%	9%	16%	8%	8%	8%	8%	9%	9%
Tend to agree	34%	35%	33%	38%	37%	35%	31%	32%	36%	31%
Neither agree nor disagree	11%	11%	11%	9%	9%	12%	13%	12%	11%	12%
Tend to disagree	26%	25%	27%	20%	23%	28%	23%	29%	25%	26%
Strongly disagree	16%	14%	17%	10%	13%	14%	21%	17%	15%	17%
Don't know	0%	0%	1%	1%	1%	0%	0%	-	0%	0%
Not applicable - I don't have a freezer in my household	4%	5%	3%	5%	9%	4%	3%	2%	4%	4%