

YouGov / Portland Communications Survey Results

Sample Size: 2004 GB Adults
Fieldwork: 24th - 26th September

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Overall, do you/ your household have more, less or about the same amount of money to spend now than you did a year ago (i.e. in September 2011)?

	2004	973	1031	152	342	356	402	752	1229	775	441	258	226	308	470	109	192
Unweighted Base	2004	973	1031	152	342	356	402	752	1229	775	441	258	226	308	470	109	192
Base: All GB adults	2004	962	1042	240	346	341	374	701	1102	902	493	329	192	257	459	100	174
Much more now	2%	2%	2%	3%	4%	3%	1%	1%	2%	2%	2%	1%	0%	4%	1%	2%	2%
More now	12%	11%	12%	18%	17%	11%	10%	8%	14%	9%	10%	15%	10%	16%	9%	11%	10%
About the same	36%	38%	34%	29%	38%	32%	32%	41%	37%	35%	39%	35%	37%	35%	34%	35%	36%
Less now	34%	31%	37%	27%	24%	34%	39%	39%	34%	35%	34%	33%	35%	27%	39%	34%	35%
Much less now	13%	14%	12%	8%	11%	17%	18%	10%	11%	14%	13%	11%	15%	12%	13%	15%	12%
Don't know/ can't recall	4%	4%	3%	16%	6%	2%	0%	1%	2%	6%	3%	5%	3%	5%	3%	2%	6%

Thinking about household grocery shopping, which of the following statements best applies to you?

	2004	973	1031	152	342	356	402	752	1229	775	441	258	226	308	470	109	192
Unweighted Base	2004	973	1031	152	342	356	402	752	1229	775	441	258	226	308	470	109	192
Base: All GB adults	2004	962	1042	240	346	341	374	701	1102	902	493	329	192	257	459	100	174
I am the sole grocery shopper in my household	42%	31%	53%	20%	37%	47%	47%	48%	43%	42%	47%	44%	41%	40%	42%	43%	33%
I am in part responsible for grocery shopping in my household	47%	54%	41%	49%	50%	47%	47%	46%	48%	46%	44%	48%	48%	49%	48%	44%	51%
I am not responsible at all for grocery shopping in my household	10%	15%	6%	31%	14%	6%	6%	6%	9%	12%	9%	8%	11%	11%	11%	13%	15%

On average, how often, if at all, do you cook a roast dinner? (If you have never cooked a roast dinner, please select the "Not applicable" option)

	1814	840	974	99	306	334	375	700	1133	681	405	236	202	275	428	97	171
Unweighted Base	1814	840	974	99	306	334	375	700	1133	681	405	236	202	275	428	97	171
Base: All GB Adults responsible for grocery shopping	1795	817	979	165	299	321	351	658	1002	793	447	304	172	228	411	87	148
More often than once a week	6%	5%	7%	3%	1%	5%	5%	11%	5%	8%	5%	7%	7%	5%	7%	8%	5%
Once a week	34%	34%	34%	20%	17%	33%	42%	42%	32%	37%	36%	40%	38%	27%	33%	29%	32%
Once a fortnight	14%	12%	16%	19%	13%	17%	15%	12%	16%	12%	14%	11%	20%	17%	14%	16%	12%
Once a month	15%	15%	16%	14%	20%	17%	15%	12%	15%	16%	15%	15%	7%	16%	16%	17%	19%
Once every 2 to 3 months	9%	9%	9%	12%	12%	9%	9%	6%	11%	6%	8%	12%	7%	11%	10%	2%	5%
Once every 6 months	6%	7%	6%	9%	13%	4%	4%	5%	7%	5%	8%	4%	5%	5%	6%	6%	11%
Once a year	3%	3%	3%	3%	4%	2%	3%	3%	3%	2%	3%	3%	6%	2%	2%	1%	2%
Less often than once a year	4%	4%	4%	3%	7%	4%	3%	3%	4%	3%	3%	2%	2%	4%	6%	7%	3%
Not applicable - I have never cooked a roast dinner	8%	11%	6%	18%	14%	9%	4%	6%	7%	10%	9%	6%	8%	12%	6%	15%	10%

**YouGov / Portland
Communications Survey
Results**

Sample Size: 2004 GB Adults
Fieldwork: 24th - 26th September

Total	Working Status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Overall, do you/ your household have more, less or about the same amount of money to spend now than you did a year ago (i.e. in September 2011)?

	2004	1036	243	1279	52	440	68	165	1072	220	193	62	457
Unweighted Base	2004	1036	243	1279	52	440	68	165	1072	220	193	62	457
Base: All GB adults	2004	1000	251	1252	76	423	87	166	1025	221	184	55	518
Much more now	2%	2%	3%	2%	6%	0%	2%	0%	2%	2%	1%	-	2%
More now	12%	14%	12%	13%	8%	10%	7%	6%	10%	14%	6%	16%	14%
About the same	36%	37%	31%	35%	45%	42%	25%	26%	38%	34%	27%	43%	36%
Less now	34%	32%	39%	33%	11%	39%	33%	41%	37%	33%	43%	30%	26%
Much less now	13%	12%	11%	12%	9%	8%	24%	25%	12%	15%	18%	11%	11%
Don't know/ can't recall	4%	4%	4%	4%	20%	0%	8%	3%	1%	1%	4%	-	10%

Thinking about household grocery shopping, which of the following statements best applies to you?

	2004	1036	243	1279	52	440	68	165	1072	220	193	62	457
Unweighted Base	2004	1036	243	1279	52	440	68	165	1072	220	193	62	457
Base: All GB adults	2004	1000	251	1252	76	423	87	166	1025	221	184	55	518
I am the sole grocery shopper in my household	42%	37%	51%	40%	23%	47%	38%	58%	35%	29%	82%	94%	43%
I am in part responsible for grocery shopping in my household	47%	51%	42%	49%	48%	45%	45%	39%	57%	68%	12%	6%	36%
I am not responsible at all for grocery shopping in my household	10%	12%	7%	11%	29%	7%	17%	3%	8%	3%	6%	-	21%

On average, how often, if at all, do you cook a roast dinner? (If you have never cooked a roast dinner, please select the "Not applicable" option)

	1814	929	226	1155	37	406	58	158	980	208	184	62	380
Unweighted Base	1814	929	226	1155	37	406	58	158	980	208	184	62	380
Base: All GB Adults responsible for grocery shopping	1795	881	234	1116	54	393	72	161	943	214	173	55	409
More often than once a week	6%	4%	3%	4%	-	13%	12%	6%	9%	3%	1%	6%	3%
Once a week	34%	30%	38%	32%	29%	43%	23%	35%	42%	33%	28%	27%	22%
Once a fortnight	14%	16%	18%	16%	9%	9%	13%	17%	16%	18%	16%	12%	9%
Once a month	15%	17%	13%	16%	24%	11%	18%	14%	13%	13%	18%	20%	19%
Once every 2 to 3 months	9%	10%	8%	9%	8%	6%	8%	10%	6%	13%	16%	10%	10%
Once every 6 months	6%	7%	6%	7%	3%	6%	14%	5%	5%	8%	8%	9%	9%
Once a year	3%	3%	4%	3%	4%	2%	-	3%	2%	2%	4%	3%	5%
Less often than once a year	4%	4%	4%	4%	3%	3%	7%	4%	2%	4%	3%	5%	7%
Not applicable - I have never cooked a roast dinner	8%	10%	6%	9%	20%	7%	3%	7%	6%	8%	5%	8%	16%

YouGov / Portland Communications Survey Results

Sample Size: 2004 GB Adults
Fieldwork: 24th - 26th September

Total	Children in Household					ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
Base	0	1	2	3+			

Overall, do you/ your household have more, less or about the same amount of money to spend now than you did a year ago (i.e. in September 2011)?

Unweighted Base	2004	1413	252	213	93	558	33
Base: All GB adults	2004	1412	272	195	91	558	34
Much more now	2%	1%	1%	4%	1%	2%	16%
More now	12%	12%	13%	12%	11%	12%	3%
About the same	36%	39%	25%	28%	40%	29%	19%
Less now	34%	33%	46%	31%	28%	38%	19%
Much less now	13%	12%	10%	22%	13%	15%	13%
Don't know/ can't recall	4%	3%	4%	3%	6%	4%	30%

Thinking about household grocery shopping, which of the following statements best applies to you?

Unweighted Base	2004	1413	252	213	93	558	33
Base: All GB adults	2004	1412	272	195	91	558	34
I am the sole grocery shopper in my household	42%	45%	44%	34%	27%	37%	29%
I am in part responsible for grocery shopping in my household	47%	46%	46%	55%	59%	51%	33%
I am not responsible at all for grocery shopping in my household	10%	9%	10%	11%	15%	11%	38%

On average, how often, if at all, do you cook a roast dinner? (If you have never cooked a roast dinner, please select the "Not applicable" option)

Unweighted Base	1814	1291	232	187	84	503	20
Base: All GB Adults responsible for grocery shopping	1795	1278	245	173	78	495	21
More often than once a week	6%	6%	6%	6%	7%	6%	3%
Once a week	34%	32%	39%	43%	46%	41%	20%
Once a fortnight	14%	12%	22%	18%	17%	20%	8%
Once a month	15%	16%	11%	14%	10%	12%	31%
Once every 2 to 3 months	9%	9%	7%	9%	11%	8%	2%
Once every 6 months	6%	7%	5%	3%	1%	4%	17%
Once a year	3%	3%	3%	1%	0%	2%	-
Less often than once a year	4%	4%	3%	1%	1%	2%	3%
Not applicable - I have never cooked a roast dinner	8%	10%	4%	3%	7%	4%	16%

YouGov / Portland Communications Survey Results

Sample Size: 2004 GB Adults
Fieldwork: 24th - 26th September

Total	Government Region						
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

Overall, do you/ your household have more, less or about the same amount of money to spend now than you did a year ago (i.e. in September 2011)?

Unweighted Base	2004	68	208	165	121	137	226	308
Base: All GB adults	2004	69	243	181	163	166	192	257
Much more now	2%	-	2%	4%	1%	1%	0%	4%
More now	12%	2%	8%	15%	17%	14%	10%	16%
About the same	36%	42%	43%	32%	31%	39%	37%	35%
Less now	34%	34%	33%	35%	34%	32%	35%	27%
Much less now	13%	22%	11%	12%	14%	8%	15%	12%
Don't know/ can't recall	4%	1%	3%	2%	4%	5%	3%	5%

Thinking about household grocery shopping, which of the following statements best applies to you?

Unweighted Base	2004	68	208	165	121	137	226	308
Base: All GB adults	2004	69	243	181	163	166	192	257
I am the sole grocery shopper in my household	42%	48%	44%	50%	44%	44%	41%	40%
I am in part responsible for grocery shopping in my household	47%	49%	46%	39%	46%	51%	48%	49%
I am not responsible at all for grocery shopping in my household	10%	3%	10%	11%	10%	5%	11%	11%

On average, how often, if at all, do you cook a roast dinner? (If you have never cooked a roast dinner, please select the "Not applicable" option)

Unweighted Base	1814	67	186	152	107	129	202	275
Base: All GB Adults responsible for grocery shopping	1795	67	220	160	146	157	172	228
More often than once a week	6%	8%	2%	9%	7%	8%	7%	5%
Once a week	34%	48%	35%	32%	40%	40%	38%	27%
Once a fortnight	14%	11%	16%	14%	11%	10%	20%	17%
Once a month	15%	16%	14%	16%	16%	15%	7%	16%
Once every 2 to 3 months	9%	2%	7%	10%	10%	14%	7%	11%
Once every 6 months	6%	8%	8%	7%	4%	3%	5%	5%
Once a year	3%	-	5%	1%	4%	2%	6%	2%
Less often than once a year	4%	2%	1%	4%	2%	1%	2%	4%
Not applicable - I have never cooked a roast dinner	8%	5%	11%	8%	6%	7%	8%	12%

YouGov / Portland Communications Survey Results

Sample Size: 2004 GB Adults
Fieldwork: 24th - 26th September

Total	Government Region				Social Media (monthly or more)			
Base	South East	South West	Wales	Scotland	Facebook	LinkedIn	Google+	Twitter

Overall, do you/ your household have more, less or about the same amount of money to spend now than you did a year ago (i.e. in September 2011)?

Unweighted Base	2004	290	180	109	192	1318	371	217	493
Base: All GB adults	2004	279	180	100	174	1363	306	226	512
Much more now	2%	1%	2%	2%	2%	3%	3%	2%	2%
More now	12%	10%	9%	11%	10%	11%	17%	15%	15%
About the same	36%	32%	38%	35%	36%	36%	31%	36%	38%
Less now	34%	41%	37%	34%	35%	34%	33%	28%	30%
Much less now	13%	15%	10%	15%	12%	12%	12%	16%	10%
Don't know/ can't recall	4%	3%	4%	2%	6%	4%	4%	3%	5%

Thinking about household grocery shopping, which of the following statements best applies to you?

Unweighted Base	2004	290	180	109	192	1318	371	217	493
Base: All GB adults	2004	279	180	100	174	1363	306	226	512
I am the sole grocery shopper in my household	42%	42%	42%	43%	33%	42%	33%	42%	39%
I am in part responsible for grocery shopping in my household	47%	47%	49%	44%	51%	49%	55%	48%	46%
I am not responsible at all for grocery shopping in my household	10%	11%	10%	13%	15%	9%	12%	10%	15%

On average, how often, if at all, do you cook a roast dinner? (If you have never cooked a roast dinner, please select the "Not applicable" option)

Unweighted Base	1814	260	168	97	171	1213	333	199	431
Base: All GB Adults responsible for grocery shopping	1795	248	163	87	148	1238	269	204	434
More often than once a week	6%	7%	7%	8%	5%	5%	6%	12%	4%
Once a week	34%	32%	35%	29%	32%	32%	25%	34%	27%
Once a fortnight	14%	14%	13%	16%	12%	14%	17%	16%	15%
Once a month	15%	17%	15%	17%	19%	17%	15%	11%	16%
Once every 2 to 3 months	9%	9%	11%	2%	5%	10%	11%	9%	12%
Once every 6 months	6%	5%	8%	6%	11%	7%	7%	3%	7%
Once a year	3%	3%	1%	1%	2%	3%	3%	3%	4%
Less often than once a year	4%	7%	5%	7%	3%	4%	6%	4%	5%
Not applicable - I have never cooked a roast dinner	8%	6%	5%	15%	10%	9%	11%	8%	11%

Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales

Which, if any, of the following are reasons why you don't cook a roast dinner more often? (Please tick all that apply)

	Unweighted Base	1814	840	974	99	306	334	375	700	1133	681	405	236	202	275	428	97	171
Base: All GB Adults responsible for grocery shopping		1795	817	979	165	299	321	351	658	1002	793	447	304	172	228	411	87	148
I can't afford a roast dinner in my budget		20%	17%	22%	20%	19%	20%	23%	19%	15%	26%	21%	24%	20%	14%	20%	23%	16%
I don't have time		24%	29%	19%	48%	30%	28%	29%	9%	24%	23%	28%	17%	25%	28%	22%	29%	17%
I'm too busy		13%	15%	12%	22%	22%	13%	15%	6%	14%	12%	16%	11%	15%	16%	11%	16%	8%
It's too complicated		7%	10%	5%	13%	15%	6%	7%	4%	8%	6%	7%	4%	7%	11%	7%	14%	11%
I don't like roast dinners enough to cook them		13%	10%	15%	13%	13%	12%	11%	14%	14%	11%	9%	11%	8%	19%	14%	13%	19%
My family don't like roast dinners		4%	4%	4%	3%	8%	3%	3%	4%	5%	3%	4%	3%	3%	9%	4%	2%	2%
None of these		36%	34%	37%	13%	24%	34%	29%	51%	37%	34%	34%	42%	33%	28%	39%	29%	38%

Which, if any, of the following types of roast dinner do you cook most often?

	Unweighted Base	1648	752	896	76	262	300	356	654	1043	605	370	218	185	239	399	90	147
Base: All GB Adults responsible for grocery shopping who cook roast dinners		1644	727	917	136	259	293	337	619	929	715	407	284	158	200	387	74	133
Chicken		56%	54%	58%	57%	61%	62%	61%	49%	57%	56%	53%	59%	58%	58%	62%	44%	47%
Beef		17%	21%	15%	18%	12%	17%	18%	20%	17%	19%	19%	22%	14%	13%	11%	33%	23%
Lamb		9%	9%	9%	13%	8%	5%	6%	12%	8%	9%	13%	5%	5%	13%	6%	6%	12%
Turkey		2%	3%	1%	1%	2%	1%	2%	2%	2%	1%	2%	1%	3%	2%	1%	2%	3%
Pork		10%	10%	11%	7%	9%	8%	8%	13%	10%	11%	10%	8%	16%	6%	12%	11%	9%
Vegetarian		4%	2%	6%	4%	7%	7%	2%	3%	5%	3%	4%	4%	3%	7%	4%	3%	5%
Other		1%	2%	1%	1%	1%	0%	2%	1%	1%	1%	0%	1%	1%	1%	3%	1%	1%

A rotisserie chicken is a style of roasting where the chicken is skewered on a spit, such as those that can be purchased hot in some supermarkets.

Thinking about times when you have bought a whole rotisserie chicken in the past...

In which, if any, of the following ways have you ever used the chicken? (Please tick all that apply. If you've never bought a whole rotisserie chicken, please select the "Not applicable" option)

	Unweighted Base	1814	840	974	99	306	334	375	700	1133	681	405	236	202	275	428	97	171
Base: All GB Adults responsible for grocery shopping		1795	817	979	165	299	321	351	658	1002	793	447	304	172	228	411	87	148
To eat as part of a roast dinner		26%	27%	24%	22%	27%	28%	26%	24%	25%	26%	29%	25%	29%	22%	20%	25%	33%
To eat as part of a salad		33%	27%	37%	22%	27%	32%	40%	35%	36%	29%	35%	35%	31%	30%	32%	26%	36%
To eat as part of another main meal (with chips, potatoes, rice, vegetables, etc.)		36%	37%	36%	32%	35%	34%	45%	34%	39%	34%	38%	38%	27%	37%	35%	31%	45%
To make sandwiches		23%	23%	23%	21%	30%	23%	22%	21%	25%	20%	28%	24%	18%	18%	20%	28%	25%
To make soups		7%	7%	7%	7%	6%	8%	6%	7%	7%	6%	6%	8%	7%	7%	4%	2%	15%
Other		5%	4%	5%	4%	4%	3%	3%	7%	4%	5%	4%	5%	3%	6%	5%	4%	5%
Don't know/ can't recall		4%	4%	3%	6%	4%	4%	2%	4%	3%	4%	3%	5%	2%	7%	1%	2%	4%
Not applicable - I have never bought a whole rotisserie chicken		38%	39%	37%	41%	39%	36%	35%	39%	38%	38%	35%	35%	42%	37%	42%	46%	31%

Total	Working Status							Marital Status				
	Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed

Which, if any, of the following are reasons why you don't cook a roast dinner more often? (Please tick all that apply)

	Unweighted Base	1814	929	226	1155	37	406	58	158	980	208	184	62	380
Base: All GB Adults responsible for grocery shopping		1795	881	234	1116	54	393	72	161	943	214	173	55	409
I can't afford a roast dinner in my budget	20%	14%	25%	16%	21%	19%	33%	44%	18%	25%	29%	17%	19%	
I don't have time	24%	33%	26%	31%	58%	7%	5%	8%	22%	21%	19%	6%	33%	
I'm too busy	13%	19%	14%	18%	17%	3%	11%	2%	11%	16%	9%	2%	19%	
It's too complicated	7%	10%	4%	9%	17%	4%	4%	7%	5%	8%	4%	2%	14%	
I don't like roast dinners enough to cook them	13%	13%	11%	13%	14%	14%	18%	8%	12%	12%	13%	12%	14%	
My family don't like roast dinners	4%	4%	5%	4%	4%	2%	2%	8%	6%	2%	2%	-	2%	
None of these	36%	30%	33%	31%	8%	56%	33%	33%	40%	30%	32%	63%	26%	

Which, if any, of the following types of roast dinner do you cook most often?

	Unweighted Base	1648	837	212	1049	25	374	53	147	918	189	171	57	313
Base: All GB Adults responsible for grocery shopping who cook roast dinners		1644	797	221	1017	43	365	69	149	888	197	164	51	344
Chicken	56%	58%	51%	56%	57%	49%	72%	69%	55%	56%	59%	60%	59%	
Beef	17%	17%	20%	18%	10%	20%	11%	12%	20%	12%	16%	10%	17%	
Lamb	9%	7%	6%	7%	19%	14%	10%	3%	8%	7%	7%	12%	12%	
Turkey	2%	2%	1%	2%	-	2%	4%	0%	2%	2%	2%	3%	2%	
Pork	10%	9%	14%	10%	3%	11%	2%	14%	11%	12%	13%	12%	6%	
Vegetarian	4%	5%	7%	5%	10%	2%	1%	2%	4%	9%	2%	2%	4%	
Other	1%	2%	1%	2%	-	1%	-	0%	1%	2%	1%	1%	1%	

A rotisserie chicken is a style of roasting where the chicken is skewered on a spit, such as those that can be purchased hot in some supermarkets.

Thinking about times when you have bought a whole rotisserie chicken in the past...

In which, if any, of the following ways have you ever used the chicken? (Please tick all that apply. If you've never bought a whole rotisserie chicken, please select the "Not applicable" option)

	Unweighted Base	1814	929	226	1155	37	406	58	158	980	208	184	62	380
Base: All GB Adults responsible for grocery shopping		1795	881	234	1116	54	393	72	161	943	214	173	55	409
To eat as part of a roast dinner	26%	26%	24%	25%	13%	26%	22%	32%	28%	28%	21%	25%	21%	
To eat as part of a salad	33%	34%	39%	35%	14%	33%	19%	32%	36%	38%	28%	39%	25%	
To eat as part of another main meal (with chips, potatoes, rice, vegetables, etc.)	36%	37%	41%	38%	45%	32%	34%	39%	38%	44%	29%	50%	31%	
To make sandwiches	23%	23%	29%	25%	12%	20%	18%	25%	22%	30%	18%	31%	23%	
To make soups	7%	6%	5%	6%	14%	8%	8%	4%	7%	7%	7%	4%	6%	
Other	5%	4%	6%	4%	3%	6%	5%	7%	5%	3%	7%	10%	4%	
Don't know/ can't recall	4%	4%	5%	4%	5%	3%	1%	2%	3%	2%	4%	2%	5%	
Not applicable - I have never bought a whole rotisserie chicken	38%	36%	35%	36%	34%	42%	45%	37%	34%	38%	49%	39%	42%	

Total	Children in Household					
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Which, if any, of the following are reasons why you don't cook a roast dinner more often? (Please tick all that apply)

	Unweighted Base	1291	232	187	84	503	20
Base: All GB Adults responsible for grocery shopping	1795	1278	245	173	78	495	21
I can't afford a roast dinner in my budget	20%	19%	20%	26%	31%	24%	15%
I don't have time	24%	20%	32%	33%	34%	33%	28%
I'm too busy	13%	13%	14%	15%	17%	15%	-
It's too complicated	7%	7%	10%	6%	11%	9%	8%
I don't like roast dinners enough to cook them	13%	14%	10%	4%	9%	8%	34%
My family don't like roast dinners	4%	3%	6%	8%	2%	6%	-
None of these	36%	39%	27%	28%	30%	28%	20%

Which, if any, of the following types of roast dinner do you cook most often?

	Unweighted Base	1155	218	179	81	478	15
Base: All GB Adults responsible for grocery shopping who cook roast dinners	1644	1151	236	168	72	475	18
Chicken	56%	53%	66%	69%	51%	65%	74%
Beef	17%	19%	15%	12%	18%	15%	7%
Lamb	9%	10%	7%	5%	3%	6%	-
Turkey	2%	2%	2%	1%	1%	1%	-
Pork	10%	10%	7%	8%	23%	10%	3%
Vegetarian	4%	4%	3%	3%	2%	3%	13%
Other	1%	1%	0%	1%	1%	1%	3%

A rotisserie chicken is a style of roasting where the chicken is skewered on a spit, such as those that can be purchased hot in some supermarkets.

Thinking about times when you have bought a whole rotisserie chicken in the past...

In which, if any, of the following ways have you ever used the chicken? (Please tick all that apply. If you've never bought a whole rotisserie chicken, please select the "Not applicable" option)

	Unweighted Base	1291	232	187	84	503	20
Base: All GB Adults responsible for grocery shopping	1795	1278	245	173	78	495	21
To eat as part of a roast dinner	26%	24%	30%	34%	23%	30%	24%
To eat as part of a salad	33%	31%	39%	39%	33%	38%	32%
To eat as part of another main meal (with chips, potatoes, rice, vegetables, etc.)	36%	35%	46%	38%	39%	42%	6%
To make sandwiches	23%	22%	28%	30%	19%	27%	3%
To make soups	7%	7%	7%	5%	6%	6%	3%
Other	5%	5%	3%	4%	6%	4%	3%
Don't know/ can't recall	4%	4%	3%	2%	2%	2%	5%
Not applicable - I have never bought a whole rotisserie chicken	38%	41%	29%	26%	37%	29%	46%

Total	Government Region						
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

Which, if any, of the following are reasons why you don't cook a roast dinner more often? (Please tick all that apply)

	Unweighted Base	1814	67	186	152	107	129	202	275
Base: All GB Adults responsible for grocery shopping		1795	67	220	160	146	157	172	228
I can't afford a roast dinner in my budget	20%	30%	16%	26%	30%	19%	20%	14%	
I don't have time	24%	20%	27%	32%	14%	20%	25%	28%	
I'm too busy	13%	12%	16%	16%	14%	9%	15%	16%	
It's too complicated	7%	5%	7%	7%	3%	4%	7%	11%	
I don't like roast dinners enough to cook them	13%	8%	8%	12%	9%	12%	8%	19%	
My family don't like roast dinners	4%	3%	7%	-	3%	2%	3%	9%	
None of these	36%	32%	37%	29%	40%	45%	33%	28%	

Which, if any, of the following types of roast dinner do you cook most often?

	Unweighted Base	1648	62	168	140	100	118	185	239
Base: All GB Adults responsible for grocery shopping who cook roast dinners		1644	64	195	148	138	146	158	200
Chicken	56%	48%	54%	52%	59%	59%	58%	58%	
Beef	17%	25%	14%	23%	22%	21%	14%	13%	
Lamb	9%	9%	16%	10%	3%	7%	5%	13%	
Turkey	2%	1%	4%	0%	2%	-	3%	2%	
Pork	10%	15%	7%	12%	9%	8%	16%	6%	
Vegetarian	4%	2%	5%	2%	5%	3%	3%	7%	
Other	1%	1%	-	1%	-	2%	1%	1%	

A rotisserie chicken is a style of roasting where the chicken is skewered on a spit, such as those that can be purchased hot in some supermarkets.

Thinking about times when you have bought a whole rotisserie chicken in the past...

In which, if any, of the following ways have you ever used the chicken? (Please tick all that apply. If you've never bought a whole rotisserie chicken, please select the "Not applicable" option)

	Unweighted Base	1814	67	186	152	107	129	202	275
Base: All GB Adults responsible for grocery shopping		1795	67	220	160	146	157	172	228
To eat as part of a roast dinner	26%	23%	30%	31%	28%	23%	29%	22%	
To eat as part of a salad	33%	37%	34%	35%	33%	36%	31%	30%	
To eat as part of another main meal (with chips, potatoes, rice, vegetables, etc.)	36%	25%	45%	34%	48%	30%	27%	37%	
To make sandwiches	23%	28%	32%	23%	24%	23%	18%	18%	
To make soups	7%	11%	7%	3%	14%	3%	7%	7%	
Other	5%	7%	3%	4%	7%	4%	3%	6%	
Don't know/ can't recall	4%	6%	2%	3%	5%	5%	2%	7%	
Not applicable - I have never bought a whole rotisserie chicken	38%	37%	34%	37%	34%	35%	42%	37%	

Total	Government Region				Social Media (monthly or more)			
	Base	South East	South West	Wales	Scotland	Facebook	LinkedIn	Google+

Which, if any, of the following are reasons why you don't cook a roast dinner more often? (Please tick all that apply)

	Unweighted Base	1814	260	168	97	171	1213	333	199	431
Base: All GB Adults responsible for grocery shopping		1795	248	163	87	148	1238	269	204	434
I can't afford a roast dinner in my budget	20%	20%	21%	23%	16%	22%	17%	18%	17%	
I don't have time	24%	25%	16%	29%	17%	26%	27%	24%	31%	
I'm too busy	13%	12%	10%	16%	8%	15%	20%	20%	21%	
It's too complicated	7%	7%	7%	14%	11%	8%	11%	12%	11%	
I don't like roast dinners enough to cook them	13%	12%	17%	13%	19%	12%	15%	15%	15%	
My family don't like roast dinners	4%	6%	1%	2%	2%	4%	5%	5%	5%	
None of these	36%	38%	41%	29%	38%	32%	34%	32%	26%	

Which, if any, of the following types of roast dinner do you cook most often?

	Unweighted Base	1648	242	157	90	147	1101	299	184	388
Base: All GB Adults responsible for grocery shopping who cook roast dinners		1644	232	155	74	133	1128	239	188	386
Chicken	56%	65%	58%	44%	47%	58%	57%	51%	59%	
Beef	17%	11%	13%	33%	23%	16%	17%	19%	16%	
Lamb	9%	5%	9%	6%	12%	8%	8%	11%	8%	
Turkey	2%	1%	2%	2%	3%	2%	2%	0%	1%	
Pork	10%	12%	12%	11%	9%	10%	10%	11%	8%	
Vegetarian	4%	5%	3%	3%	5%	4%	4%	6%	5%	
Other	1%	1%	4%	1%	1%	1%	3%	1%	2%	

A rotisserie chicken is a style of roasting where the chicken is skewered on a spit, such as those that can be purchased hot in some supermarkets.

Thinking about times when you have bought a whole rotisserie chicken in the past...

In which, if any, of the following ways have you ever used the chicken? (Please tick all that apply. If you've never bought a whole rotisserie chicken, please select the "Not applicable" option)

	Unweighted Base	1814	260	168	97	171	1213	333	199	431
Base: All GB Adults responsible for grocery shopping		1795	248	163	87	148	1238	269	204	434
To eat as part of a roast dinner	26%	19%	20%	25%	33%	27%	25%	33%	25%	
To eat as part of a salad	33%	30%	34%	26%	36%	33%	30%	31%	31%	
To eat as part of another main meal (with chips, potatoes, rice, vegetables, etc.)	36%	31%	42%	31%	45%	38%	36%	36%	36%	
To make sandwiches	23%	18%	23%	28%	25%	24%	25%	24%	27%	
To make soups	7%	3%	5%	2%	15%	8%	8%	11%	7%	
Other	5%	4%	7%	4%	5%	5%	7%	8%	3%	
Don't know/ can't recall	4%	1%	1%	2%	4%	4%	5%	6%	4%	
Not applicable - I have never bought a whole rotisserie chicken	38%	44%	40%	46%	31%	37%	41%	31%	39%	

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Thinking about times when you have bought a whole rotisserie chicken in the past...

Which, if any, of the following were your reasons for buying it? (Please tick all that apply)

	Unweighted Base	1098	504	594	55	177	199	240	427	685	413	270	144	114	159	247	55	109
	Base: All GB Adults responsible for grocery shopping who have bought a whole rotisserie chicken	1116	502	614	98	182	206	230	400	621	495	289	198	101	143	236	47	102
It was a quick way to create a meal for my household		70%	67%	72%	45%	67%	71%	78%	72%	74%	65%	70%	68%	67%	62%	75%	69%	75%
It was a low cost way to create a meal for my family		27%	29%	26%	37%	20%	28%	31%	26%	26%	30%	30%	34%	22%	28%	24%	26%	20%
It is a healthier alternative to a ready meal		17%	17%	18%	11%	16%	16%	19%	20%	19%	16%	21%	12%	14%	20%	17%	12%	21%
To eat immediately as a snack		22%	22%	22%	19%	27%	27%	17%	21%	22%	22%	23%	23%	21%	26%	22%	9%	21%
Work and/ or family life means it's difficult to find time to cook a meal from scratch		13%	14%	13%	20%	18%	14%	16%	7%	15%	11%	14%	14%	13%	19%	9%	9%	12%
Other		6%	4%	7%	5%	5%	4%	4%	8%	6%	5%	6%	6%	6%	3%	5%	6%	10%
Don't know/ can't recall		5%	6%	5%	12%	9%	7%	2%	4%	4%	7%	4%	6%	8%	8%	3%	12%	4%

Total	Working Status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Thinking about times when you have bought a whole rotisserie chicken in the past...

Which, if any, of the following were your reasons for buying it? (Please tick all that apply)

	Unweighted Base	1098	578	138	716	20	230	30	102	635	121	100	34	208
Base: All GB Adults responsible for grocery shopping who have bought a whole rotisserie chicken		1116	560	152	712	35	229	40	101	624	133	88	34	236
It was a quick way to create a meal for my household		70%	70%	66%	69%	60%	74%	60%	75%	73%	70%	65%	70%	63%
It was a low cost way to create a meal for my family		27%	26%	30%	27%	34%	28%	27%	28%	27%	33%	28%	28%	26%
It is a healthier alternative to a ready meal		17%	16%	20%	17%	14%	22%	16%	12%	17%	19%	15%	38%	16%
To eat immediately as a snack		22%	23%	19%	22%	8%	20%	33%	29%	17%	27%	23%	30%	33%
Work and/ or family life means it's difficult to find time to cook a meal from scratch		13%	18%	13%	17%	26%	4%	7%	5%	11%	18%	11%	2%	17%
Other		6%	4%	9%	5%	5%	8%	9%	5%	5%	3%	6%	15%	7%
Don't know/ can't recall		5%	7%	3%	6%	8%	3%	4%	5%	5%	3%	3%	-	9%

Total	Children in Household					ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
Base	0	1	2	3+			

Thinking about times when you have bought a whole rotisserie chicken in the past...

Which, if any, of the following were your reasons for buying it? (Please tick all that apply)

	Unweighted Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
	1098	743	165	129	53	347	8
Base: All GB Adults responsible for grocery shopping who have bought a whole rotisserie chicken							
	1116	753	175	128	49	351	11
It was a quick way to create a meal for my household	70%	69%	67%	81%	73%	73%	62%
It was a low cost way to create a meal for my family	27%	26%	29%	31%	29%	30%	37%
It is a healthier alternative to a ready meal	17%	17%	16%	19%	19%	18%	6%
To eat immediately as a snack	22%	24%	25%	12%	22%	20%	-
Work and/ or family life means it's difficult to find time to cook a meal from scratch	13%	12%	8%	18%	31%	15%	6%
Other	6%	6%	6%	3%	1%	4%	-
Don't know/ can't recall	5%	6%	5%	3%	7%	5%	-

Total	Government Region						
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

Thinking about times when you have bought a whole rotisserie chicken in the past...

Which, if any, of the following were your reasons for buying it? (Please tick all that apply)

	Unweighted Base	1098	46	128	96	66	78	114	159
Base: All GB Adults responsible for grocery shopping who have bought a whole rotisserie chicken		1116	42	145	102	97	102	101	143
It was a quick way to create a meal for my household	70%		63%	69%	76%	71%	65%	67%	62%
It was a low cost way to create a meal for my family	27%		31%	28%	31%	47%	22%	22%	28%
It is a healthier alternative to a ready meal	17%		30%	16%	24%	14%	11%	14%	20%
To eat immediately as a snack	22%		26%	22%	22%	24%	23%	21%	26%
Work and/ or family life means it's difficult to find time to cook a meal from scratch	13%		4%	17%	13%	11%	18%	13%	19%
Other	6%		5%	7%	4%	6%	5%	6%	3%
Don't know/ can't recall	5%		7%	2%	5%	3%	9%	8%	8%

Total	Government Region				Social Media (monthly or more)			
Base	South East	South West	Wales	Scotland	Facebook	LinkedIn	Google+	Twitter

Thinking about times when you have bought a whole rotisserie chicken in the past...

Which, if any, of the following were your reasons for buying it? (Please tick all that apply)

	Unweighted Base	1098	147	100	55	109	745	190	133	252
Base: All GB Adults responsible for grocery shopping who have bought a whole rotisserie chicken		1116	139	97	47	102	786	158	141	265
It was a quick way to create a meal for my household		70%	75%	74%	69%	75%	70%	72%	58%	68%
It was a low cost way to create a meal for my family		27%	27%	20%	26%	20%	29%	26%	35%	28%
It is a healthier alternative to a ready meal		17%	19%	14%	12%	21%	18%	14%	24%	16%
To eat immediately as a snack		22%	23%	20%	9%	21%	23%	32%	23%	28%
Work and/ or family life means it's difficult to find time to cook a meal from scratch		13%	11%	6%	9%	12%	14%	14%	13%	19%
Other		6%	4%	7%	6%	10%	5%	4%	4%	6%
Don't know/ can't recall		5%	4%	2%	12%	4%	6%	8%	9%	8%