

# YouGov / British Nutrition Foundation Survey Results

Sample Size: 2017  
Fieldwork: 23rd - 25th March 2010

	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
Unweighted Base	2017	923	1094	86	339	355	332	905	1278	739	513	311	197	275	418	84	219
All GB adults	2017	968	1049	242	333	372	364	706	1109	908	496	331	194	258	462	101	175

Which, if any, of these products do you eat/ drink regularly nowadays (i.e. more than once a month)?  
(Please tick all that apply)

Low fat yogurt	47%	41%	54%	36%	49%	51%	48%	49%	49%	45%	50%	45%	52%	47%	44%	44%	52%
Diet/ low calorie carbonated drinks	36%	31%	41%	39%	40%	47%	35%	28%	36%	36%	40%	30%	41%	34%	34%	43%	36%
Sugar-free drinks (other than water)	28%	28%	29%	34%	31%	34%	25%	24%	27%	30%	31%	29%	31%	26%	27%	28%	25%
No-added sugar squash	35%	30%	39%	35%	45%	44%	31%	26%	35%	35%	36%	43%	33%	24%	35%	43%	28%
Sugar free chewing gum	23%	19%	26%	26%	41%	31%	17%	12%	22%	23%	26%	18%	26%	28%	18%	24%	24%
Sweeteners/ sugar substitutes in tea/ coffee etc.	20%	18%	22%	12%	17%	20%	19%	26%	19%	21%	18%	27%	18%	16%	20%	26%	20%
Instant hot chocolate drinks	21%	16%	25%	25%	24%	20%	19%	19%	21%	22%	22%	21%	20%	22%	21%	24%	14%
Sugar-free sweets/ breath fresheners	13%	12%	14%	18%	15%	17%	11%	9%	13%	13%	14%	11%	9%	14%	13%	21%	13%
None of these	18%	23%	13%	15%	16%	13%	21%	21%	17%	19%	14%	22%	22%	16%	20%	16%	17%

Which, if any, of the following are ways you use low calorie sweeteners in foods or drinks? (Please tick all that apply)

I use low calorie sweeteners in my tea/ coffee/ drinks	20%	17%	22%	9%	16%	21%	18%	25%	19%	20%	18%	24%	18%	16%	20%	26%	19%
I use low calorie sweeteners on breakfast cereals	7%	5%	9%	4%	5%	7%	7%	10%	7%	8%	6%	11%	12%	4%	6%	12%	5%
I use low calorie sweeteners in cooking/ baking	6%	3%	8%	3%	5%	5%	6%	7%	5%	7%	6%	7%	7%	4%	6%	5%	2%
I eat/ drink products that contain low calorie sweeteners (e.g. soft drinks or yogurts)	33%	27%	39%	31%	36%	43%	32%	28%	35%	32%	37%	31%	34%	28%	33%	37%	34%
I use low calorie sweeteners to sweeten other food (e.g. fruit)	4%	2%	6%	1%	4%	2%	6%	5%	4%	4%	3%	6%	5%	3%	4%	3%	2%
Other	1%	2%	1%	4%	2%	0%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%
<b>Combine</b>	47%	41%	53%	44%	45%	55%	45%	47%	47%	48%	50%	48%	44%	40%	49%	53%	48%
Not applicable, I don't use/ eat any food or drinks that contain low calorie sweeteners	53%	59%	47%	56%	55%	45%	55%	53%	53%	52%	50%	52%	56%	60%	51%	47%	52%

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Sample Size: 2017  
Fieldwork: 23rd - 25th March 2010

Total	Working Status						Marital Status				
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed
Unweighted Base 2017	982	289	46	453	60	187	1110	222	201	74	380
All GB adults 2017	1030	269	91	345	70	212	1013	221	192	63	505

Which, if any, of these products do you eat/ drink regularly nowadays (i.e. more than once a month)? (Please tick all that apply)

	Total	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
Low fat yogurt	47%	47%	49%	33%	51%	50%	47%	51%	47%	47%	46%	42%
Diet/ low calorie carbonated drinks	36%	39%	37%	28%	29%	54%	33%	36%	41%	34%	20%	36%
Sugar-free drinks (other than water)	28%	29%	29%	41%	25%	37%	24%	28%	33%	30%	12%	27%
No-added sugar squash	35%	38%	37%	31%	28%	25%	32%	35%	44%	27%	21%	34%
Sugar free chewing gum	23%	27%	23%	26%	10%	26%	20%	20%	32%	18%	19%	27%
Sweeteners/ sugar substitutes in tea/ coffee etc.	20%	18%	22%	14%	27%	21%	19%	24%	20%	19%	19%	14%
Instant hot chocolate drinks	21%	20%	22%	28%	21%	24%	23%	20%	24%	17%	18%	24%
Sugar-free sweets/ breath fresheners	13%	14%	15%	21%	11%	7%	11%	12%	16%	13%	10%	14%
None of these	18%	17%	20%	19%	19%	9%	23%	18%	15%	23%	27%	17%

Which, if any, of the following are ways you use low calorie sweeteners in foods or drinks? (Please tick all that apply)

	Total	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
I use low calorie sweeteners in my tea/ coffee/ drinks	20%	18%	19%	10%	26%	18%	21%	23%	21%	21%	19%	13%
I use low calorie sweeteners on breakfast cereals	7%	5%	9%	6%	13%	9%	9%	9%	9%	8%	9%	4%
I use low calorie sweeteners in cooking/ baking	6%	4%	8%	3%	7%	8%	10%	7%	5%	5%	7%	3%
I eat/ drink products that contain low calorie sweeteners (e.g. soft drinks or yogurts)	33%	34%	36%	32%	28%	46%	31%	35%	39%	34%	19%	29%
I use low calorie sweeteners to sweeten other food (e.g. fruit)	4%	2%	5%	4%	7%	5%	5%	5%	2%	6%	2%	1%
Other	1%	1%	2%	-	0%	7%	1%	1%	1%	1%	1%	2%
<b>Combine</b>	47%	46%	51%	47%	48%	65%	44%	51%	51%	47%	31%	41%
Not applicable, I don't use/ eat any food or drinks that contain low calorie sweeteners	53%	54%	49%	53%	52%	35%	56%	49%	49%	53%	69%	59%

	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
Unweighted Base	2017	923	1094	86	339	355	332	905	1278	739	513	311	197	275	418	84	219
All GB adults	2017	968	1049	242	333	372	364	706	1109	908	496	331	194	258	462	101	175

Which of the following are reasons why you use/ eat food and drinks with low calorie sweeteners?  
(Please tick all that)

	Unweighted Base	970	388	582	37	162	198	156	417	615	355	257	147	90	116	203	41	116
All GB adults who use/ eat any food or drinks that contain low calorie sweeteners		958	399	559	107	151	203	164	333	522	436	246	159	85	103	228	53	84
I want to reduce the amount of sugar in my diet		54%	54%	54%	42%	45%	59%	57%	58%	52%	56%	53%	55%	55%	53%	54%	51%	55%
They allow me to eat more of the foods I enjoy without extra calories		20%	14%	25%	26%	23%	23%	17%	17%	21%	20%	24%	20%	18%	19%	14%	24%	26%
I like the way they taste		12%	12%	12%	14%	16%	16%	12%	7%	13%	10%	10%	10%	13%	15%	9%	17%	19%
I am trying to maintain/ control my weight		55%	51%	58%	38%	45%	58%	59%	62%	58%	52%	58%	59%	58%	49%	55%	46%	52%
I am diabetic		7%	10%	6%	1%	1%	2%	4%	17%	6%	9%	6%	8%	7%	8%	8%	9%	7%
For health reasons other than diabetes		14%	18%	12%	8%	17%	13%	16%	15%	12%	17%	17%	13%	12%	17%	12%	17%	10%
They are better for my teeth than sugar-sweetened food/ drinks		30%	33%	27%	38%	33%	36%	27%	23%	27%	33%	37%	30%	23%	25%	27%	28%	31%
They are better for me than sugar sweetened food/ drinks		35%	35%	34%	32%	36%	37%	32%	35%	34%	35%	40%	31%	31%	32%	34%	33%	31%
I just like the products		13%	13%	12%	18%	12%	19%	12%	8%	14%	12%	11%	14%	16%	13%	12%	6%	19%
Other		2%	2%	1%	3%	2%	1%	4%	1%	2%	1%	2%	1%	-	2%	4%	1%	1%
Don't know		2%	2%	2%	3%	2%	2%	3%	1%	2%	2%	3%	2%	1%	1%	2%	2%	-

Which of the following are reasons why you DON'T use/ eat food and drinks with low calorie sweeteners? (Please tick all that apply)

	Unweighted Base	1047	535	512	49	177	157	176	488	663	384	256	164	107	159	215	43	103
All GB adults who don't use/ eat any food or drinks that contain low calorie sweeteners		1059	569	490	135	183	168	200	373	587	472	250	172	109	155	234	48	91
I prefer my food/drinks sweetened with sugar		32%	36%	27%	48%	42%	31%	26%	24%	30%	34%	29%	37%	35%	30%	28%	38%	35%
I don't like sweetened food/drinks		33%	31%	35%	23%	22%	29%	33%	43%	35%	30%	32%	27%	29%	29%	43%	32%	29%
I don't like the way they taste		38%	36%	40%	24%	34%	41%	44%	39%	41%	33%	34%	41%	33%	40%	38%	47%	41%
They are artificial		32%	30%	35%	30%	36%	35%	31%	30%	38%	25%	26%	32%	36%	43%	28%	36%	33%
I don't think they are safe		15%	12%	19%	12%	9%	17%	14%	19%	18%	11%	16%	13%	16%	19%	14%	16%	12%
Other		6%	7%	6%	7%	5%	4%	7%	7%	4%	9%	8%	7%	3%	5%	6%	4%	6%
I don't know what they are		2%	3%	1%	5%	1%	2%	2%	1%	1%	3%	2%	2%	1%	5%	1%	-	1%
Don't know		8%	8%	7%	14%	14%	7%	7%	3%	7%	8%	10%	8%	7%	7%	9%	3%	1%

	Total	Working Status					Marital Status					
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
Unweighted Base	2017	982	289	46	453	60	187	1110	222	201	74	380
All GB adults	2017	1030	269	91	345	70	212	1013	221	192	63	505

Which of the following are reasons why you use/ eat food and drinks with low calorie sweeteners?  
(Please tick all that)

	Unweighted Base	970	473	153	21	206	36	81	566	117	90	24	160
All GB adults who use/ eat any food or drinks that contain low calorie sweeteners		958	474	137	43	164	46	93	520	114	91	19	205
I want to reduce the amount of sugar in my diet	54%	50%	57%	51%	58%	53%	63%		58%	48%	51%	44%	48%
They allow me to eat more of the foods I enjoy without extra calories	20%	18%	24%	29%	20%	13%	25%		19%	16%	22%	19%	24%
I like the way they taste	12%	14%	11%	8%	7%	15%	13%		12%	11%	8%	9%	15%
I am trying to maintain/ control my weight	55%	55%	63%	21%	62%	50%	53%		57%	55%	59%	58%	47%
I am diabetic	7%	4%	5%	3%	19%	4%	12%		8%	3%	14%	24%	2%
For health reasons other than diabetes	14%	15%	15%	8%	13%	13%	15%		15%	13%	15%	20%	10%
They are better for my teeth than sugar-sweetened food/ drinks	30%	31%	29%	29%	23%	46%	28%		30%	31%	25%	5%	34%
They are better for me than sugar sweetened food/ drinks	35%	37%	33%	10%	33%	31%	43%		34%	39%	43%	29%	31%
I just like the products	13%	13%	8%	25%	8%	27%	16%		10%	18%	16%	16%	15%
Other	2%	2%	2%	6%	1%	3%	2%		2%	3%	2%	-	1%
Don't know	2%	3%	1%	2%	-	-	3%		1%	2%	2%	-	4%

Which of the following are reasons why you DON'T use/ eat food and drinks with low calorie sweeteners? (Please tick all that apply)

	Unweighted Base	1047	509	136	25	247	24	106	544	105	111	50	220
All GB adults who don't use/ eat any food or drinks that contain low calorie sweeteners		1059	556	132	48	180	24	119	493	107	101	43	300
I prefer my food/drinks sweetened with sugar	32%	34%	29%	50%	23%	44%	30%		25%	39%	29%	36%	42%
I don't like sweetened food/drinks	33%	29%	35%	40%	42%	32%	29%		36%	30%	35%	40%	26%
I don't like the way they taste	38%	37%	42%	43%	35%	34%	39%		39%	38%	38%	35%	35%
They are artificial	32%	32%	29%	35%	31%	30%	35%		30%	37%	26%	39%	35%
I don't think they are safe	15%	13%	22%	7%	18%	11%	18%		17%	13%	17%	15%	13%
Other	6%	7%	7%	1%	6%	-	6%		7%	6%	11%	-	5%
I don't know what they are	2%	1%	5%	3%	1%	-	2%		1%	1%	1%	1%	4%
Don't know	8%	9%	3%	11%	4%	14%	8%		7%	6%	7%	7%	10%

	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
Unweighted Base	2017	923	1094	86	339	355	332	905	1278	739	513	311	197	275	418	84	219
All GB adults	2017	968	1049	242	333	372	364	706	1109	908	496	331	194	258	462	101	175

Which, if any, of the following statements about low calorie sweeteners do you agree with? (Please tick all that apply)

I think they can help you to lose weight	17%	20%	15%	12%	13%	17%	21%	20%	17%	17%	16%	16%	20%	16%	20%	15%	19%
I think they can help to stop you putting on more weight	20%	20%	19%	18%	13%	19%	22%	22%	20%	19%	20%	18%	19%	17%	19%	26%	22%
I have used them and they helped me lose weight	4%	4%	4%	-	3%	4%	6%	5%	5%	3%	5%	4%	5%	3%	4%	4%	4%
They help maintain weight when combined with exercise	23%	23%	24%	17%	20%	25%	24%	25%	24%	22%	23%	26%	24%	20%	22%	25%	24%
They help you lose weight when used as part of a calorie controlled diet	38%	31%	43%	27%	33%	42%	41%	39%	40%	35%	41%	40%	35%	33%	37%	34%	35%
I don't think they help you to lose weight	16%	15%	16%	18%	18%	12%	16%	15%	18%	13%	14%	16%	16%	18%	16%	12%	17%
I have tried using them and didn't lose any weight	3%	3%	3%	-	3%	3%	4%	3%	2%	3%	3%	3%	2%	4%	2%	1%	3%
I think they can make you put on weight	2%	2%	3%	4%	4%	3%	3%	1%	2%	3%	2%	2%	3%	4%	2%	1%	5%
I don't think they make any difference to your weight one way or the other	18%	18%	18%	18%	17%	14%	19%	19%	19%	16%	16%	18%	21%	19%	18%	11%	19%
None of these	9%	11%	7%	12%	8%	9%	8%	9%	8%	9%	9%	7%	8%	11%	10%	7%	8%
Don't know	12%	15%	10%	18%	15%	13%	10%	10%	9%	16%	15%	11%	13%	16%	10%	20%	5%

Unweighted Base	Total	Working Status					Marital Status					
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2017	982	289	46	453	60	187	1110	222	201	74	380	
All GB adults	2017	1030	269	91	345	70	212	1013	221	192	63	505

Which, if any, of the following statements about low calorie sweeteners do you agree with? (Please tick all that apply)

I think they can help you to lose weight	17%	18%	16%	11%	20%	29%	12%	20%	16%	20%	15%	12%
I think they can help to stop you putting on more weight	20%	18%	19%	17%	24%	23%	19%	20%	15%	23%	11%	19%
I have used them and they helped me lose weight	4%	4%	5%	-	6%	4%	5%	6%	3%	3%	6%	1%
They help maintain weight when combined with exercise	23%	23%	28%	14%	26%	25%	20%	24%	24%	27%	18%	20%
They help you lose weight when used as part of a calorie controlled diet	38%	36%	50%	28%	37%	36%	36%	40%	39%	46%	39%	30%
I don't think they help you to lose weight	16%	16%	12%	20%	19%	21%	10%	15%	18%	14%	22%	16%
I have tried using them and didn't lose any weight	3%	3%	3%	-	3%	1%	5%	3%	3%	4%	4%	2%
I think they can make you put on weight	2%	3%	2%	3%	1%	8%	2%	2%	3%	2%	-	3%
I don't think they make any difference to your weight one way or the other	18%	17%	13%	33%	20%	12%	19%	17%	18%	16%	29%	18%
None of these	9%	9%	9%	8%	7%	10%	8%	9%	9%	5%	4%	10%
Don't know	12%	13%	10%	12%	10%	12%	20%	11%	10%	14%	15%	15%

	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
Unweighted Base	2017	923	1094	86	339	355	332	905	1278	739	513	311	197	275	418	84	219
All GB adults	2017	968	1049	242	333	372	364	706	1109	908	496	331	194	258	462	101	175

Which, if any, of the following statements about low calorie sweeteners do you agree with? (Please tick all that apply)

I think low calorie sweeteners are safe for everyone	10%	13%	8%	11%	7%	12%	10%	11%	8%	13%	12%	12%	5%	7%	10%	13%	11%
I don't think that low calorie sweeteners are good for you	16%	13%	18%	10%	20%	15%	17%	16%	20%	10%	14%	15%	15%	20%	17%	18%	14%
I think low calorie sweeteners are only safe for adults	11%	8%	14%	4%	10%	11%	10%	14%	11%	10%	11%	10%	18%	8%	10%	6%	10%
I think that low calorie sweeteners are good for children	3%	4%	2%	7%	1%	4%	1%	3%	2%	5%	4%	3%	5%	3%	2%	3%	3%
I don't think that low calorie sweeteners are safe	8%	7%	8%	6%	6%	8%	8%	8%	9%	5%	6%	8%	7%	10%	8%	9%	7%
I am not sure if low calorie sweeteners are safe	20%	18%	22%	12%	16%	21%	20%	24%	22%	17%	18%	22%	18%	24%	20%	9%	22%
I think we need more information before deciding if they are safe or not	23%	20%	27%	22%	25%	21%	21%	25%	26%	20%	23%	20%	21%	31%	23%	24%	22%
Used in moderation, low calorie sweeteners are good for you	13%	13%	12%	16%	14%	11%	15%	11%	13%	13%	14%	16%	11%	11%	12%	14%	10%
I think it depends how much low calorie sweeteners you consume determines whether they are safe	31%	27%	34%	30%	30%	29%	34%	30%	34%	26%	30%	34%	36%	25%	30%	27%	31%
None of these	7%	9%	5%	11%	5%	5%	8%	7%	6%	8%	6%	6%	5%	10%	9%	3%	6%
Don't know	17%	21%	14%	27%	21%	17%	15%	14%	14%	22%	19%	16%	19%	19%	14%	22%	18%

Why do you think that low calorie sweeteners could be unsafe or not good for you? (Please tick all that apply)

	Unweighted Base		820	347	473	25	127	142	128	398	564	256	205	124	71	135	157	27	101
All GB adults who think low calorie sweeteners could be unsafe or not good for you			747	319	428	62	120	141	131	293	459	288	180	123	64	117	166	30	67
A friend/ relative told me	10%	8%	12%	10%	14%	12%	9%	8%	11%	8%	7%	11%	4%	11%	14%	12%	10%		
I read on the internet they are not safe	9%	6%	10%	12%	9%	9%	8%	8%	8%	10%	7%	11%	12%	9%	8%	4%	8%		
They don't agree with me	4%	3%	4%	-	7%	2%	3%	4%	4%	3%	1%	5%	3%	5%	2%	6%	8%		
I don't like the idea of artificial ingredients of any sort	44%	44%	44%	43%	43%	35%	43%	50%	47%	40%	50%	32%	40%	49%	46%	37%	45%		
I have heard about people who have suffered side effects	13%	15%	12%	12%	13%	9%	15%	15%	15%	10%	17%	13%	8%	15%	6%	16%	20%		
I was told by my doctor/ dietitian that they're not safe	4%	5%	3%	19%	-	7%	2%	2%	4%	4%	4%	2%	10%	4%	3%	8%	1%		
I read in a newspaper/ magazine that they're not safe	21%	16%	24%	12%	19%	17%	25%	24%	23%	17%	12%	22%	20%	27%	23%	38%	19%		

	Total	Working Status					Marital Status					
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
Unweighted Base	2017	982	289	46	453	60	187	1110	222	201	74	380
All GB adults	2017	1030	269	91	345	70	212	1013	221	192	63	505

Which, if any, of the following statements about low calorie sweeteners do you agree with? (Please tick all that apply)

I think low calorie sweeteners are safe for everyone	10%	11%	8%	8%	13%	10%	8%	11%	9%	11%	8%	10%
I don't think that low calorie sweeteners are good for you	16%	17%	16%	9%	15%	17%	15%	15%	18%	15%	16%	17%
I think low calorie sweeteners are only safe for adults	11%	10%	14%	7%	16%	5%	8%	12%	11%	9%	21%	7%
I think that low calorie sweeteners are good for children	3%	3%	3%	9%	3%	7%	2%	3%	4%	2%	2%	4%
I don't think that low calorie sweeteners are safe	8%	7%	10%	5%	8%	3%	10%	7%	8%	8%	12%	8%
I am not sure if low calorie sweeteners are safe	20%	20%	25%	14%	23%	20%	13%	20%	22%	24%	20%	16%
I think we need more information before deciding if they are safe or not	23%	22%	24%	28%	26%	29%	21%	23%	22%	24%	21%	25%
Used in moderation, low calorie sweeteners are good for you	13%	13%	16%	8%	11%	17%	12%	13%	13%	8%	7%	14%
I think it depends how much low calorie sweeteners you consume determines whether they are safe	31%	30%	32%	35%	30%	27%	30%	31%	26%	32%	26%	31%
None of these	7%	8%	4%	10%	4%	12%	7%	7%	5%	6%	5%	9%
Don't know	17%	17%	18%	24%	13%	24%	22%	15%	21%	17%	22%	22%

Why do you think that low calorie sweeteners could be unsafe or not good for you? (Please tick all that apply)

Unweighted Base	820	374	133	19	200	21	73	452	94	82	26	151
All GB adults who think low calorie sweeteners could be unsafe or not good for you	747	367	108	29	146	24	74	384	84	73	21	174
A friend/ relative told me	10%	11%	13%	2%	7%	20%	8%	8%	15%	10%	16%	12%
I read on the internet they are not safe	9%	8%	7%	12%	8%	3%	14%	9%	5%	6%	10%	10%
They don't agree with me	4%	4%	3%	3%	3%	-	6%	3%	4%	1%	17%	4%
I don't like the idea of artificial ingredients of any sort	44%	42%	42%	45%	48%	66%	44%	44%	39%	47%	52%	44%
I have heard about people who have suffered side effects	13%	13%	16%	12%	13%	4%	15%	12%	14%	18%	9%	13%
I was told by my doctor/ dietitian that they're not safe	4%	5%	3%	-	3%	-	7%	2%	3%	2%	-	10%
I read in a newspaper/ magazine that they're not safe	21%	16%	33%	17%	25%	19%	21%	22%	18%	24%	32%	16%

	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	
Unweighted Base	2017	923	1094	86	339	355	332	905	1278	739	513	311	197	275	418	84	219	
All GB adults	2017	968	1049	242	333	372	364	706	1109	908	496	331	194	258	462	101	175	
They're artificial so I don't think they can be safe		30%	25%	34%	18%	34%	36%	35%	26%	27%	35%	34%	30%	37%	29%	28%	22%	25%
Another reason		13%	16%	11%	11%	12%	15%	13%	12%	14%	10%	25%	11%	14%	7%	12%	13%	

	Total	Working Status					Marital Status						
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	
Unweighted Base	2017	982	289	46	453	60	187	1110	222	201	74	380	
<b>All GB adults</b>	2017	1030	269	91	345	70	212	1013	221	192	63	505	
They're artificial so I don't think they can be safe		30%	34%	35%	21%	27%	22%	19%	29%	32%	30%	27%	30%
Another reason		13%	13%	11%	24%	10%	5%	17%	14%	14%	7%	3%	13%

	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
Unweighted Base	2017	923	1094	86	339	355	332	905	1278	739	513	311	197	275	418	84	219
All GB adults	2017	968	1049	242	333	372	364	706	1109	908	496	331	194	258	462	101	175

If you wanted to find out which foods are good for you...Which ONE of the following sources do you think is the MOST reliable source of information about food/ what's in food nowadays?

General search on the internet	13%	13%	13%	10%	13%	13%	14%	14%	13%	14%	9%	12%	14%	19%	12%	16%	19%
Newspapers/magazines	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	2%	1%	3%	2%
Television programmes	4%	5%	3%	5%	4%	5%	3%	3%	3%	5%	3%	4%	4%	4%	3%	7%	2%
The Food Standards Agency	21%	21%	21%	23%	24%	22%	22%	18%	23%	19%	23%	22%	21%	17%	20%	19%	21%
My doctor/consultant/medical specialist	10%	11%	9%	10%	8%	9%	11%	12%	10%	10%	10%	14%	6%	12%	9%	7%	11%
Nutritionist/dietitian/other health advisor	26%	24%	29%	21%	24%	25%	25%	30%	27%	25%	26%	22%	32%	25%	27%	31%	25%
Friends and relatives	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	2%	2%	1%	0%	1%	2%
Where I shop for my groceries	1%	1%	1%	1%	0%	1%	2%	1%	1%	1%	2%	1%	0%	1%	1%	1%	3%
Information on packs of food I buy	13%	14%	13%	13%	14%	13%	14%	13%	12%	15%	15%	14%	13%	11%	15%	9%	9%
Other	1%	2%	1%	3%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%
Don't know	7%	7%	8%	11%	8%	10%	4%	6%	7%	7%	8%	7%	5%	8%	10%	5%	3%

Total	Working Status						Marital Status				
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed
Unweighted Base 2017	982	289	46	453	60	187	1110	222	201	74	380
All GB adults 2017	1030	269	91	345	70	212	1013	221	192	63	505

If you wanted to find out which foods are good for you...Which ONE of the following sources do you think is the MOST reliable source of information about food/ what's in food nowadays?

General search on the internet	13%	14%	16%	3%	12%	12%	13%	13%	16%	18%	11%	10%
Newspapers/magazines	1%	2%	1%	1%	2%	1%	-	2%	1%	1%	-	1%
Television programmes	4%	4%	2%	-	5%	9%	1%	3%	6%	3%	6%	3%
The Food Standards Agency	21%	22%	28%	17%	16%	18%	17%	21%	20%	16%	12%	23%
My doctor/consultant/medical specialist	10%	9%	9%	16%	13%	8%	10%	11%	4%	10%	16%	10%
Nutritionist/dietitian/other health advisor	26%	25%	24%	24%	31%	18%	31%	26%	31%	27%	23%	25%
Friends and relatives	1%	1%	0%	6%	1%	1%	0%	1%	2%	3%	-	2%
Where I shop for my groceries	1%	1%	0%	-	1%	-	2%	1%	0%	1%	-	1%
Information on packs of food I buy	13%	12%	12%	20%	14%	16%	14%	13%	14%	12%	24%	13%
Other	1%	2%	1%	4%	1%	-	0%	2%	0%	1%	-	1%
Don't know	7%	7%	6%	8%	5%	17%	10%	6%	5%	7%	8%	11%