

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

Thinking about your purchasing habits generally...

To what extent do you agree or disagree with the following statement?

I enjoy shopping, even when I'm not looking for something in particular

Unweighted base	2036	943	1093	214	242	369	482	729	1122	914
Base: All GB adults	2036	977	1059	244	322	367	390	713	1120	916
Strongly agree	10%	6%	14%	14%	15%	10%	7%	8%	10%	10%
Tend to agree	31%	23%	38%	28%	31%	30%	29%	32%	31%	30%
Neither agree nor disagree	21%	25%	17%	17%	21%	22%	24%	20%	19%	23%
Tend to disagree	25%	29%	21%	23%	22%	23%	25%	28%	25%	24%
Strongly disagree	12%	16%	9%	11%	10%	13%	15%	12%	13%	11%
Don't know	1%	2%	1%	6%	1%	1%	1%	0%	1%	2%
Net: Agree	41%	29%	51%	43%	46%	41%	36%	40%	41%	40%
Net: Disagree	37%	44%	31%	34%	32%	36%	39%	40%	39%	35%

I'm very conscious of cost, and finding the cheapest option is always my number one priority

Unweighted base	2036	943	1093	214	242	369	482	729	1122	914
Base: All GB adults	2036	977	1059	244	322	367	390	713	1120	916
Strongly agree	18%	15%	21%	18%	24%	23%	20%	13%	17%	20%
Tend to agree	42%	42%	42%	45%	43%	47%	36%	41%	41%	43%
Neither agree nor disagree	22%	22%	22%	18%	18%	18%	25%	26%	21%	23%
Tend to disagree	13%	15%	11%	10%	9%	9%	15%	17%	15%	10%
Strongly disagree	4%	4%	3%	3%	5%	2%	4%	4%	4%	3%
Don't know	1%	1%	1%	6%	1%	1%	0%	0%	1%	2%
Net: Agree	60%	57%	63%	63%	67%	70%	56%	54%	58%	63%
Net: Disagree	17%	19%	14%	13%	14%	11%	19%	21%	20%	13%

After I've made a purchase, I often question whether I made the right choice

Unweighted base	2036	943	1093	214	242	369	482	729	1122	914
Base: All GB adults	2036	977	1059	244	322	367	390	713	1120	916
Strongly agree	6%	6%	6%	11%	7%	8%	5%	3%	5%	7%
Tend to agree	28%	27%	28%	34%	35%	32%	22%	23%	28%	27%
Neither agree nor disagree	27%	27%	27%	24%	25%	24%	31%	28%	25%	30%
Tend to disagree	30%	31%	30%	24%	26%	28%	31%	35%	32%	28%
Strongly disagree	8%	9%	7%	2%	6%	7%	10%	10%	9%	6%
Don't know	1%	1%	1%	4%	1%	1%	1%	1%	1%	2%
Net: Agree	33%	33%	34%	45%	42%	40%	27%	26%	33%	34%
Net: Disagree	38%	39%	37%	26%	32%	35%	41%	45%	41%	34%

Region							
North	Midlands	East	London	South	England	Wales	Scotland

Thinking about your purchasing habits generally...

To what extent do you agree or disagree with the following statement?

I enjoy shopping, even when I'm not looking for something in particular

	North	Midlands	East	London	South	England	Wales	Scotland
Unweighted base	511	327	187	244	444	1713	104	219
Base: All GB adults	501	334	195	261	466	1757	102	177
Strongly agree	8%	12%	12%	9%	10%	10%	12%	9%
Tend to agree	36%	32%	26%	29%	27%	31%	31%	28%
Neither agree nor disagree	19%	23%	21%	21%	23%	21%	13%	21%
Tend to disagree	24%	21%	27%	26%	28%	25%	28%	22%
Strongly disagree	12%	11%	11%	14%	11%	12%	12%	18%
Don't know	1%	1%	2%	2%	1%	1%	4%	2%
Net: Agree	44%	44%	38%	38%	37%	41%	43%	37%
Net: Disagree	36%	32%	38%	39%	39%	37%	40%	40%

I'm very conscious of cost, and finding the cheapest option is always my number one priority

	North	Midlands	East	London	South	England	Wales	Scotland
Unweighted base	511	327	187	244	444	1713	104	219
Base: All GB adults	501	334	195	261	466	1757	102	177
Strongly agree	18%	22%	14%	16%	18%	18%	26%	14%
Tend to agree	45%	39%	45%	37%	44%	43%	29%	43%
Neither agree nor disagree	21%	26%	22%	24%	18%	22%	23%	23%
Tend to disagree	12%	9%	15%	15%	13%	13%	17%	16%
Strongly disagree	3%	3%	2%	6%	5%	4%	1%	3%
Don't know	1%	1%	2%	2%	1%	1%	3%	0%
Net: Agree	63%	61%	59%	54%	63%	61%	55%	57%
Net: Disagree	15%	12%	17%	21%	18%	16%	19%	19%

After I've made a purchase, I often question whether I made the right choice

	North	Midlands	East	London	South	England	Wales	Scotland
Unweighted base	511	327	187	244	444	1713	104	219
Base: All GB adults	501	334	195	261	466	1757	102	177
Strongly agree	6%	7%	4%	6%	6%	6%	6%	7%
Tend to agree	28%	29%	31%	26%	25%	27%	33%	26%
Neither agree nor disagree	29%	31%	26%	25%	26%	28%	21%	23%
Tend to disagree	29%	25%	29%	34%	33%	30%	29%	36%
Strongly disagree	7%	7%	9%	7%	10%	8%	8%	7%
Don't know	1%	1%	2%	2%	1%	1%	3%	0%
Net: Agree	34%	36%	34%	32%	30%	33%	40%	33%
Net: Disagree	36%	32%	38%	41%	43%	38%	36%	43%

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

For the following question, by 'regret', we mean you wished that you hadn't bought something in the first place, for any reason.

Thinking of when you have ever bought the following products in the past...

How often, if ever, did you later **regret** your purchase?(Please select the option that BEST applies on each row. If you have never bought a particular product, please select the 'Not applicable' option)

Fresh fruit & vegetables

	Unweighted base	2036	943	1093	214	242	369	482	729	1122	914
	Base: All GB adults	2036	977	1059	244	322	367	390	713	1120	916
More than a couple of times in the last year		10%	10%	10%	9%	11%	15%	6%	10%	10%	11%
A couple of times in the last year		9%	11%	8%	8%	12%	10%	8%	9%	11%	8%
Just once in the last year		3%	4%	2%	3%	5%	2%	4%	2%	3%	3%
In the past, but not in the last year		6%	7%	5%	8%	6%	6%	5%	5%	6%	6%
I've bought this product, but never regretted it		61%	55%	66%	49%	51%	58%	68%	68%	63%	59%
Don't know/ can't recall		7%	8%	6%	12%	11%	6%	7%	5%	6%	9%
Not applicable - I never buy this type of product		3%	4%	2%	11%	4%	2%	3%	1%	1%	5%

Confectionary such as chocolate, cakes & biscuits

	Unweighted base	2036	943	1093	214	242	369	482	729	1122	914
	Base: All GB adults	2036	977	1059	244	322	367	390	713	1120	916
More than a couple of times in the last year		14%	11%	17%	25%	19%	18%	10%	8%	15%	13%
A couple of times in the last year		12%	12%	12%	14%	21%	11%	10%	8%	13%	10%
Just once in the last year		4%	4%	4%	7%	6%	5%	2%	2%	3%	5%
In the past, but not in the last year		7%	9%	5%	7%	7%	7%	8%	7%	8%	6%
I've bought this product, but never regretted it		51%	51%	51%	30%	35%	48%	59%	61%	50%	51%
Don't know/ can't recall		9%	10%	8%	15%	10%	8%	7%	8%	7%	11%
Not applicable - I never buy this type of product		4%	4%	3%	2%	2%	3%	4%	5%	3%	4%

Milk

	Unweighted base	2036	943	1093	214	242	369	482	729	1122	914
	Base: All GB adults	2036	977	1059	244	322	367	390	713	1120	916
More than a couple of times in the last year		6%	7%	5%	7%	7%	9%	4%	4%	5%	6%
A couple of times in the last year		3%	3%	2%	5%	5%	4%	1%	1%	3%	3%
Just once in the last year		2%	3%	1%	3%	5%	2%	2%	1%	2%	3%
In the past, but not in the last year		2%	3%	2%	5%	2%	2%	3%	2%	2%	3%
I've bought this product, but never regretted it		74%	69%	78%	51%	65%	71%	83%	82%	77%	69%
Don't know/ can't recall		7%	8%	6%	15%	8%	7%	4%	6%	6%	9%
Not applicable - I never buy this type of product		6%	7%	5%	15%	9%	5%	3%	4%	5%	7%

Meat

	Unweighted base	2036	943	1093	214	242	369	482	729	1122	914
	Base: All GB adults	2036	977	1059	244	322	367	390	713	1120	916
More than a couple of times in the last year		7%	8%	5%	5%	6%	10%	5%	7%	5%	8%
A couple of times in the last year		8%	9%	8%	9%	9%	11%	7%	8%	10%	6%
Just once in the last year		5%	5%	5%	2%	7%	5%	4%	6%	5%	5%
In the past, but not in the last year		8%	10%	6%	7%	8%	8%	10%	7%	9%	7%
I've bought this product, but never regretted it		54%	51%	57%	41%	49%	50%	59%	60%	54%	54%
Don't know/ can't recall		9%	9%	9%	16%	11%	9%	8%	6%	8%	9%
Not applicable - I never buy this type of product		9%	9%	10%	20%	10%	8%	7%	7%	9%	10%

Region							
North	Midlands	East	London	South	England	Wales	Scotland

For the following question, by 'regret', we mean you wished that you hadn't bought something in the first place, for any reason.

Thinking of when you have ever bought the following products in the past...

How often, if ever, did you later **regret** your purchase?(Please select the option that BEST applies on each row. If you have never bought a particular product, please select the 'Not applicable' option)

Fresh fruit & vegetables

	Unweighted base	511	327	187	244	444	1713	104	219
	Base: All GB adults	501	334	195	261	466	1757	102	177
More than a couple of times in the last year		9%	8%	13%	14%	10%	10%	10%	11%
A couple of times in the last year		10%	9%	9%	9%	8%	9%	12%	9%
Just once in the last year		2%	3%	3%	6%	3%	3%	2%	5%
In the past, but not in the last year		5%	7%	9%	2%	8%	6%	2%	7%
I've bought this product, but never regretted it		65%	63%	51%	60%	61%	61%	64%	57%
Don't know/ can't recall		7%	7%	12%	5%	8%	7%	5%	9%
Not applicable - I never buy this type of product		3%	4%	3%	4%	2%	3%	5%	3%

Confectionary such as chocolate, cakes & biscuits

	Unweighted base	511	327	187	244	444	1713	104	219
	Base: All GB adults	501	334	195	261	466	1757	102	177
More than a couple of times in the last year		11%	13%	15%	17%	14%	13%	19%	16%
A couple of times in the last year		16%	9%	8%	12%	12%	12%	13%	10%
Just once in the last year		3%	6%	3%	3%	5%	4%	1%	5%
In the past, but not in the last year		5%	8%	9%	6%	8%	7%	3%	6%
I've bought this product, but never regretted it		54%	53%	46%	47%	49%	51%	53%	48%
Don't know/ can't recall		8%	8%	14%	8%	9%	9%	8%	11%
Not applicable - I never buy this type of product		3%	4%	4%	6%	3%	4%	2%	5%

Milk

	Unweighted base	511	327	187	244	444	1713	104	219
	Base: All GB adults	501	334	195	261	466	1757	102	177
More than a couple of times in the last year		6%	7%	6%	5%	4%	6%	5%	8%
A couple of times in the last year		3%	4%	1%	3%	4%	3%	1%	1%
Just once in the last year		2%	2%	1%	2%	3%	2%	1%	4%
In the past, but not in the last year		2%	6%	2%	2%	1%	3%	2%	2%
I've bought this product, but never regretted it		75%	68%	71%	74%	78%	74%	78%	70%
Don't know/ can't recall		8%	5%	11%	6%	8%	7%	4%	7%
Not applicable - I never buy this type of product		4%	7%	9%	8%	3%	5%	9%	9%

Meat

	Unweighted base	511	327	187	244	444	1713	104	219
	Base: All GB adults	501	334	195	261	466	1757	102	177
More than a couple of times in the last year		6%	7%	8%	6%	6%	6%	9%	6%
A couple of times in the last year		9%	5%	11%	7%	11%	9%	4%	6%
Just once in the last year		5%	5%	3%	8%	6%	5%	2%	6%
In the past, but not in the last year		6%	9%	7%	10%	8%	8%	5%	10%
I've bought this product, but never regretted it		58%	56%	50%	47%	54%	54%	60%	52%
Don't know/ can't recall		9%	10%	9%	9%	7%	9%	3%	12%
Not applicable - I never buy this type of product		7%	8%	12%	12%	9%	9%	18%	8%

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

Takeaways

Unweighted base	2036	943	1093	214	242	369	482	729	1122	914
Base: All GB adults	2036	977	1059	244	322	367	390	713	1120	916
More than a couple of times in the last year	12%	11%	12%	22%	15%	14%	9%	6%	10%	14%
A couple of times in the last year	17%	19%	14%	20%	28%	21%	18%	7%	18%	15%
Just once in the last year	8%	9%	7%	9%	11%	10%	8%	5%	9%	8%
In the past, but not in the last year	11%	13%	9%	10%	8%	11%	9%	13%	12%	10%
I've bought this product, but never regretted it	34%	33%	36%	25%	29%	33%	42%	36%	34%	34%
Don't know/ can't recall	7%	7%	7%	9%	4%	9%	5%	7%	6%	8%
Not applicable - I never buy this type of product	12%	9%	14%	5%	5%	3%	7%	25%	12%	12%

Alcohol

Unweighted base	2036	943	1093	214	242	369	482	729	1122	914
Base: All GB adults	2036	977	1059	244	322	367	390	713	1120	916
More than a couple of times in the last year	7%	9%	6%	14%	10%	9%	5%	4%	6%	9%
A couple of times in the last year	8%	9%	6%	10%	13%	9%	6%	5%	8%	7%
Just once in the last year	3%	4%	3%	6%	3%	7%	1%	3%	3%	3%
In the past, but not in the last year	7%	9%	5%	6%	9%	8%	6%	7%	7%	8%
I've bought this product, but never regretted it	50%	48%	52%	34%	43%	44%	58%	57%	52%	48%
Don't know/ can't recall	8%	8%	8%	13%	11%	7%	7%	6%	7%	9%
Not applicable - I never buy this type of product	17%	13%	20%	16%	11%	16%	18%	20%	17%	17%

Tobacco

Unweighted base	2036	943	1093	214	242	369	482	729	1122	914
Base: All GB adults	2036	977	1059	244	322	367	390	713	1120	916
More than a couple of times in the last year	5%	5%	5%	8%	6%	11%	5%	1%	5%	5%
A couple of times in the last year	2%	4%	1%	4%	4%	2%	2%	1%	2%	3%
Just once in the last year	1%	1%	1%	1%	3%	0%	2%	0%	1%	2%
In the past, but not in the last year	4%	4%	4%	3%	3%	5%	5%	3%	4%	4%
I've bought this product, but never regretted it	13%	15%	11%	9%	14%	14%	15%	12%	11%	15%
Don't know/ can't recall	4%	5%	4%	9%	4%	4%	2%	4%	3%	5%
Not applicable - I never buy this type of product	71%	66%	75%	66%	66%	64%	68%	79%	74%	66%

Cosmetics, health & beauty goods

Unweighted base	2036	943	1093	214	242	369	482	729	1122	914
Base: All GB adults	2036	977	1059	244	322	367	390	713	1120	916
More than a couple of times in the last year	5%	3%	6%	9%	5%	8%	3%	2%	4%	5%
A couple of times in the last year	8%	4%	12%	9%	12%	10%	5%	7%	8%	8%
Just once in the last year	6%	4%	8%	9%	10%	4%	4%	5%	6%	5%
In the past, but not in the last year	14%	9%	18%	12%	15%	16%	14%	13%	16%	11%
I've bought this product, but never regretted it	36%	30%	41%	25%	37%	36%	41%	36%	37%	34%
Don't know/ can't recall	10%	12%	9%	13%	9%	11%	9%	10%	9%	12%
Not applicable - I never buy this type of product	22%	38%	6%	24%	13%	15%	24%	27%	19%	25%

Clothing & footwear

Unweighted base	2036	943	1093	214	242	369	482	729	1122	914
Base: All GB adults	2036	977	1059	244	322	367	390	713	1120	916
More than a couple of times in the last year	8%	5%	11%	14%	12%	12%	6%	4%	9%	7%
A couple of times in the last year	18%	15%	21%	28%	25%	23%	12%	13%	18%	20%
Just once in the last year	12%	12%	11%	9%	11%	11%	11%	13%	13%	9%
In the past, but not in the last year	21%	21%	21%	16%	19%	18%	23%	24%	24%	18%
I've bought this product, but never regretted it	32%	35%	29%	18%	23%	27%	40%	38%	29%	35%
Don't know/ can't recall	7%	9%	6%	12%	8%	6%	6%	6%	6%	8%
Not applicable - I never buy this type of product	2%	2%	2%	2%	2%	2%	2%	2%	1%	3%

Region							
North	Midlands	East	London	South	England	Wales	Scotland

Takeaways

	Unweighted base	511	327	187	244	444	1713	104	219
	Base: All GB adults	501	334	195	261	466	1757	102	177
More than a couple of times in the last year		12%	12%	8%	9%	11%	11%	18%	16%
A couple of times in the last year		18%	14%	18%	17%	15%	16%	18%	18%
Just once in the last year		5%	8%	9%	10%	11%	9%	5%	5%
In the past, but not in the last year		10%	11%	13%	11%	11%	11%	11%	10%
I've bought this product, but never regretted it		35%	34%	34%	33%	33%	34%	33%	37%
Don't know/ can't recall		7%	7%	7%	7%	6%	7%	4%	9%
Not applicable - I never buy this type of product		13%	13%	11%	13%	11%	12%	11%	6%

Alcohol

	Unweighted base	511	327	187	244	444	1713	104	219
	Base: All GB adults	501	334	195	261	466	1757	102	177
More than a couple of times in the last year		5%	10%	6%	10%	7%	7%	9%	6%
A couple of times in the last year		8%	4%	11%	6%	9%	7%	3%	11%
Just once in the last year		2%	4%	4%	5%	3%	3%	3%	5%
In the past, but not in the last year		6%	8%	7%	6%	8%	7%	10%	8%
I've bought this product, but never regretted it		55%	45%	46%	48%	50%	50%	51%	51%
Don't know/ can't recall		8%	7%	13%	6%	8%	8%	10%	7%
Not applicable - I never buy this type of product		17%	22%	14%	19%	15%	18%	15%	12%

Tobacco

	Unweighted base	511	327	187	244	444	1713	104	219
	Base: All GB adults	501	334	195	261	466	1757	102	177
More than a couple of times in the last year		5%	6%	6%	10%	4%	6%	3%	3%
A couple of times in the last year		2%	2%	-	4%	2%	2%	1%	3%
Just once in the last year		1%	1%	-	1%	1%	1%	-	3%
In the past, but not in the last year		4%	4%	5%	2%	4%	4%	2%	4%
I've bought this product, but never regretted it		14%	10%	11%	12%	13%	12%	15%	17%
Don't know/ can't recall		4%	5%	4%	4%	4%	4%	1%	4%
Not applicable - I never buy this type of product		70%	72%	74%	67%	71%	71%	78%	65%

Cosmetics, health & beauty goods

	Unweighted base	511	327	187	244	444	1713	104	219
	Base: All GB adults	501	334	195	261	466	1757	102	177
More than a couple of times in the last year		2%	7%	5%	6%	5%	5%	7%	3%
A couple of times in the last year		9%	9%	9%	10%	7%	8%	10%	4%
Just once in the last year		5%	3%	7%	6%	7%	5%	10%	8%
In the past, but not in the last year		13%	14%	12%	12%	16%	14%	11%	15%
I've bought this product, but never regretted it		40%	37%	28%	34%	36%	36%	33%	33%
Don't know/ can't recall		12%	11%	16%	8%	9%	11%	5%	9%
Not applicable - I never buy this type of product		19%	20%	24%	24%	20%	21%	24%	29%

Clothing & footwear

	Unweighted base	511	327	187	244	444	1713	104	219
	Base: All GB adults	501	334	195	261	466	1757	102	177
More than a couple of times in the last year		8%	9%	9%	8%	8%	8%	15%	5%
A couple of times in the last year		20%	15%	14%	21%	19%	18%	12%	24%
Just once in the last year		10%	11%	8%	12%	14%	11%	16%	10%
In the past, but not in the last year		20%	19%	28%	21%	21%	21%	20%	24%
I've bought this product, but never regretted it		34%	35%	29%	30%	31%	32%	31%	28%
Don't know/ can't recall		7%	8%	9%	6%	7%	7%	5%	6%
Not applicable - I never buy this type of product		2%	3%	2%	2%	1%	2%	2%	3%

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

Newspapers, books & stationary

Unweighted base	2036	943	1093	214	242	369	482	729	1122	914
Base: All GB adults	2036	977	1059	244	322	367	390	713	1120	916
More than a couple of times in the last year	5%	5%	5%	5%	5%	8%	4%	4%	4%	6%
A couple of times in the last year	6%	6%	5%	6%	7%	7%	5%	4%	6%	6%
Just once in the last year	5%	5%	4%	6%	8%	5%	3%	3%	6%	4%
In the past, but not in the last year	11%	11%	10%	13%	11%	11%	11%	9%	12%	9%
I've bought this product, but never regretted it	57%	53%	61%	37%	48%	53%	63%	67%	60%	54%
Don't know/ can't recall	10%	10%	9%	19%	13%	9%	7%	6%	7%	12%
Not applicable - I never buy this type of product	7%	8%	6%	14%	8%	6%	6%	6%	5%	10%

Electronic devices (e.g. mobile phones, cameras, tablets, e-readers, games consoles and TVs etc.)

Unweighted base	2036	943	1093	214	242	369	482	729	1122	914
Base: All GB adults	2036	977	1059	244	322	367	390	713	1120	916
More than a couple of times in the last year	2%	3%	2%	4%	3%	5%	1%	1%	2%	3%
A couple of times in the last year	4%	5%	3%	3%	4%	6%	5%	2%	3%	5%
Just once in the last year	10%	11%	9%	15%	11%	8%	6%	9%	8%	11%
In the past, but not in the last year	18%	19%	17%	16%	20%	16%	19%	17%	21%	13%
I've bought this product, but never regretted it	51%	48%	53%	42%	45%	47%	53%	57%	53%	49%
Don't know/ can't recall	9%	10%	8%	13%	10%	11%	8%	6%	6%	11%
Not applicable - I never buy this type of product	7%	5%	9%	7%	6%	6%	8%	7%	6%	8%

Kitchen gadgets (e.g. bread makers, pasta makers & mixers etc.)

Unweighted base	2036	943	1093	214	242	369	482	729	1122	914
Base: All GB adults	2036	977	1059	244	322	367	390	713	1120	916
More than a couple of times in the last year	2%	1%	2%	3%	2%	3%	1%	0%	2%	1%
A couple of times in the last year	4%	5%	3%	2%	5%	7%	3%	3%	3%	5%
Just once in the last year	7%	7%	7%	6%	11%	9%	7%	4%	8%	6%
In the past, but not in the last year	19%	18%	21%	7%	16%	20%	20%	25%	23%	15%
I've bought this product, but never regretted it	33%	33%	33%	19%	31%	35%	39%	35%	37%	29%
Don't know/ can't recall	10%	9%	10%	11%	9%	9%	11%	9%	8%	12%
Not applicable - I never buy this type of product	25%	27%	24%	50%	27%	17%	19%	24%	20%	32%

White' goods (e.g. fridges, washing machines etc.)

Unweighted base	2036	943	1093	214	242	369	482	729	1122	914
Base: All GB adults	2036	977	1059	244	322	367	390	713	1120	916
More than a couple of times in the last year	1%	1%	2%	2%	2%	3%	0%	0%	1%	1%
A couple of times in the last year	2%	2%	2%	3%	4%	4%	0%	0%	2%	2%
Just once in the last year	4%	5%	4%	3%	5%	5%	4%	5%	4%	5%
In the past, but not in the last year	13%	13%	12%	4%	5%	14%	14%	18%	13%	12%
I've bought this product, but never regretted it	53%	52%	53%	12%	44%	54%	65%	63%	58%	46%
Don't know/ can't recall	10%	10%	10%	15%	12%	10%	10%	8%	8%	12%
Not applicable - I never buy this type of product	17%	17%	17%	62%	28%	9%	6%	7%	13%	22%

Region							
North	Midlands	East	London	South	England	Wales	Scotland

Newspapers, books & stationary

	Unweighted base	511	327	187	244	444	1713	104	219
	Base: All GB adults	501	334	195	261	466	1757	102	177
More than a couple of times in the last year		5%	5%	6%	5%	5%	5%	3%	4%
A couple of times in the last year		6%	5%	4%	8%	5%	6%	5%	7%
Just once in the last year		3%	5%	3%	6%	5%	5%	5%	6%
In the past, but not in the last year		7%	8%	11%	13%	14%	10%	16%	11%
I've bought this product, but never regretted it		60%	61%	56%	53%	56%	58%	53%	53%
Don't know/ can't recall		11%	8%	11%	8%	8%	9%	11%	12%
Not applicable - I never buy this type of product		7%	8%	9%	7%	6%	7%	8%	7%

Electronic devices (e.g. mobile phones, cameras, tablets, e-readers, games consoles and TVs etc.)

	Unweighted base	511	327	187	244	444	1713	104	219
	Base: All GB adults	501	334	195	261	466	1757	102	177
More than a couple of times in the last year		1%	3%	4%	4%	1%	2%	5%	3%
A couple of times in the last year		5%	4%	2%	3%	4%	4%	2%	4%
Just once in the last year		9%	9%	10%	7%	11%	9%	9%	12%
In the past, but not in the last year		16%	15%	17%	21%	20%	18%	15%	17%
I've bought this product, but never regretted it		53%	51%	47%	47%	51%	51%	56%	48%
Don't know/ can't recall		9%	8%	13%	9%	8%	9%	6%	9%
Not applicable - I never buy this type of product		7%	9%	6%	9%	4%	7%	7%	7%

Kitchen gadgets (e.g. bread makers, pasta makers & mixers etc.)

	Unweighted base	511	327	187	244	444	1713	104	219
	Base: All GB adults	501	334	195	261	466	1757	102	177
More than a couple of times in the last year		1%	2%	2%	1%	2%	1%	4%	1%
A couple of times in the last year		4%	4%	2%	3%	4%	4%	5%	6%
Just once in the last year		5%	7%	9%	6%	8%	7%	11%	6%
In the past, but not in the last year		21%	15%	21%	17%	21%	19%	19%	20%
I've bought this product, but never regretted it		34%	33%	29%	38%	35%	34%	29%	27%
Don't know/ can't recall		8%	9%	16%	11%	9%	10%	6%	11%
Not applicable - I never buy this type of product		27%	31%	21%	23%	22%	25%	25%	28%

White' goods (e.g. fridges, washing machines etc.)

	Unweighted base	511	327	187	244	444	1713	104	219
	Base: All GB adults	501	334	195	261	466	1757	102	177
More than a couple of times in the last year		1%	1%	2%	1%	2%	1%	-	1%
A couple of times in the last year		1%	1%	2%	2%	3%	2%	1%	2%
Just once in the last year		4%	5%	5%	4%	5%	4%	5%	4%
In the past, but not in the last year		11%	11%	13%	15%	12%	12%	17%	16%
I've bought this product, but never regretted it		56%	51%	54%	45%	59%	54%	48%	42%
Don't know/ can't recall		11%	12%	12%	10%	6%	10%	5%	13%
Not applicable - I never buy this type of product		16%	18%	11%	21%	14%	16%	24%	23%

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

Sports & exercise equipment, including bikes

Unweighted base	2036	943	1093	214	242	369	482	729	1122	914
Base: All GB adults	2036	977	1059	244	322	367	390	713	1120	916
More than a couple of times in the last year	1%	1%	1%	3%	3%	1%	1%	-	1%	1%
A couple of times in the last year	3%	3%	2%	4%	5%	5%	1%	1%	3%	3%
Just once in the last year	6%	7%	5%	6%	11%	8%	6%	3%	5%	7%
In the past, but not in the last year	15%	15%	15%	9%	14%	17%	23%	11%	17%	11%
I've bought this product, but never regretted it	24%	29%	20%	16%	30%	31%	30%	18%	27%	21%
Don't know/ can't recall	8%	9%	8%	14%	9%	9%	8%	7%	7%	10%
Not applicable - I never buy this type of product	43%	37%	49%	48%	29%	29%	32%	61%	40%	47%

Gardening & DIY equipment/ products

Unweighted base	2036	943	1093	214	242	369	482	729	1122	914
Base: All GB adults	2036	977	1059	244	322	367	390	713	1120	916
More than a couple of times in the last year	2%	2%	2%	2%	3%	3%	2%	2%	2%	2%
A couple of times in the last year	5%	5%	5%	3%	7%	7%	3%	4%	5%	4%
Just once in the last year	5%	6%	4%	5%	6%	7%	6%	3%	5%	5%
In the past, but not in the last year	13%	14%	12%	3%	9%	16%	13%	16%	16%	9%
I've bought this product, but never regretted it	41%	38%	43%	11%	31%	36%	48%	54%	44%	36%
Don't know/ can't recall	9%	10%	9%	15%	9%	11%	8%	8%	8%	11%
Not applicable - I never buy this type of product	25%	25%	26%	61%	35%	21%	21%	14%	20%	32%

Arts, crafts & other hobby equipment

Unweighted base	2036	943	1093	214	242	369	482	729	1122	914
Base: All GB adults	2036	977	1059	244	322	367	390	713	1120	916
More than a couple of times in the last year	2%	1%	2%	2%	1%	4%	1%	1%	1%	2%
A couple of times in the last year	5%	5%	5%	4%	9%	7%	4%	3%	6%	4%
Just once in the last year	5%	4%	6%	6%	8%	5%	3%	3%	5%	5%
In the past, but not in the last year	11%	11%	11%	13%	9%	10%	11%	12%	11%	11%
I've bought this product, but never regretted it	32%	30%	33%	17%	29%	35%	36%	34%	35%	28%
Don't know/ can't recall	11%	11%	10%	15%	11%	12%	10%	9%	10%	11%
Not applicable - I never buy this type of product	35%	38%	33%	43%	33%	27%	34%	39%	32%	40%

Baby & children's toys & equipment (e.g. prams, baby baths, baby carriers & toys etc.)

Unweighted base	2036	943	1093	214	242	369	482	729	1122	914
Base: All GB adults	2036	977	1059	244	322	367	390	713	1120	916
More than a couple of times in the last year	2%	2%	2%	2%	2%	4%	1%	1%	2%	1%
A couple of times in the last year	3%	3%	3%	1%	7%	5%	2%	1%	3%	3%
Just once in the last year	3%	3%	3%	2%	7%	4%	2%	2%	2%	4%
In the past, but not in the last year	8%	6%	9%	3%	6%	11%	8%	8%	8%	7%
I've bought this product, but never regretted it	24%	23%	25%	12%	23%	27%	28%	25%	25%	22%
Don't know/ can't recall	8%	9%	8%	11%	6%	13%	6%	7%	7%	10%
Not applicable - I never buy this type of product	52%	55%	50%	69%	49%	36%	53%	56%	52%	52%

Region							
North	Midlands	East	London	South	England	Wales	Scotland

Sports & exercise equipment, including bikes

Unweighted base	511	327	187	244	444	1713	104	219
Base: All GB adults	501	334	195	261	466	1757	102	177
More than a couple of times in the last year	1%	2%	1%	1%	1%	1%	-	1%
A couple of times in the last year	2%	2%	2%	4%	2%	3%	1%	3%
Just once in the last year	5%	9%	4%	5%	7%	6%	8%	5%
In the past, but not in the last year	13%	13%	13%	17%	14%	14%	23%	17%
I've bought this product, but never regretted it	28%	21%	22%	21%	24%	24%	17%	28%
Don't know/ can't recall	9%	8%	12%	7%	6%	8%	12%	10%
Not applicable - I never buy this type of product	41%	44%	45%	44%	46%	44%	39%	35%

Gardening & DIY equipment/ products

Unweighted base	511	327	187	244	444	1713	104	219
Base: All GB adults	501	334	195	261	466	1757	102	177
More than a couple of times in the last year	2%	3%	3%	3%	1%	2%	2%	2%
A couple of times in the last year	5%	3%	7%	3%	5%	4%	5%	5%
Just once in the last year	5%	6%	6%	5%	5%	5%	4%	4%
In the past, but not in the last year	13%	10%	13%	12%	13%	12%	16%	15%
I've bought this product, but never regretted it	43%	42%	35%	33%	44%	41%	46%	36%
Don't know/ can't recall	10%	10%	14%	8%	9%	10%	5%	10%
Not applicable - I never buy this type of product	24%	26%	22%	35%	23%	25%	22%	28%

Arts, crafts & other hobby equipment

Unweighted base	511	327	187	244	444	1713	104	219
Base: All GB adults	501	334	195	261	466	1757	102	177
More than a couple of times in the last year	2%	2%	1%	2%	1%	2%	1%	1%
A couple of times in the last year	6%	4%	2%	6%	4%	5%	4%	4%
Just once in the last year	4%	4%	5%	5%	5%	5%	2%	7%
In the past, but not in the last year	10%	13%	14%	10%	9%	11%	20%	11%
I've bought this product, but never regretted it	33%	30%	32%	28%	33%	32%	30%	31%
Don't know/ can't recall	11%	11%	11%	9%	11%	11%	7%	14%
Not applicable - I never buy this type of product	35%	35%	34%	38%	36%	36%	36%	33%

Baby & children's toys & equipment (e.g. prams, baby baths, baby carriers & toys etc.)

Unweighted base	511	327	187	244	444	1713	104	219
Base: All GB adults	501	334	195	261	466	1757	102	177
More than a couple of times in the last year	1%	2%	2%	4%	1%	2%	1%	-
A couple of times in the last year	4%	2%	6%	2%	2%	3%	1%	3%
Just once in the last year	3%	4%	3%	4%	3%	3%	2%	4%
In the past, but not in the last year	7%	7%	13%	6%	9%	8%	8%	7%
I've bought this product, but never regretted it	27%	22%	21%	20%	25%	24%	20%	26%
Don't know/ can't recall	9%	7%	13%	7%	9%	9%	3%	9%
Not applicable - I never buy this type of product	50%	56%	43%	57%	51%	52%	64%	51%

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

Vehicles

Unweighted base	2036	943	1093	214	242	369	482	729	1122	914
Base: All GB adults	2036	977	1059	244	322	367	390	713	1120	916
More than a couple of times in the last year	1%	1%	1%	2%	1%	1%	-	1%	1%	1%
A couple of times in the last year	1%	1%	1%	1%	3%	2%	1%	1%	2%	1%
Just once in the last year	4%	5%	4%	4%	7%	5%	3%	3%	4%	5%
In the past, but not in the last year	17%	20%	15%	7%	14%	20%	20%	20%	19%	15%
I've bought this product, but never regretted it	41%	42%	41%	22%	41%	37%	47%	47%	47%	34%
Don't know/ can't recall	7%	7%	7%	10%	7%	8%	5%	6%	5%	9%
Not applicable - I never buy this type of product	28%	24%	32%	56%	27%	27%	24%	22%	22%	36%

Other grocery items

Unweighted base	2036	943	1093	214	242	369	482	729	1122	914
Base: All GB adults	2036	977	1059	244	322	367	390	713	1120	916
More than a couple of times in the last year	7%	8%	7%	10%	7%	10%	6%	6%	6%	9%
A couple of times in the last year	8%	8%	8%	8%	9%	10%	7%	7%	11%	5%
Just once in the last year	4%	4%	4%	7%	8%	5%	1%	3%	5%	3%
In the past, but not in the last year	9%	11%	8%	6%	5%	11%	9%	11%	10%	8%
I've bought this product, but never regretted it	52%	49%	55%	35%	45%	46%	62%	59%	52%	53%
Don't know/ can't recall	14%	14%	15%	20%	19%	15%	12%	11%	14%	15%
Not applicable - I never buy this type of product	4%	6%	3%	14%	6%	3%	2%	2%	2%	7%

Other goods including furniture, soft furnishings, ornaments & collectables etc.

Unweighted base	2036	943	1093	214	242	369	482	729	1122	914
Base: All GB adults	2036	977	1059	244	322	367	390	713	1120	916
More than a couple of times in the last year	3%	4%	2%	6%	5%	5%	1%	1%	3%	3%
A couple of times in the last year	4%	4%	5%	3%	6%	5%	3%	4%	5%	4%
Just once in the last year	7%	7%	6%	5%	7%	8%	5%	7%	7%	6%
In the past, but not in the last year	18%	17%	19%	6%	15%	20%	21%	20%	21%	14%
I've bought this product, but never regretted it	42%	40%	44%	20%	36%	42%	48%	49%	45%	39%
Don't know/ can't recall	13%	13%	12%	19%	14%	13%	12%	9%	11%	14%
Not applicable - I never buy this type of product	14%	17%	11%	41%	17%	8%	9%	9%	9%	20%

Region							
North	Midlands	East	London	South	England	Wales	Scotland

Vehicles

Unweighted base	511	327	187	244	444	1713	104	219
Base: All GB adults	501	334	195	261	466	1757	102	177
More than a couple of times in the last year	1%	1%	1%	1%	1%	1%	-	1%
A couple of times in the last year	2%	1%	2%	2%	1%	1%	1%	1%
Just once in the last year	3%	7%	4%	4%	5%	4%	5%	3%
In the past, but not in the last year	20%	16%	21%	11%	17%	17%	17%	19%
I've bought this product, but never regretted it	40%	42%	39%	40%	45%	41%	43%	38%
Don't know/ can't recall	7%	7%	10%	5%	6%	7%	7%	8%
Not applicable - I never buy this type of product	28%	26%	24%	38%	25%	28%	27%	31%

Other grocery items

Unweighted base	511	327	187	244	444	1713	104	219
Base: All GB adults	501	334	195	261	466	1757	102	177
More than a couple of times in the last year	7%	6%	7%	8%	6%	7%	11%	11%
A couple of times in the last year	8%	6%	7%	8%	10%	8%	11%	8%
Just once in the last year	5%	3%	4%	4%	4%	4%	7%	4%
In the past, but not in the last year	7%	8%	13%	11%	10%	9%	7%	9%
I've bought this product, but never regretted it	54%	56%	49%	47%	54%	53%	53%	48%
Don't know/ can't recall	14%	15%	15%	16%	14%	15%	6%	17%
Not applicable - I never buy this type of product	4%	5%	4%	6%	2%	4%	4%	4%

Other goods including furniture, soft furnishings, ornaments & collectables etc.

Unweighted base	511	327	187	244	444	1713	104	219
Base: All GB adults	501	334	195	261	466	1757	102	177
More than a couple of times in the last year	2%	2%	2%	4%	4%	3%	6%	4%
A couple of times in the last year	6%	3%	5%	3%	3%	4%	5%	5%
Just once in the last year	7%	6%	6%	10%	6%	7%	7%	5%
In the past, but not in the last year	14%	16%	23%	19%	19%	17%	18%	21%
I've bought this product, but never regretted it	47%	43%	39%	33%	45%	43%	38%	41%
Don't know/ can't recall	12%	16%	12%	13%	12%	13%	9%	13%
Not applicable - I never buy this type of product	14%	13%	13%	19%	12%	14%	17%	12%

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

As a reminder, by 'Groceries, takeaways, alcohol & tobacco', please include any fresh fruit & vegetables, confectionary such as chocolate, cakes & biscuits, milk, meat, takeaways, alcohol and tobacco you have ever purchased.**

You said you regretted buying groceries, takeaways, alcohol & tobacco...

Which, if any, of the following are reasons why you have EVER regretted making these purchases? (Please select all that apply)

	Unweighted base	1346	626	720	169	187	265	297	428	754	592
Base: All GB adults who have ever regretted purchasing groceries, takeaways, alcohol & tobacco		1359	668	691	193	251	264	234	417	753	606
On reflection, I couldn't really afford it	15%	12%	18%	26%	21%	18%	13%	6%	13%	13%	18%
I was enticed by an offer or an advert and I didn't really need it	20%	17%	23%	31%	28%	17%	19%	13%	20%	20%	20%
It wasn't right for me after all or wasn't as good as I expected it to be	30%	29%	31%	26%	26%	26%	39%	32%	33%	33%	27%
I didn't use it as much as I expected to	13%	12%	14%	15%	9%	11%	17%	15%	12%	12%	15%
On reflection the product didn't fit with my wider health, environmental or social concerns	18%	20%	16%	27%	26%	21%	15%	9%	19%	19%	17%
I later found something out that made me regret my purchase (e.g. I saw it on offer or saw another superior product)	9%	9%	9%	10%	12%	5%	8%	12%	10%	10%	9%
I had to throw it away as it was perishable (i.e. it went off)	35%	34%	37%	36%	29%	31%	42%	38%	38%	38%	33%
Other	7%	7%	7%	4%	8%	8%	5%	8%	7%	7%	7%
Don't know/ can't recall	10%	11%	10%	12%	12%	10%	6%	12%	9%	9%	13%

Region							
North	Midlands	East	London	South	England	Wales	Scotland

As a reminder, by 'Groceries, takeaways, alcohol & tobacco', please include any fresh fruit & vegetables, confectionary such as chocolate, cakes & biscuits, milk, meat, takeaways, alcohol and tobacco you have ever purchased.**

You said you regretted buying groceries, takeaways, alcohol & tobacco...

Which, if any, of the following are reasons why you have EVER regretted making these purchases? (Please select all that apply)

	Unweighted base	335	208	131	163	286	1123	71	152
Base: All GB adults who have ever regretted purchasing groceries, takeaways, alcohol & tobacco		329	213	138	177	311	1169	70	121
On reflection, I couldn't really afford it	16%	15%	10%	17%	16%	15%	15%	15%	13%
I was enticed by an offer or an advert and I didn't really need it	22%	20%	20%	22%	18%	20%	20%	18%	15%
It wasn't right for me after all or wasn't as good as I expected it to be	28%	29%	30%	31%	31%	30%	30%	29%	36%
I didn't use it as much as I expected to	16%	13%	12%	6%	16%	14%	14%	14%	11%
On reflection the product didn't fit with my wider health, environmental or social concerns	21%	14%	13%	19%	20%	18%	18%	17%	15%
I later found something out that made me regret my purchase (e.g. I saw it on offer or saw another superior product)	11%	9%	11%	10%	7%	9%	9%	3%	12%
I had to throw it away as it was perishable (i.e. it went off)	33%	36%	42%	33%	37%	36%	36%	42%	28%
Other	5%	6%	10%	7%	8%	7%	7%	15%	5%
Don't know/ can't recall	10%	15%	9%	10%	9%	11%	11%	11%	8%

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

****As a reminder, by 'Clothes & footwear', please include any clothes and/ or footwear you have ever purchased.****

You said you regretted buying clothes & footwear...

Which, if any, of the following are reasons why you EVER regretted making these purchases? (Please select all that apply)

	Unweighted base	1206	494	712	146	164	239	264	393	711	495
Base: All GB adults who have ever regretted purchasing clothes & footwear		1205	528	677	165	215	237	202	386	715	489
On reflection, I couldn't really afford it		18%	11%	24%	30%	29%	16%	14%	11%	16%	22%
I was enticed by an offer or an advert and I didn't really need it		13%	11%	15%	18%	12%	14%	11%	12%	13%	13%
It wasn't right for me after all or wasn't as good as I expected it to be		56%	53%	58%	49%	53%	52%	57%	61%	57%	53%
I didn't use it as much as I expected to		29%	22%	34%	34%	24%	22%	31%	33%	27%	31%
On reflection the product didn't fit with my wider health, environmental or social concerns		5%	6%	4%	7%	4%	5%	5%	5%	6%	4%
I later found something out that made me regret my purchase (e.g. I saw it on offer or saw another superior product)		15%	15%	15%	19%	15%	15%	12%	15%	16%	13%
Other		4%	5%	3%	3%	4%	3%	5%	4%	4%	3%
Don't know/ can't recall		6%	10%	3%	11%	7%	8%	4%	3%	4%	9%

As a reminder, by 'Consumer durables', please include any electronic devices, kitchen gadgets, 'white' goods, sports & exercise equipment, gardening & DIY equipment/ products, hobby equipment, baby & children's toys and vehicles you have ever purchased.**

You said you regretted buying consumer durables...

Which, if any, of the following are reasons why you EVER regretted making these purchases? (Please select all that apply)

	Unweighted base	1327	614	713	122	164	260	319	462	777	550
Base: All GB adults who have ever regretted purchasing consumer durables		1318	623	695	143	213	260	249	453	766	552
On reflection, I couldn't really afford it		14%	13%	15%	26%	22%	15%	14%	6%	12%	17%
I was enticed by an offer or an advert and I didn't really need it		12%	12%	13%	16%	17%	10%	13%	10%	11%	14%
It wasn't right for me after all or wasn't as good as I expected it to be		36%	33%	38%	25%	31%	31%	38%	43%	40%	30%
I didn't use it as much as I expected to		42%	40%	43%	32%	37%	38%	47%	46%	44%	39%
On reflection the product didn't fit with my wider health, environmental or social concerns		4%	5%	3%	7%	2%	6%	3%	3%	4%	4%
I later found something out that made me regret my purchase (e.g. I saw it on offer or saw another superior product)		17%	19%	15%	16%	23%	16%	14%	16%	18%	16%
Other		3%	3%	4%	2%	2%	3%	5%	4%	4%	3%
Don't know/ can't recall		10%	11%	10%	15%	12%	14%	7%	8%	9%	12%

Region							
North	Midlands	East	London	South	England	Wales	Scotland

****As a reminder, by 'Clothes & footwear', please include any clothes and/ or footwear you have ever purchased.****

You said you regretted buying clothes & footwear...

Which, if any, of the following are reasons why you EVER regretted making these purchases? (Please select all that apply)

	Unweighted base	North	Midlands	East	London	South	England	Wales	Scotland
Base: All GB adults who have ever regretted purchasing clothes & footwear	302	175	113	155	258	1003	68	135	
	287	179	117	162	285	1029	64	112	
On reflection, I couldn't really afford it	21%	19%	16%	13%	20%	19%	15%	16%	
I was enticed by an offer or an advert and I didn't really need it	13%	13%	9%	20%	15%	14%	5%	8%	
It wasn't right for me after all or wasn't as good as I expected it to be	57%	51%	67%	57%	53%	56%	48%	57%	
I didn't use it as much as I expected to	29%	24%	38%	37%	26%	30%	24%	27%	
On reflection the product didn't fit with my wider health, environmental or social concerns	5%	5%	3%	7%	5%	5%	5%	4%	
I later found something out that made me regret my purchase (e.g. I saw it on offer or saw another superior product)	16%	11%	14%	17%	15%	15%	13%	17%	
Other	2%	3%	4%	3%	6%	4%	5%	3%	
Don't know/ can't recall	4%	13%	4%	4%	4%	6%	12%	4%	

As a reminder, by 'Consumer durables', please include any electronic devices, kitchen gadgets, 'white' goods, sports & exercise equipment, gardening & DIY equipment/ products, hobby equipment, baby & children's toys and vehicles you have ever purchased.**

You said you regretted buying consumer durables...

Which, if any, of the following are reasons why you EVER regretted making these purchases? (Please select all that apply)

	Unweighted base	North	Midlands	East	London	South	England	Wales	Scotland
Base: All GB adults who have ever regretted purchasing consumer durables	330	213	128	145	297	1113	67	147	
	315	217	133	157	312	1134	64	120	
On reflection, I couldn't really afford it	14%	14%	11%	12%	17%	14%	16%	9%	
I was enticed by an offer or an advert and I didn't really need it	12%	13%	10%	13%	11%	12%	21%	16%	
It wasn't right for me after all or wasn't as good as I expected it to be	36%	30%	40%	35%	40%	36%	27%	34%	
I didn't use it as much as I expected to	46%	39%	42%	41%	40%	42%	43%	41%	
On reflection the product didn't fit with my wider health, environmental or social concerns	4%	4%	3%	8%	2%	4%	4%	1%	
I later found something out that made me regret my purchase (e.g. I saw it on offer or saw another superior product)	14%	20%	21%	15%	19%	17%	8%	17%	
Other	2%	2%	5%	5%	4%	3%	-	6%	
Don't know/ can't recall	10%	15%	11%	8%	10%	11%	7%	8%	

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

****For the following question, please think about how much uneaten food and drink you/ your household tend to throw away...****

In general, which ONE, if any, of the following BEST describes how much of the following type of food/ drink you/ your household throw away?

Fresh fruit & vegetables

Unweighted base	2036	943	1093	214	242	369	482	729	1122	914
Base: All GB adults	2036	977	1059	244	322	367	390	713	1120	916
A lot	5%	4%	6%	11%	6%	8%	4%	2%	4%	6%
A fair amount	19%	21%	16%	24%	31%	26%	17%	8%	19%	18%
Not very much	55%	54%	57%	48%	50%	53%	56%	61%	56%	54%
None at all	19%	18%	21%	10%	12%	11%	22%	29%	20%	19%
Don't know	1%	2%	1%	6%	1%	2%	0%	-	1%	2%
Not applicable - I/ we don't eat this type of food	0%	1%	0%	0%	1%	1%	-	0%	0%	1%

Milk

Unweighted base	2036	943	1093	214	242	369	482	729	1122	914
Base: All GB adults	2036	977	1059	244	322	367	390	713	1120	916
A lot	3%	4%	3%	6%	5%	5%	3%	1%	3%	4%
A fair amount	8%	10%	6%	11%	11%	13%	7%	3%	8%	8%
Not very much	32%	34%	30%	33%	38%	33%	33%	27%	33%	30%
None at all	53%	48%	58%	39%	42%	44%	56%	66%	53%	53%
Don't know	2%	3%	1%	8%	1%	2%	0%	-	1%	3%
Not applicable - I/ we don't eat this type of food	2%	2%	3%	3%	3%	2%	1%	2%	2%	2%

Meat

Unweighted base	2036	943	1093	214	242	369	482	729	1122	914
Base: All GB adults	2036	977	1059	244	322	367	390	713	1120	916
A lot	2%	3%	1%	2%	3%	4%	2%	0%	1%	2%
A fair amount	8%	9%	8%	15%	10%	11%	8%	4%	8%	8%
Not very much	41%	41%	41%	42%	46%	44%	38%	39%	41%	41%
None at all	43%	42%	44%	28%	35%	35%	48%	53%	44%	42%
Don't know	2%	2%	1%	6%	3%	2%	0%	0%	1%	2%
Not applicable - I/ we don't eat this type of food	5%	4%	5%	7%	4%	5%	4%	4%	5%	4%

Region							
North	Midlands	East	London	South	England	Wales	Scotland

****For the following question, please think about how much uneaten food and drink you/ your household tend to throw away...****

In general, which ONE, if any, of the following BEST describes how much of the following type of food/ drink you/ your household throw away?

Fresh fruit & vegetables

	Unweighted base	511	327	187	244	444	1713	104	219
Base: All GB adults		501	334	195	261	466	1757	102	177
A lot		5%	8%	3%	5%	3%	5%	9%	5%
A fair amount		20%	21%	18%	20%	17%	19%	12%	18%
Not very much		54%	48%	53%	54%	63%	55%	53%	60%
None at all		19%	23%	21%	18%	17%	19%	22%	17%
Don't know		1%	1%	4%	1%	1%	1%	3%	1%
Not applicable - I/ we don't eat this type of food		0%	0%	1%	1%	-	0%	1%	0%

Milk

	Unweighted base	511	327	187	244	444	1713	104	219
Base: All GB adults		501	334	195	261	466	1757	102	177
A lot		3%	4%	0%	5%	3%	3%	4%	4%
A fair amount		8%	9%	9%	4%	8%	8%	8%	6%
Not very much		31%	31%	28%	29%	33%	31%	31%	42%
None at all		54%	53%	58%	56%	54%	54%	51%	44%
Don't know		2%	0%	3%	2%	1%	2%	3%	1%
Not applicable - I/ we don't eat this type of food		2%	2%	2%	4%	1%	2%	2%	4%

Meat

	Unweighted base	511	327	187	244	444	1713	104	219
Base: All GB adults		501	334	195	261	466	1757	102	177
A lot		2%	1%	0%	3%	2%	2%	3%	2%
A fair amount		9%	14%	6%	6%	7%	8%	4%	7%
Not very much		43%	35%	42%	36%	45%	41%	38%	45%
None at all		42%	45%	42%	47%	43%	44%	42%	38%
Don't know		1%	1%	2%	1%	1%	1%	6%	1%
Not applicable - I/ we don't eat this type of food		3%	3%	8%	8%	3%	4%	6%	6%

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

Confectionary such as chocolates, cakes & biscuits

Unweighted base	2036	943	1093	214	242	369	482	729	1122	914
Base: All GB adults	2036	977	1059	244	322	367	390	713	1120	916
A lot	2%	2%	2%	5%	3%	3%	1%	0%	1%	3%
A fair amount	5%	6%	4%	7%	7%	6%	5%	2%	5%	4%
Not very much	32%	32%	33%	35%	41%	33%	29%	29%	35%	29%
None at all	57%	55%	58%	45%	46%	54%	63%	64%	55%	59%
Don't know	1%	2%	1%	7%	1%	2%	0%	0%	1%	2%
Not applicable - I/ we don't eat this type of food	3%	3%	3%	2%	2%	3%	2%	4%	3%	3%

Takeaways

Unweighted base	2036	943	1093	214	242	369	482	729	1122	914
Base: All GB adults	2036	977	1059	244	322	367	390	713	1120	916
A lot	2%	2%	1%	5%	3%	3%	0%	0%	1%	2%
A fair amount	7%	7%	7%	10%	11%	9%	7%	3%	7%	7%
Not very much	44%	46%	43%	44%	51%	48%	47%	37%	45%	44%
None at all	32%	31%	32%	31%	28%	35%	37%	30%	31%	33%
Don't know	1%	2%	1%	6%	1%	1%	1%	0%	0%	3%
Not applicable - I/ we don't eat this type of food	14%	11%	16%	4%	5%	4%	8%	29%	16%	12%

Other food & drink

Unweighted base	2036	943	1093	214	242	369	482	729	1122	914
Base: All GB adults	2036	977	1059	244	322	367	390	713	1120	916
A lot	2%	2%	2%	4%	4%	3%	1%	1%	1%	3%
A fair amount	9%	10%	8%	15%	10%	12%	8%	5%	9%	9%
Not very much	60%	58%	61%	49%	66%	63%	60%	59%	63%	57%
None at all	25%	25%	25%	18%	16%	18%	28%	34%	25%	26%
Don't know	4%	4%	3%	13%	4%	3%	2%	1%	2%	5%
Not applicable - I/ we don't eat this type of food	1%	1%	0%	0%	1%	1%	0%	0%	0%	1%

Region							
North	Midlands	East	London	South	England	Wales	Scotland

Confectionary such as chocolates, cakes & biscuits

Unweighted base	511	327	187	244	444	1713	104	219
Base: All GB adults	501	334	195	261	466	1757	102	177
A lot	3%	2%	2%	3%	1%	2%	-	2%
A fair amount	5%	7%	1%	3%	4%	5%	6%	5%
Not very much	35%	32%	29%	28%	30%	31%	36%	40%
None at all	54%	56%	59%	59%	62%	58%	53%	49%
Don't know	1%	1%	3%	2%	0%	1%	3%	1%
Not applicable - I/ we don't eat this type of food	2%	1%	7%	4%	2%	3%	1%	4%

Takeaways

Unweighted base	511	327	187	244	444	1713	104	219
Base: All GB adults	501	334	195	261	466	1757	102	177
A lot	3%	3%	1%	3%	-	2%	-	1%
A fair amount	7%	10%	7%	3%	7%	7%	8%	7%
Not very much	42%	42%	45%	40%	47%	43%	43%	53%
None at all	31%	29%	35%	37%	30%	32%	34%	31%
Don't know	2%	2%	1%	1%	1%	1%	3%	0%
Not applicable - I/ we don't eat this type of food	15%	14%	11%	16%	15%	15%	12%	8%

Other food & drink

Unweighted base	511	327	187	244	444	1713	104	219
Base: All GB adults	501	334	195	261	466	1757	102	177
A lot	2%	1%	2%	3%	1%	2%	5%	2%
A fair amount	7%	13%	7%	8%	10%	9%	1%	11%
Not very much	62%	55%	62%	56%	62%	60%	65%	60%
None at all	25%	27%	25%	28%	25%	26%	22%	21%
Don't know	3%	4%	4%	3%	3%	3%	6%	6%
Not applicable - I/ we don't eat this type of food	0%	1%	1%	1%	0%	1%	-	0%