

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Total	Gender		Agegroup 16			
	Male	Female	16-24	25-39	40-59	60+

Which of these best describes your diet?

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
Meat eater (eat meat and/or poultry)	75%	82%	69%	65%	74%	76%	80%
Pescetarian (eat fish but do not eat meat or poultry)	3%	2%	4%	4%	3%	3%	3%
Flexitarian (mainly vegetarian, but occasionally eat meat or fish)	11%	8%	14%	6%	11%	12%	12%
Vegetarian (do not eat any meat, poultry, game, fish or shellfish)	6%	3%	8%	13%	5%	6%	3%
Plant-based / Vegan (do not eat dairy products, eggs, or any other animal product)	2%	2%	3%	5%	4%	2%	0%
None of these	2%	2%	2%	2%	1%	2%	1%
Don't know	1%	1%	1%	5%	1%	0%	-

How often, if at all, do you generally pay attention to the food you eat?

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
Very often	42%	39%	45%	29%	33%	40%	58%
Fairly often	40%	41%	40%	40%	49%	43%	31%
Not very often	14%	15%	12%	21%	14%	14%	10%
None at all	2%	3%	1%	2%	2%	2%	1%
Don't know	2%	2%	2%	8%	3%	1%	0%

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Total	Gender		Agegroup 16			
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Do you tend to prioritise taste, health, cost, or something else, when it comes to what food you eat?

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
How it tastes	51%	54%	48%	43%	50%	51%	54%
How healthy it is	24%	21%	26%	21%	19%	24%	27%
How much it costs	18%	17%	18%	22%	21%	18%	12%
Something else	4%	4%	5%	3%	4%	5%	5%
Don't know	4%	4%	3%	11%	5%	2%	1%

When and how often do you usually eat your meals?

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
I usually eat three meals a day, at similar times every day	46%	45%	47%	41%	47%	46%	48%
I usually eat three meals a day, at different times every day	13%	13%	13%	16%	16%	14%	8%
I usually eat more than three meals a day	2%	2%	2%	3%	4%	1%	0%
I usually eat fewer than three meals a day	37%	37%	36%	34%	31%	36%	42%
Other	1%	1%	1%	1%	0%	2%	1%
Don't know	1%	2%	1%	6%	2%	1%	0%

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How often, if at all, do you eat...?

Meat

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
Several times a day	10%	14%	5%	18%	14%	9%	3%
Once a day	27%	32%	24%	27%	33%	30%	21%
A few times a week	41%	39%	43%	26%	32%	39%	56%
A few times a month	8%	7%	10%	5%	8%	9%	11%
Less often	3%	2%	4%	3%	1%	3%	3%
Never	10%	6%	14%	18%	11%	10%	6%
Don't know	1%	1%	0%	3%	1%	0%	0%

Vegetables

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
Several times a day	27%	23%	31%	35%	34%	26%	19%
Once a day	43%	45%	41%	27%	37%	43%	53%
A few times a week	24%	25%	22%	24%	21%	25%	24%
A few times a month	3%	3%	3%	6%	4%	2%	3%
Less often	2%	2%	2%	4%	3%	2%	1%
Never	1%	1%	0%	1%	1%	1%	0%
Don't know	1%	1%	1%	3%	1%	0%	0%

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Total	Gender		Agegroup 16			
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Fish or seafood

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
Several times a day	0%	0%	0%	-	1%	0%	0%
Once a day	2%	3%	2%	4%	2%	3%	1%
A few times a week	35%	35%	36%	30%	29%	32%	46%
A few times a month	36%	39%	33%	27%	37%	38%	37%
Less often	14%	13%	14%	16%	15%	14%	10%
Never	12%	9%	15%	20%	15%	13%	5%
Don't know	1%	1%	1%	3%	1%	0%	0%

Fruit

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
Several times a day	25%	24%	25%	25%	22%	22%	29%
Once a day	27%	24%	29%	23%	22%	27%	32%
A few times a week	26%	27%	26%	29%	28%	26%	23%
A few times a month	12%	13%	11%	11%	14%	13%	9%
Less often	8%	9%	7%	6%	10%	10%	6%
Never	2%	2%	1%	1%	2%	2%	1%
Don't know	1%	1%	1%	3%	1%	0%	0%

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Total	Gender		Agegroup 16			
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Chocolate, biscuits, cakes and sweets

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
Several times a day	11%	10%	11%	16%	12%	12%	6%
Once a day	28%	27%	30%	29%	30%	29%	27%
A few times a week	34%	35%	34%	33%	36%	35%	33%
A few times a month	14%	15%	13%	13%	14%	14%	15%
Less often	10%	9%	10%	5%	6%	10%	15%
Never	2%	2%	2%	0%	1%	1%	4%
Don't know	1%	1%	0%	3%	1%	0%	0%

Pasta or potatoes or rice

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
Several times a day	3%	3%	3%	9%	5%	2%	1%
Once a day	32%	30%	35%	34%	34%	32%	31%
A few times a week	49%	52%	45%	43%	51%	51%	48%
A few times a month	11%	10%	11%	6%	7%	12%	15%
Less often	4%	3%	4%	4%	3%	3%	5%
Never	1%	1%	1%	0%	0%	1%	1%
Don't know	1%	1%	0%	3%	1%	0%	-

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Total	Gender		Agegroup 16			
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Nuts

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
Several times a day	2%	2%	2%	1%	1%	2%	3%
Once a day	10%	9%	10%	8%	8%	10%	11%
A few times a week	19%	19%	19%	15%	20%	22%	19%
A few times a month	28%	30%	27%	26%	30%	30%	27%
Less often	29%	29%	29%	28%	28%	29%	30%
Never	10%	9%	11%	17%	12%	7%	9%
Don't know	1%	1%	1%	5%	1%	0%	1%

Dairy Products

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
Several times a day	37%	35%	38%	30%	34%	40%	38%
Once a day	31%	31%	30%	27%	31%	29%	33%
A few times a week	20%	20%	19%	22%	20%	19%	19%
A few times a month	5%	6%	5%	7%	5%	4%	5%
Less often	3%	3%	3%	4%	4%	3%	2%
Never	3%	3%	4%	5%	4%	4%	2%
Don't know	1%	1%	1%	4%	1%	1%	0%

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Total	Gender		Agegroup 16			
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How often, if at all, do you have a snack (something to eat between meals) on a typical day?

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
Once a day	46%	47%	45%	35%	40%	49%	53%
Twice a day	25%	23%	26%	30%	31%	24%	18%
Three times a day	7%	5%	8%	11%	8%	7%	3%
More than three times a day	4%	4%	4%	8%	4%	4%	2%
Never	13%	15%	12%	8%	11%	12%	19%
Don't know	6%	7%	4%	8%	6%	5%	5%

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Total	Gender		Agegroup 16			
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And what are your favourite snacks? Tick no more than two, please.

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
Cookies, cakes and pastries	28%	29%	27%	35%	29%	27%	26%
Fried dough foods	1%	1%	1%	2%	2%	1%	-
Ice cream	5%	6%	4%	9%	4%	4%	6%
Fruit and/or veg	22%	19%	25%	21%	19%	21%	26%
Seeds, nuts, grains and peas	12%	11%	12%	7%	8%	12%	16%
Confectionery	23%	21%	24%	20%	27%	27%	17%
Bread/Sandwiches	9%	12%	7%	5%	9%	9%	12%
Cheese	10%	11%	10%	8%	10%	10%	12%
Crisps	33%	31%	35%	31%	40%	36%	25%
Crackers/biscuits	14%	14%	14%	16%	11%	13%	18%
Meat-based savoury snacks	3%	3%	2%	1%	4%	3%	2%
Noodles	2%	2%	2%	5%	3%	2%	1%
Drinks/multivitamins/smoothies/shakes	3%	2%	3%	7%	4%	2%	1%
Yoghurts	7%	5%	8%	4%	7%	6%	9%
Other	3%	3%	3%	2%	4%	3%	4%
Don't know	4%	5%	3%	8%	4%	3%	3%

How often, if at all, do you buy organic food?

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
Very often	5%	4%	5%	9%	4%	4%	4%
Fairly often	16%	17%	16%	16%	19%	15%	16%
Not very often	46%	44%	47%	36%	44%	49%	48%
Not at all	27%	27%	26%	21%	24%	29%	30%
Don't know	7%	7%	6%	19%	10%	3%	2%

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Total	Gender		Agegroup 16			
	Male	Female	16-24	25-39	40-59	60+

How much attention, if at all, do you pay to the amount of...?

Vegetables you consume

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
A lot of attention	26%	21%	32%	18%	21%	25%	36%
Some attention	48%	47%	48%	44%	53%	48%	45%
Not much attention	19%	23%	16%	25%	18%	21%	16%
No attention at all	5%	8%	3%	7%	7%	6%	3%
Don't know	1%	1%	1%	5%	1%	1%	0%

Processed food you consume

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
A lot of attention	29%	23%	35%	17%	22%	31%	38%
Some attention	40%	39%	40%	33%	42%	41%	39%
Not much attention	23%	27%	18%	33%	26%	21%	18%
No attention at all	6%	8%	4%	10%	8%	6%	4%
Don't know	2%	2%	2%	7%	2%	1%	1%

Salt you consume

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
A lot of attention	23%	21%	25%	6%	11%	21%	43%
Some attention	35%	35%	35%	27%	35%	38%	35%
Not much attention	28%	29%	27%	35%	36%	30%	17%
No attention at all	12%	13%	11%	27%	17%	9%	5%
Don't know	2%	2%	2%	5%	2%	1%	1%

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Total	Gender		Agegroup 16			
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Sugar you consume

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
A lot of attention	30%	29%	32%	13%	17%	27%	52%
Some attention	40%	37%	42%	37%	45%	44%	33%
Not much attention	21%	23%	19%	31%	25%	22%	11%
No attention at all	8%	9%	6%	13%	11%	7%	4%
Don't know	1%	2%	1%	5%	2%	1%	1%

Water you consume

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
A lot of attention	29%	23%	33%	27%	26%	27%	32%
Some attention	40%	39%	40%	37%	45%	38%	37%
Not much attention	22%	26%	18%	21%	18%	24%	22%
No attention at all	9%	11%	7%	9%	9%	10%	7%
Don't know	1%	1%	2%	5%	2%	1%	0%

Do you grow any of your own food?

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
I do, most of it	1%	1%	1%	0%	1%	1%	2%
I do, some of it	10%	9%	12%	7%	7%	11%	14%
I do, very little	22%	21%	22%	21%	21%	21%	24%
I don't	65%	67%	63%	66%	69%	66%	60%
Don't know	2%	2%	2%	6%	2%	1%	-

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Total	Gender		Agegroup 16			
	Male	Female	16-24	25-39	40-59	60+

And how often, on average, do you eat the following...?

Tinned food

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
More than once a day	1%	1%	1%	0%	1%	1%	-
Once a day	4%	4%	4%	7%	6%	4%	3%
Several times a week	29%	32%	26%	27%	35%	32%	23%
Once a week	22%	23%	22%	15%	20%	25%	25%
Several times a month	20%	19%	20%	18%	18%	19%	22%
Once a month	8%	7%	10%	6%	7%	7%	12%
Less often than once a month	11%	9%	12%	11%	9%	10%	14%
Never	3%	3%	3%	6%	3%	2%	2%
Don't know	2%	3%	2%	10%	2%	1%	1%

Frozen food

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
More than once a day	1%	2%	1%	1%	2%	1%	1%
Once a day	6%	6%	6%	6%	7%	6%	5%
Several times a week	44%	47%	42%	47%	41%	46%	44%
Once a week	19%	18%	19%	17%	18%	17%	21%
Several times a month	18%	16%	20%	16%	17%	19%	17%
Once a month	4%	4%	5%	1%	7%	4%	4%
Less often than once a month	5%	4%	5%	3%	4%	4%	6%
Never	1%	1%	1%	-	1%	1%	2%
Don't know	2%	3%	1%	9%	2%	1%	0%

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Total	Gender		Agegroup 16			
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Takeaways

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
More than once a day	0%	0%	0%	-	1%	-	-
Once a day	0%	0%	0%	1%	1%	-	-
Several times a week	3%	3%	3%	3%	6%	4%	1%
Once a week	19%	21%	17%	22%	25%	21%	10%
Several times a month	17%	18%	17%	22%	24%	19%	8%
Once a month	22%	24%	21%	24%	21%	24%	20%
Less often than once a month	26%	23%	29%	18%	17%	26%	37%
Never	11%	9%	12%	4%	4%	5%	24%
Don't know	1%	2%	1%	7%	1%	1%	0%

Ready meals

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
More than once a day	0%	0%	0%	0%	1%	0%	-
Once a day	1%	2%	1%	2%	3%	1%	1%
Several times a week	8%	10%	7%	9%	6%	9%	9%
Once a week	12%	12%	12%	8%	11%	12%	14%
Several times a month	15%	17%	14%	12%	17%	16%	14%
Once a month	12%	11%	12%	13%	12%	10%	11%
Less often than once a month	27%	24%	30%	31%	31%	27%	24%
Never	22%	22%	22%	17%	18%	23%	25%
Don't know	2%	2%	2%	8%	2%	1%	0%

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Total	Gender		Agegroup 16			
	Male	Female	16-24	25-39	40-59	60+

Which are your favourite types of cuisine? Select no more than three, please.

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
Chinese	46%	48%	45%	44%	46%	48%	47%
Italian	51%	48%	54%	58%	56%	48%	47%
French	5%	4%	5%	2%	3%	4%	8%
American	11%	11%	11%	21%	16%	12%	2%
Mexican	13%	13%	13%	19%	20%	13%	6%
Korean	2%	2%	2%	6%	3%	1%	0%
Japanese	8%	7%	9%	12%	16%	6%	2%
Spanish	5%	5%	5%	4%	5%	5%	5%
Indian	41%	47%	36%	34%	37%	46%	43%
Moroccan	2%	2%	2%	1%	2%	2%	2%
Vietnamese	1%	1%	1%	1%	2%	2%	1%
Greek	7%	6%	9%	5%	7%	7%	9%
Turkish	5%	5%	6%	5%	7%	7%	3%
Middle Eastern	4%	4%	5%	5%	5%	4%	4%
Thai	12%	11%	13%	8%	12%	13%	12%
German	1%	1%	1%	1%	1%	1%	2%
Eastern European/Russian	1%	1%	2%	1%	2%	1%	1%
Balkan	0%	0%	0%	-	0%	0%	0%
Australian	0%	0%	0%	-	-	0%	0%
British	43%	45%	41%	25%	27%	44%	62%
Other	2%	2%	2%	3%	2%	2%	2%
Don't know	3%	3%	2%	8%	2%	2%	1%

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Total	Gender		Agegroup 16			
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How often do you eat 'junk food'?

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
Every day	7%	6%	8%	14%	12%	5%	2%
A few times a week	17%	16%	18%	27%	27%	16%	6%
Once or twice a week	23%	25%	22%	25%	30%	26%	15%
Once or twice a month	21%	22%	20%	18%	17%	27%	19%
Less than once a month	17%	17%	17%	6%	9%	16%	30%
I don't eat junk food	12%	11%	13%	3%	3%	8%	27%
Don't know	3%	3%	2%	7%	3%	2%	1%

What is your favourite junk food? Choose no more than TWO please.

Unweighted base	2211	1058	1153	223	630	725	633
Base	2236	1096	1139	331	612	715	578
Takeaway pizza	31%	36%	26%	42%	41%	30%	15%
Doughnuts	6%	6%	6%	5%	7%	6%	6%
French Fries	16%	15%	17%	19%	15%	15%	17%
Ice cream	11%	11%	12%	11%	8%	8%	19%
Hamburgers	18%	24%	13%	15%	20%	20%	16%
Hot dogs	2%	3%	2%	4%	1%	2%	3%
Chocolate	37%	31%	43%	33%	39%	38%	37%
Crisps	32%	28%	35%	26%	27%	35%	36%
Sweets	10%	10%	11%	11%	10%	10%	11%
Other	6%	7%	5%	6%	6%	6%	4%
Don't know	3%	3%	3%	7%	3%	2%	2%

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Total	Gender		Agegroup 16			
	Male	Female	16-24	25-39	40-59	60+

Compared to others, how fussy do you think you are when it comes to what you eat?

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
Very fussy	10%	8%	12%	10%	8%	11%	10%
Fairly fussy	30%	27%	34%	29%	26%	30%	35%
Not very fussy	38%	40%	36%	34%	40%	39%	37%
Not fussy at all	20%	23%	18%	22%	24%	19%	18%
Don't know	2%	2%	1%	5%	1%	1%	1%

How many hours before going to sleep do you usually have your last meal?

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
30 minutes or less	2%	2%	1%	3%	2%	2%	1%
One hour	7%	8%	6%	11%	9%	6%	4%
Two hours	18%	19%	17%	19%	25%	20%	9%
Three hours	30%	29%	31%	29%	33%	33%	25%
Four hours	26%	24%	29%	21%	18%	25%	36%
Five hours and more	14%	15%	13%	7%	8%	12%	23%
Don't know	3%	4%	3%	10%	5%	2%	1%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Total	Gender		Agegroup 16			
	Male	Female	16-24	25-39	40-59	60+

How often do you wake up hungry during the night?

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
Often	2%	2%	2%	1%	3%	1%	1%
Sometimes	8%	9%	7%	13%	9%	8%	5%
Rarely	23%	21%	25%	26%	25%	23%	20%
Never	66%	67%	64%	53%	61%	67%	74%
Don't know	2%	2%	2%	6%	2%	1%	0%

Generally speaking, how do you feel about sharing your food?

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
I'm happy to share	58%	56%	60%	47%	53%	60%	64%
I'm not that happy to share, but will do so	29%	29%	29%	36%	34%	30%	21%
I'm not happy at all to share, and will refuse to do so	7%	9%	6%	9%	8%	7%	6%
Don't know	6%	7%	5%	8%	4%	4%	9%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Total	Gender		Agegroup 16			
	Male	Female	16-24	25-39	40-59	60+

On average, how many glasses of the following drinks do you drink weekly?

Fizzy drinks

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
0	44%	40%	47%	38%	31%	41%	61%
1-2	26%	26%	25%	26%	31%	26%	21%
3-5	13%	15%	11%	18%	15%	14%	8%
6-9	8%	8%	8%	6%	11%	9%	6%
10-14	3%	4%	3%	4%	4%	4%	2%
15-19	1%	1%	1%	2%	2%	1%	1%
20 or more	3%	3%	3%	2%	4%	3%	1%
Don't know	2%	2%	1%	5%	3%	1%	1%

Coffee

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
0	29%	27%	31%	52%	33%	27%	16%
1-2	11%	9%	13%	11%	11%	10%	13%
3-5	10%	10%	11%	11%	10%	10%	10%
6-9	17%	17%	17%	10%	17%	17%	22%
10-14	14%	14%	13%	7%	14%	13%	17%
15-19	6%	7%	5%	2%	5%	7%	6%
20 or more	12%	14%	10%	1%	8%	16%	14%
Don't know	1%	2%	1%	5%	2%	0%	0%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Total	Gender		Agegroup 16			
	Male	Female	16-24	25-39	40-59	60+

Tea

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
0	25%	26%	25%	39%	28%	23%	20%
1-2	11%	11%	11%	16%	15%	9%	6%
3-5	11%	11%	11%	11%	15%	10%	7%
6-9	13%	13%	13%	9%	14%	14%	14%
10-14	15%	16%	14%	9%	11%	16%	18%
15-19	7%	7%	7%	6%	4%	7%	10%
20 or more	17%	16%	19%	6%	11%	21%	24%
Don't know	1%	2%	1%	5%	2%	1%	0%

Smoothies

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
0	80%	80%	79%	68%	68%	82%	92%
1-2	12%	12%	11%	17%	20%	10%	4%
3-5	4%	3%	5%	5%	6%	3%	2%
6-9	2%	2%	2%	2%	2%	2%	1%
10-14	1%	0%	1%	1%	1%	0%	0%
15-19	0%	-	0%	-	0%	-	-
20 or more	0%	0%	-	-	-	0%	-
Don't know	2%	2%	2%	6%	2%	2%	1%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Total	Gender		Agegroup 16			
	Male	Female	16-24	25-39	40-59	60+

Fruit juice

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
0	44%	39%	49%	32%	40%	47%	49%
1-2	27%	29%	26%	31%	31%	26%	24%
3-5	13%	13%	12%	13%	13%	14%	10%
6-9	11%	14%	9%	13%	9%	9%	15%
10-14	2%	2%	2%	3%	2%	1%	2%
15-19	1%	1%	0%	0%	1%	1%	-
20 or more	1%	1%	0%	2%	0%	1%	0%
Don't know	2%	2%	2%	5%	3%	1%	1%

Milk

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
0	50%	45%	56%	47%	51%	51%	50%
1-2	20%	19%	20%	18%	20%	20%	20%
3-5	11%	13%	9%	13%	13%	10%	9%
6-9	10%	12%	8%	10%	8%	9%	13%
10-14	4%	5%	3%	5%	3%	4%	3%
15-19	1%	1%	1%	1%	2%	2%	1%
20 or more	2%	3%	2%	2%	1%	3%	2%
Don't know	2%	2%	2%	4%	3%	1%	2%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Total	Gender		Agegroup 16			
	Male	Female	16-24	25-39	40-59	60+

Tap water

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
0	15%	15%	15%	8%	15%	14%	19%
1-2	10%	11%	9%	6%	7%	11%	14%
3-5	11%	11%	11%	10%	8%	12%	12%
6-9	14%	14%	14%	11%	12%	15%	17%
10-14	13%	14%	12%	13%	13%	13%	13%
15-19	9%	9%	9%	13%	8%	8%	8%
20 or more	26%	23%	29%	34%	33%	26%	17%
Don't know	2%	2%	2%	5%	3%	1%	1%

Bottled still water

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
0	66%	67%	65%	59%	62%	64%	74%
1-2	13%	14%	13%	19%	13%	15%	10%
3-5	6%	6%	6%	5%	8%	5%	6%
6-9	4%	4%	5%	4%	5%	5%	3%
10-14	3%	3%	4%	4%	4%	4%	2%
15-19	2%	2%	2%	2%	2%	2%	1%
20 or more	3%	3%	3%	1%	4%	3%	2%
Don't know	2%	2%	2%	6%	2%	1%	1%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Total	Gender		Agegroup 16			
	Male	Female	16-24	25-39	40-59	60+

Sparkling water

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
0	79%	81%	78%	80%	81%	79%	78%
1-2	8%	6%	9%	5%	7%	9%	8%
3-5	4%	4%	4%	4%	3%	2%	5%
6-9	4%	3%	4%	3%	3%	4%	4%
10-14	2%	2%	2%	1%	2%	2%	2%
15-19	1%	1%	1%	1%	1%	1%	1%
20 or more	1%	1%	1%	1%	1%	2%	2%
Don't know	2%	2%	2%	5%	2%	1%	0%

If you are meeting someone in the evening at a pub/restaurant, would you usually...?

Unweighted base	2072	1029	1043	172	521	642	737
Base	2057	1042	1015	252	506	631	666
Have an alcoholic drink, regardless of whether they are having one	44%	52%	35%	26%	41%	47%	49%
Have an alcoholic drink, only if they are having one	31%	26%	36%	40%	39%	27%	26%
Not have an alcoholic drink	17%	13%	20%	19%	14%	17%	16%
Don't know	9%	9%	8%	14%	6%	9%	8%

Do you think you are or are not addicted to coffee?

Unweighted base	1821	896	925	104	417	572	728
Base	1776	882	894	147	406	567	656
I think I am addicted	18%	17%	20%	17%	25%	22%	12%
I think I am not addicted	76%	77%	75%	70%	69%	73%	85%
N/A – I don't drink coffee	3%	2%	3%	9%	3%	2%	2%
Don't know	3%	3%	3%	5%	3%	3%	2%

How many teaspoons of sugar do you take with your coffee?

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



	Total	Gender		Agegroup 16			
		Male	Female	16-24	25-39	40-59	60+
Unweighted base	1821	896	925	104	417	572	728
Base	1776	882	894	147	406	567	656
None	70%	68%	72%	43%	63%	71%	79%
One	17%	19%	15%	21%	18%	18%	14%
Two	10%	10%	10%	25%	14%	9%	6%
Three	2%	2%	2%	5%	3%	2%	1%
More than three	0%	0%	0%	1%	1%	0%	0%
Don't know	1%	1%	1%	6%	1%	0%	-

How many teaspoons of sugar do you take with your tea?

Unweighted base	1881	885	996	135	452	601	693
Base	1857	890	967	194	441	594	628
None	74%	69%	78%	50%	67%	77%	83%
One	14%	17%	12%	19%	19%	13%	11%
Two	10%	10%	10%	22%	12%	9%	6%
Three	1%	2%	0%	5%	1%	0%	1%
More than three	0%	0%	0%	1%	1%	-	-
Don't know	1%	1%	1%	3%	0%	1%	0%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Total	Gender		Agegroup 16			
	Male	Female	16-24	25-39	40-59	60+

Thinking about how physically active you are now, would you say you are more or less physically active than you were before the coronavirus pandemic (i.e. before March 2020)?

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
Much more physically active now than before the coronavirus pandemic	9%	9%	9%	13%	12%	9%	4%
A bit more physically active now than before the coronavirus pandemic	18%	18%	17%	22%	20%	18%	14%
A bit less physically active now than before the coronavirus pandemic	18%	18%	17%	16%	17%	18%	19%
Much less physically active now than before the coronavirus pandemic	18%	16%	19%	15%	20%	17%	18%
The same level of physical activity now as before the coronavirus pandemic	35%	36%	35%	26%	29%	36%	44%
Don't know	2%	3%	2%	7%	3%	2%	0%

Thinking about the quality of your diet now, has it improved, worsened or stayed the same compared to before the coronavirus pandemic began (i.e. before March 2020)?

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
Significantly improved	5%	5%	4%	10%	5%	4%	3%
Somewhat improved	19%	18%	19%	25%	23%	17%	13%
Stayed the same	58%	61%	56%	38%	48%	58%	75%
Somewhat worsened	13%	11%	14%	15%	16%	16%	7%
Significantly Worsened	3%	2%	3%	2%	5%	3%	1%
Don't know	3%	3%	3%	10%	3%	2%	0%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Total	Gender		Agegroup 16			
	Male	Female	16-24	25-39	40-59	60+

Do you currently do any of the below more or less, or about the same than before the coronavirus pandemic began (i.e. before March 2020)?

Eating takeaways

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
More	14%	13%	14%	25%	22%	12%	3%
Less	22%	23%	22%	26%	24%	23%	19%
About The same	50%	51%	48%	40%	49%	57%	47%
Not applicable	14%	13%	16%	9%	5%	8%	31%

Eating junk food

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
More	12%	10%	14%	20%	19%	13%	3%
Less	19%	20%	17%	24%	21%	18%	16%
About The same	55%	55%	54%	50%	57%	60%	49%
Not applicable	14%	14%	14%	6%	4%	8%	32%

Eating sweets

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
More	12%	9%	14%	13%	17%	13%	6%
Less	20%	23%	18%	31%	23%	17%	17%
About The same	53%	54%	53%	49%	54%	57%	51%
Not applicable	15%	14%	15%	7%	7%	13%	26%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Total	Gender		Agegroup 16			
	Male	Female	16-24	25-39	40-59	60+

Eating out at restaurants, cafes, or pubs

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
More	7%	7%	6%	15%	11%	3%	3%
Less	55%	52%	58%	52%	56%	60%	51%
About The same	28%	31%	25%	24%	28%	29%	29%
Not applicable	10%	10%	10%	9%	5%	8%	17%

Eating tinned food

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
More	6%	6%	6%	11%	9%	5%	2%
Less	12%	12%	12%	18%	14%	10%	11%
About The same	73%	74%	72%	57%	69%	79%	77%
Not applicable	8%	8%	9%	13%	7%	6%	10%

Eating meat

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
More	5%	6%	4%	10%	8%	3%	2%
Less	14%	13%	15%	14%	17%	14%	11%
About The same	71%	75%	68%	59%	65%	73%	80%
Not applicable	10%	7%	13%	17%	10%	10%	6%

Eating vegetables

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
More	19%	18%	20%	29%	23%	16%	15%
Less	6%	6%	7%	12%	9%	7%	1%
About The same	73%	73%	73%	53%	66%	76%	84%
Not applicable	2%	2%	1%	5%	2%	1%	0%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Total	Gender		Agegroup 16			
	Male	Female	16-24	25-39	40-59	60+

Drinking sugary drinks

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
More	6%	4%	7%	12%	10%	4%	1%
Less	20%	23%	17%	31%	23%	19%	13%
About The same	45%	48%	42%	46%	53%	50%	32%
Not applicable	30%	25%	35%	11%	14%	27%	54%

Paying more attention to the nutritional value of food

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
More	19%	18%	20%	36%	19%	14%	16%
Less	6%	6%	5%	7%	9%	6%	3%
About The same	68%	68%	68%	50%	65%	73%	72%
Not applicable	8%	9%	7%	8%	7%	8%	9%

Cooking from scratch

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
More	26%	25%	27%	38%	33%	21%	20%
Less	9%	8%	9%	9%	13%	9%	4%
About The same	61%	61%	60%	41%	51%	66%	72%
Not applicable	5%	6%	3%	12%	4%	3%	4%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Total	Gender		Agegroup 16			
	Male	Female	16-24	25-39	40-59	60+

Eating ready-made meals

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
More	6%	6%	6%	12%	9%	4%	2%
Less	21%	22%	21%	27%	26%	21%	16%
About The same	50%	51%	50%	43%	48%	54%	52%
Not applicable	22%	21%	24%	18%	17%	21%	30%

Before the coronavirus pandemic in the UK in March 2020, how likely or unlikely were you to share food with a close friend when eating out?

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
Very likely	19%	17%	20%	20%	22%	19%	15%
Somewhat likely	31%	30%	32%	39%	32%	32%	26%
Somewhat unlikely	19%	19%	18%	13%	21%	19%	20%
Very unlikely	14%	15%	13%	6%	12%	15%	19%
Don't know	7%	8%	6%	10%	6%	6%	7%
Not applicable – I never shared my food	10%	11%	9%	11%	7%	9%	13%

How likely or unlikely are you now to share food with a close friend when eating out?

Unweighted base	2531	1198	1333	230	646	785	870
Base	2531	1228	1303	342	628	774	787
Very likely	14%	14%	15%	18%	18%	14%	10%
Somewhat likely	27%	28%	26%	31%	30%	28%	21%
Somewhat unlikely	20%	20%	21%	20%	22%	19%	21%
Very unlikely	21%	20%	21%	9%	17%	22%	27%
Don't know	8%	8%	8%	12%	6%	7%	8%
Not applicable – I never shared my food	10%	11%	9%	9%	8%	9%	12%

Cell Contents (Column Percentages)

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Age Group 16+ by Gender							
16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Which of these best describes your diet?

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
Meat eater (eat meat and/or poultry)	75%	55%	78%	70%	83%	69%	86%	75%
Pescetarian (eat fish but do not eat meat or poultry)	3%	5%	3%	3%	2%	4%	2%	4%
Flexitarian (mainly vegetarian, but occasionally eat meat or fish)	4%	9%	10%	12%	8%	15%	9%	15%
Vegetarian (do not eat any meat, poultry, game, fish or shellfish)	6%	19%	3%	7%	4%	7%	2%	4%
Plant-based / Vegan (do not eat dairy products, eggs, or any other animal product)	5%	4%	3%	5%	1%	3%	0%	0%
None of these	2%	2%	1%	2%	2%	2%	1%	1%
Don't know	5%	5%	2%	1%	-	0%	-	-

How often, if at all, do you generally pay attention to the food you eat?

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
Very often	33%	26%	26%	39%	37%	42%	54%	62%
Fairly often	37%	43%	51%	47%	44%	43%	31%	30%
Not very often	20%	22%	16%	11%	16%	13%	13%	7%
None at all	3%	1%	3%	0%	3%	1%	1%	0%
Don't know	8%	7%	3%	2%	0%	1%	0%	0%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Age Group 16+ by Gender							
16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Do you tend to prioritise taste, health, cost, or something else, when it comes to what food you eat?

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
How it tastes	43%	43%	49%	52%	55%	46%	62%	47%
How healthy it is	22%	20%	17%	21%	22%	27%	22%	32%
How much it costs	20%	23%	24%	18%	17%	20%	11%	13%
Something else	4%	3%	4%	4%	4%	5%	3%	7%
Don't know	11%	10%	6%	4%	2%	2%	1%	1%

When and how often do you usually eat your meals?

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
I usually eat three meals a day, at similar times every day	47%	34%	42%	51%	43%	49%	47%	48%
I usually eat three meals a day, at different times every day	15%	16%	17%	15%	13%	15%	9%	8%
I usually eat more than three meals a day	3%	4%	5%	2%	1%	2%	1%	0%
I usually eat fewer than three meals a day	30%	37%	33%	30%	40%	33%	42%	43%
Other	-	2%	0%	0%	2%	2%	2%	0%
Don't know	5%	7%	3%	1%	1%	1%	0%	0%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Age Group 16+ by Gender							
16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

How often, if at all, do you eat...?

Meat

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
Several times a day	26%	10%	19%	9%	13%	5%	6%	1%
Once a day	26%	28%	36%	30%	35%	26%	28%	14%
A few times a week	29%	24%	28%	36%	37%	41%	53%	58%
A few times a month	1%	9%	7%	8%	7%	10%	9%	13%
Less often	3%	3%	0%	2%	2%	4%	1%	5%
Never	11%	24%	8%	15%	6%	14%	3%	9%
Don't know	3%	2%	2%	0%	0%	0%	0%	-

Vegetables

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
Several times a day	33%	37%	28%	40%	20%	31%	16%	22%
Once a day	27%	28%	41%	32%	46%	41%	55%	52%
A few times a week	27%	22%	21%	20%	27%	24%	26%	22%
A few times a month	6%	6%	4%	4%	2%	2%	3%	3%
Less often	3%	5%	4%	2%	3%	1%	1%	1%
Never	1%	-	1%	0%	1%	0%	0%	0%
Don't know	4%	2%	2%	1%	0%	0%	0%	0%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Age Group 16+ by Gender							
16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Fish or seafood

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
Several times a day	-	-	1%	-	0%	0%	-	0%
Once a day	4%	3%	2%	3%	5%	1%	1%	1%
A few times a week	37%	22%	29%	29%	30%	35%	44%	47%
A few times a month	28%	27%	39%	35%	41%	35%	43%	32%
Less often	15%	18%	14%	16%	14%	14%	9%	12%
Never	13%	28%	14%	17%	11%	15%	3%	7%
Don't know	3%	2%	2%	0%	0%	1%	0%	0%

Fruit

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
Several times a day	29%	21%	22%	22%	19%	25%	27%	30%
Once a day	25%	22%	20%	24%	25%	29%	27%	36%
A few times a week	26%	33%	26%	30%	27%	24%	27%	20%
A few times a month	6%	16%	17%	12%	15%	11%	12%	7%
Less often	9%	4%	11%	10%	11%	9%	7%	5%
Never	1%	2%	3%	2%	3%	1%	1%	2%
Don't know	4%	2%	2%	1%	0%	0%	0%	-

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Age Group 16+ by Gender							
16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Chocolate, biscuits, cakes and sweets

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
Several times a day	12%	20%	12%	12%	11%	12%	7%	6%
Once a day	29%	28%	27%	32%	28%	30%	26%	28%
A few times a week	35%	31%	37%	36%	34%	35%	35%	32%
A few times a month	11%	16%	16%	12%	16%	11%	15%	15%
Less often	8%	2%	6%	6%	9%	11%	13%	16%
Never	1%	-	1%	1%	1%	1%	4%	3%
Don't know	5%	2%	1%	1%	0%	-	0%	-

Pasta or potatoes or rice

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
Several times a day	10%	7%	5%	5%	1%	3%	0%	1%
Once a day	29%	40%	30%	38%	27%	36%	32%	29%
A few times a week	48%	38%	52%	49%	55%	46%	51%	45%
A few times a month	5%	8%	8%	5%	12%	11%	12%	17%
Less often	5%	3%	3%	3%	3%	4%	3%	7%
Never	-	1%	1%	0%	1%	1%	1%	1%
Don't know	3%	2%	2%	0%	0%	-	-	-

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Age Group 16+ by Gender							
16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Nuts

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
Several times a day	1%	1%	1%	1%	1%	3%	4%	3%
Once a day	8%	8%	7%	8%	10%	10%	9%	13%
A few times a week	16%	13%	21%	19%	20%	23%	19%	19%
A few times a month	27%	25%	30%	30%	32%	28%	31%	23%
Less often	27%	29%	27%	28%	28%	29%	31%	29%
Never	16%	19%	11%	13%	8%	6%	6%	12%
Don't know	6%	5%	2%	1%	0%	1%	0%	1%

Dairy Products

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
Several times a day	32%	28%	32%	36%	39%	41%	36%	40%
Once a day	25%	29%	32%	31%	30%	28%	35%	32%
A few times a week	20%	24%	21%	19%	20%	19%	20%	19%
A few times a month	8%	7%	7%	4%	4%	5%	6%	4%
Less often	6%	3%	4%	5%	3%	3%	1%	3%
Never	6%	5%	3%	5%	2%	5%	2%	2%
Don't know	3%	4%	1%	1%	1%	-	-	0%

YouGov Results

Sample: 2,531 GB adults aged 16+
Fieldwork Dates: 1st - 11th November 2021



Age Group 16+ by Gender							
16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+ /Male	60+ /Female

How often, if at all, do you have a snack (something to eat between meals) on a typical day?

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
Once a day	41%	29%	39%	41%	48%	50%	55%	52%
Twice a day	24%	37%	30%	32%	24%	23%	16%	21%
Three times a day	9%	13%	9%	7%	5%	9%	1%	5%
More than three times a day	7%	8%	4%	4%	3%	5%	2%	2%
Never	8%	8%	12%	10%	14%	10%	21%	17%
Don't know	10%	5%	6%	6%	7%	3%	6%	4%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Age Group 16+ by Gender							
16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

And what are your favourite snacks? Tick no more than two, please.

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
Cookies, cakes and pastries	37%	32%	30%	27%	28%	27%	26%	25%
Fried dough foods	-	4%	2%	1%	1%	0%	-	-
Ice cream	8%	10%	5%	3%	5%	3%	7%	4%
Fruit and/or veg	19%	22%	15%	22%	17%	25%	23%	28%
Seeds, nuts, grains and peas	8%	6%	10%	7%	10%	14%	14%	17%
Confectionery	19%	21%	26%	28%	24%	30%	16%	17%
Bread/Sandwiches	8%	2%	11%	6%	11%	6%	15%	9%
Cheese	13%	4%	8%	13%	11%	9%	13%	11%
Crisps	28%	34%	37%	43%	35%	37%	24%	26%
Crackers/biscuits	19%	13%	11%	10%	11%	14%	17%	18%
Meat-based savoury snacks	1%	1%	4%	3%	4%	2%	2%	1%
Noodles	1%	8%	4%	2%	3%	2%	1%	0%
Drinks/multivitamins/smoothies/shakes	5%	9%	3%	5%	1%	2%	1%	1%
Yoghurts	3%	4%	5%	8%	5%	6%	6%	11%
Other	2%	1%	3%	5%	3%	4%	5%	3%
Don't know	7%	8%	6%	2%	5%	0%	3%	3%

How often, if at all, do you buy organic food?

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
Very often	10%	8%	3%	4%	4%	5%	4%	4%
Fairly often	18%	15%	21%	16%	14%	16%	15%	17%
Not very often	35%	37%	39%	49%	49%	49%	48%	49%
Not at all	20%	21%	25%	23%	30%	29%	31%	29%
Don't know	18%	20%	12%	9%	4%	2%	2%	2%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Age Group 16+ by Gender							
16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

How much attention, if at all, do you pay to the amount of...?

Vegetables you consume

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
A lot of attention	16%	21%	16%	26%	19%	30%	30%	42%
Some attention	48%	41%	53%	54%	46%	50%	44%	45%
Not much attention	24%	26%	21%	15%	24%	18%	22%	11%
No attention at all	8%	7%	9%	4%	10%	2%	4%	1%
Don't know	5%	5%	1%	1%	1%	1%	-	1%

Processed food you consume

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
A lot of attention	15%	18%	17%	28%	23%	38%	32%	44%
Some attention	30%	36%	43%	42%	40%	42%	39%	39%
Not much attention	37%	29%	29%	22%	27%	16%	22%	14%
No attention at all	11%	9%	10%	7%	8%	3%	6%	2%
Don't know	7%	8%	2%	2%	1%	1%	1%	2%

Salt you consume

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
A lot of attention	6%	7%	10%	12%	19%	23%	40%	45%
Some attention	27%	26%	36%	33%	38%	38%	34%	37%
Not much attention	35%	35%	34%	37%	32%	29%	20%	14%
No attention at all	28%	26%	17%	16%	11%	8%	5%	4%
Don't know	5%	6%	2%	2%	1%	1%	1%	1%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Age Group 16+ by Gender							
16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Sugar you consume

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
A lot of attention	13%	13%	17%	18%	27%	26%	49%	54%
Some attention	32%	41%	43%	47%	40%	48%	32%	34%
Not much attention	31%	31%	25%	25%	24%	20%	14%	9%
No attention at all	18%	9%	12%	9%	8%	5%	5%	3%
Don't know	5%	6%	2%	1%	1%	0%	1%	1%

Water you consume

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
A lot of attention	27%	27%	23%	30%	20%	33%	25%	39%
Some attention	33%	42%	42%	47%	41%	36%	37%	38%
Not much attention	24%	18%	23%	14%	27%	22%	28%	18%
No attention at all	12%	7%	11%	7%	11%	9%	10%	5%
Don't know	5%	5%	2%	2%	1%	1%	0%	0%

Do you grow any of your own food?

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
I do, most of it	-	1%	1%	1%	1%	1%	1%	2%
I do, some of it	3%	11%	6%	8%	10%	13%	14%	14%
I do, very little	26%	15%	21%	21%	17%	24%	24%	24%
I don't	65%	67%	69%	68%	72%	62%	60%	60%
Don't know	6%	7%	3%	2%	1%	1%	-	-

YouGov Results

Sample: 2,531 GB adults aged 16+

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Age Group 16+ by Gender							
16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

And how often, on average, do you eat the following...?

Tinned food

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
More than once a day	-	1%	2%	1%	1%	1%	-	-
Once a day	5%	9%	5%	6%	4%	4%	4%	2%
Several times a week	27%	26%	33%	36%	37%	27%	27%	18%
Once a week	14%	15%	20%	20%	24%	26%	28%	22%
Several times a month	22%	15%	18%	18%	18%	19%	20%	24%
Once a month	4%	8%	5%	9%	5%	8%	10%	13%
Less often than once a month	12%	11%	9%	8%	8%	11%	9%	18%
Never	6%	6%	4%	1%	2%	3%	1%	3%
Don't know	10%	10%	3%	1%	1%	1%	1%	1%

Frozen food

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
More than once a day	1%	1%	3%	1%	1%	1%	1%	0%
Once a day	3%	9%	7%	7%	6%	6%	6%	5%
Several times a week	52%	42%	42%	41%	51%	42%	45%	43%
Once a week	15%	19%	17%	19%	15%	19%	23%	19%
Several times a month	14%	17%	17%	18%	16%	22%	15%	20%
Once a month	-	3%	5%	8%	5%	4%	4%	4%
Less often than once a month	3%	2%	4%	5%	5%	4%	5%	7%
Never	-	-	1%	1%	0%	1%	1%	2%
Don't know	11%	7%	3%	1%	1%	0%	0%	0%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Age Group 16+ by Gender							
16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Takeaways

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
More than once a day	-	-	1%	1%	-	-	-	-
Once a day	1%	1%	1%	1%	-	-	-	-
Several times a week	2%	5%	6%	5%	4%	4%	1%	1%
Once a week	18%	26%	27%	24%	24%	18%	13%	7%
Several times a month	25%	19%	23%	25%	19%	18%	8%	8%
Once a month	24%	24%	19%	23%	26%	23%	26%	16%
Less often than once a month	19%	18%	15%	20%	21%	30%	35%	39%
Never	4%	3%	6%	2%	5%	6%	17%	30%
Don't know	7%	6%	1%	1%	1%	0%	0%	0%

Ready meals

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
More than once a day	-	1%	1%	0%	1%	-	-	-
Once a day	1%	3%	3%	2%	1%	1%	1%	0%
Several times a week	11%	8%	7%	5%	11%	7%	10%	9%
Once a week	9%	7%	11%	12%	12%	12%	16%	13%
Several times a month	11%	13%	22%	13%	18%	14%	13%	15%
Once a month	14%	12%	11%	14%	10%	11%	12%	11%
Less often than once a month	26%	35%	26%	35%	26%	28%	21%	27%
Never	19%	15%	17%	18%	21%	25%	27%	24%
Don't know	8%	7%	2%	1%	1%	1%	0%	0%

YouGov Results

Sample: 2,531 GB adults aged 16+

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Age Group 16+ by Gender							
16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Which are your favourite types of cuisine? Select no more than three, please.

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
Chinese	45%	44%	45%	46%	47%	48%	53%	40%
Italian	58%	59%	53%	58%	44%	51%	43%	51%
French	3%	1%	2%	4%	4%	4%	7%	9%
American	17%	24%	18%	13%	12%	12%	2%	2%
Mexican	16%	23%	18%	21%	13%	14%	8%	4%
Korean	5%	7%	4%	3%	1%	1%	1%	-
Japanese	10%	15%	15%	16%	4%	7%	2%	2%
Spanish	3%	5%	5%	4%	5%	5%	5%	5%
Indian	43%	25%	41%	33%	48%	45%	52%	35%
Moroccan	1%	1%	2%	1%	2%	1%	2%	2%
Vietnamese	3%	-	1%	3%	2%	1%	0%	1%
Greek	4%	7%	4%	9%	6%	8%	7%	11%
Turkish	5%	5%	6%	7%	5%	9%	3%	3%
Middle Eastern	5%	4%	4%	6%	5%	3%	3%	5%
Thai	7%	9%	10%	14%	12%	14%	12%	12%
German	2%	1%	2%	1%	1%	1%	1%	2%
Eastern European/Russian	-	2%	2%	2%	1%	2%	1%	1%
Balkan	-	-	0%	1%	-	0%	1%	-
Australian	-	-	-	-	0%	-	-	1%
British	27%	23%	31%	23%	49%	40%	62%	62%
Other	2%	4%	1%	3%	2%	2%	3%	1%
Don't know	8%	7%	2%	2%	3%	1%	2%	1%

YouGov Results

Sample: 2,531 GB adults aged 16+

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Age Group 16+ by Gender							
16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

How often do you eat 'junk food'?

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
Every day	11%	17%	10%	13%	3%	8%	1%	2%
A few times a week	23%	30%	27%	27%	16%	16%	5%	7%
Once or twice a week	26%	23%	31%	28%	26%	25%	17%	14%
Once or twice a month	20%	17%	15%	18%	29%	25%	22%	17%
Less than once a month	8%	4%	10%	8%	16%	17%	30%	31%
I don't eat junk food	3%	4%	3%	2%	7%	8%	24%	29%
Don't know	8%	6%	4%	3%	3%	2%	1%	1%

What is your favourite junk food? Choose no more than TWO please.

Unweighted base	88	135	302	328	359	366	309	324
Base	167	164	299	313	346	368	284	295
Takeaway pizza	49%	36%	44%	39%	37%	24%	20%	11%
Doughnuts	3%	7%	6%	7%	8%	5%	7%	6%
French Fries	13%	26%	14%	16%	14%	15%	20%	15%
Ice cream	11%	11%	10%	7%	8%	8%	15%	22%
Hamburgers	21%	9%	25%	15%	28%	13%	20%	13%
Hot dogs	1%	6%	1%	2%	3%	2%	5%	1%
Chocolate	35%	32%	30%	47%	29%	47%	32%	41%
Crisps	21%	30%	24%	31%	30%	40%	33%	38%
Sweets	11%	10%	10%	10%	8%	13%	10%	11%
Other	9%	4%	8%	5%	7%	6%	5%	4%
Don't know	7%	7%	4%	2%	2%	1%	2%	3%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Age Group 16+ by Gender							
16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Compared to others, how fussy do you think you are when it comes to what you eat?

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
Very fussy	9%	11%	7%	9%	10%	12%	7%	13%
Fairly fussy	25%	33%	25%	27%	25%	34%	32%	38%
Not very fussy	31%	37%	42%	39%	42%	35%	39%	34%
Not fussy at all	32%	13%	24%	24%	21%	17%	20%	15%
Don't know	5%	6%	2%	1%	2%	1%	1%	0%

How many hours before going to sleep do you usually have your last meal?

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
30 minutes or less	3%	2%	2%	1%	1%	3%	2%	0%
One hour	10%	12%	9%	8%	8%	4%	5%	2%
Two hours	17%	22%	25%	25%	22%	19%	11%	8%
Three hours	33%	25%	28%	37%	32%	34%	26%	25%
Four hours	20%	21%	17%	20%	22%	28%	33%	40%
Five hours and more	9%	6%	11%	6%	12%	11%	23%	23%
Don't know	8%	12%	6%	3%	3%	1%	1%	1%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Age Group 16+ by Gender							
16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

How often do you wake up hungry during the night?

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
Often	1%	1%	3%	3%	1%	1%	0%	1%
Sometimes	13%	13%	10%	7%	9%	7%	6%	5%
Rarely	24%	29%	26%	24%	20%	26%	16%	24%
Never	58%	49%	58%	64%	68%	65%	78%	70%
Don't know	5%	7%	3%	2%	1%	0%	0%	0%

Generally speaking, how do you feel about sharing your food?

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
I'm happy to share	46%	48%	50%	56%	57%	63%	64%	65%
I'm not that happy to share, but will do so	36%	37%	33%	35%	31%	29%	21%	21%
I'm not happy at all to share, and will refuse to do so	8%	9%	11%	6%	9%	6%	7%	6%
Don't know	10%	6%	6%	3%	4%	3%	8%	9%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Age Group 16+ by Gender							
16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

On average, how many glasses of the following drinks do you drink weekly?

Fizzy drinks

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
0	41%	35%	28%	33%	34%	47%	56%	65%
1-2	24%	27%	29%	33%	27%	25%	23%	19%
3-5	17%	18%	19%	12%	18%	11%	10%	7%
6-9	4%	9%	12%	11%	9%	9%	7%	5%
10-14	4%	3%	5%	3%	5%	4%	2%	2%
15-19	3%	1%	1%	2%	2%	1%	-	1%
20 or more	1%	2%	4%	4%	4%	3%	1%	1%
Don't know	6%	4%	4%	2%	2%	0%	1%	0%

Coffee

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
0	54%	50%	30%	37%	24%	29%	13%	19%
1-2	8%	15%	9%	12%	8%	11%	11%	14%
3-5	14%	9%	10%	10%	9%	12%	9%	12%
6-9	6%	13%	16%	18%	16%	17%	25%	19%
10-14	10%	3%	13%	14%	13%	13%	19%	16%
15-19	-	5%	8%	3%	9%	6%	8%	4%
20 or more	1%	2%	10%	5%	22%	12%	14%	15%
Don't know	6%	3%	2%	1%	0%	0%	0%	0%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Age Group 16+ by Gender							
16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Tea

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
0	40%	37%	30%	26%	23%	23%	19%	21%
1-2	17%	15%	14%	16%	9%	10%	7%	5%
3-5	8%	15%	17%	13%	10%	9%	7%	8%
6-9	9%	8%	13%	15%	14%	13%	14%	14%
10-14	8%	9%	10%	12%	18%	15%	21%	16%
15-19	5%	7%	3%	5%	6%	8%	11%	9%
20 or more	7%	6%	9%	12%	20%	22%	21%	26%
Don't know	6%	3%	3%	1%	1%	0%	0%	0%

Smoothies

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
0	74%	63%	67%	70%	82%	82%	93%	90%
1-2	13%	21%	22%	18%	11%	9%	4%	4%
3-5	3%	8%	5%	7%	1%	5%	1%	2%
6-9	3%	1%	2%	2%	3%	1%	1%	2%
10-14	-	3%	1%	1%	0%	0%	0%	0%
15-19	-	-	-	1%	-	-	-	-
20 or more	-	-	-	-	0%	-	-	-
Don't know	7%	4%	3%	2%	2%	2%	0%	1%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Age Group 16+ by Gender							
16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Fruit juice

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
0	34%	31%	36%	44%	40%	53%	41%	56%
1-2	29%	34%	32%	30%	27%	25%	28%	21%
3-5	13%	13%	14%	13%	15%	14%	11%	8%
6-9	14%	12%	11%	7%	11%	7%	18%	12%
10-14	1%	5%	2%	1%	2%	1%	2%	2%
15-19	-	1%	1%	1%	1%	-	-	-
20 or more	2%	1%	0%	-	1%	-	0%	0%
Don't know	7%	4%	3%	3%	2%	0%	1%	1%

Milk

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
0	43%	51%	43%	59%	42%	59%	49%	52%
1-2	19%	17%	21%	18%	19%	20%	18%	21%
3-5	14%	12%	17%	9%	13%	8%	11%	8%
6-9	9%	10%	10%	5%	12%	5%	15%	11%
10-14	7%	4%	3%	3%	6%	3%	3%	3%
15-19	1%	1%	2%	1%	1%	2%	1%	1%
20 or more	3%	1%	1%	1%	4%	2%	2%	3%
Don't know	5%	4%	3%	3%	1%	1%	2%	2%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Age Group 16+ by Gender							
16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Tap water

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
0	6%	9%	16%	14%	16%	13%	18%	19%
1-2	6%	5%	7%	8%	13%	9%	16%	12%
3-5	9%	11%	9%	8%	11%	13%	14%	11%
6-9	9%	13%	13%	12%	15%	14%	17%	17%
10-14	15%	12%	15%	12%	12%	13%	14%	11%
15-19	14%	12%	9%	6%	9%	8%	6%	9%
20 or more	35%	34%	27%	38%	23%	28%	14%	20%
Don't know	6%	4%	3%	3%	1%	1%	0%	1%

Bottled still water

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
0	60%	57%	62%	61%	63%	66%	78%	71%
1-2	21%	17%	12%	15%	16%	14%	10%	9%
3-5	4%	7%	8%	8%	6%	4%	5%	7%
6-9	3%	5%	5%	5%	4%	6%	3%	4%
10-14	3%	4%	4%	5%	4%	4%	2%	3%
15-19	1%	2%	2%	2%	2%	2%	1%	1%
20 or more	1%	2%	5%	4%	3%	2%	1%	3%
Don't know	7%	6%	3%	1%	1%	2%	1%	2%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Age Group 16+ by Gender							
16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Sparkling water

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
0	79%	81%	80%	81%	82%	76%	80%	75%
1-2	5%	5%	7%	7%	6%	12%	7%	9%
3-5	5%	4%	3%	3%	3%	2%	4%	6%
6-9	1%	4%	3%	3%	4%	3%	4%	5%
10-14	1%	1%	3%	1%	1%	2%	2%	2%
15-19	-	1%	1%	1%	1%	1%	0%	1%
20 or more	2%	-	1%	1%	1%	2%	2%	1%
Don't know	7%	4%	2%	2%	2%	1%	0%	0%

If you are meeting someone in the evening at a pub/restaurant, would you usually...?

Unweighted base	70	102	253	268	334	308	372	365
Base	131	122	251	256	323	309	338	328
Have an alcoholic drink, regardless of whether they are having one	29%	23%	47%	34%	55%	38%	60%	38%
Have an alcoholic drink, only if they are having one	38%	43%	35%	43%	21%	32%	20%	33%
Not have an alcoholic drink	19%	19%	11%	18%	13%	22%	12%	21%
Don't know	14%	15%	7%	5%	11%	8%	7%	9%

Do you think you are or are not addicted to coffee?

Unweighted base	38	66	211	206	292	280	355	373
Base	68	79	208	198	283	284	323	334
I think I am addicted	14%	19%	27%	22%	19%	26%	10%	13%
I think I am not addicted	75%	66%	67%	71%	76%	70%	86%	83%
N/A – I don't drink coffee	8%	9%	3%	4%	1%	3%	2%	1%
Don't know	3%	6%	2%	3%	4%	1%	2%	2%

How many teaspoons of sugar do you take with your coffee?

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Age Group 16+ by Gender								
	16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female
Unweighted base	38	66	211	206	292	280	355	373
Base	68	79	208	198	283	284	323	334
None	50%	37%	63%	63%	67%	76%	75%	82%
One	23%	19%	21%	15%	20%	16%	15%	13%
Two	14%	33%	11%	16%	10%	7%	8%	5%
Three	6%	3%	3%	3%	2%	2%	2%	1%
More than three	-	1%	1%	1%	0%	-	0%	-
Don't know	7%	6%	0%	1%	0%	0%	-	-

How many teaspoons of sugar do you take with your tea?

Unweighted base	51	84	207	245	295	306	332	361
Base	93	101	208	233	286	308	303	325
None	48%	52%	65%	69%	71%	82%	77%	88%
One	23%	15%	20%	17%	18%	10%	13%	8%
Two	18%	26%	11%	13%	10%	8%	8%	4%
Three	8%	2%	3%	-	0%	0%	1%	0%
More than three	-	1%	1%	0%	-	-	-	-
Don't know	2%	4%	-	1%	1%	0%	0%	-

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Age Group 16+ by Gender							
16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Thinking about how physically active you are now, would you say you are more or less physically active than you were before the coronavirus pandemic (i.e. before March 2020)?

	Unweighted base	90	140	312	334	386	399	410	460
	Base	172	170	309	319	373	402	374	413
Much more physically active now than before the coronavirus pandemic		15%	12%	10%	13%	10%	9%	3%	5%
A bit more physically active now than before the coronavirus pandemic		18%	26%	21%	19%	19%	17%	15%	13%
A bit less physically active now than before the coronavirus pandemic		12%	21%	18%	16%	20%	15%	20%	18%
Much less physically active now than before the coronavirus pandemic		16%	13%	19%	20%	14%	19%	16%	21%
The same level of physical activity now as before the coronavirus pandemic		32%	20%	28%	29%	34%	38%	46%	43%
Don't know		6%	9%	4%	2%	3%	2%	0%	1%

Thinking about the quality of your diet now, has it improved, worsened or stayed the same compared to before the coronavirus pandemic began (i.e. before March 2020)?

	Unweighted base	90	140	312	334	386	399	410	460
	Base	172	170	309	319	373	402	374	413
Significantly improved		14%	6%	4%	5%	5%	3%	3%	4%
Somewhat improved		20%	30%	21%	25%	17%	18%	14%	12%
Stayed the same		43%	32%	52%	45%	61%	57%	78%	73%
Somewhat worsened		14%	15%	15%	16%	13%	18%	5%	9%
Significantly Worsened		1%	3%	5%	5%	2%	3%	0%	2%
Don't know		7%	13%	4%	3%	3%	2%	-	1%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Age Group 16+ by Gender							
16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Do you currently do any of the below more or less, or about the same than before the coronavirus pandemic began (i.e. before March 2020)?

Eating takeaways

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
More	23%	27%	20%	25%	12%	12%	4%	2%
Less	27%	25%	23%	25%	22%	24%	22%	16%
About The same	40%	40%	52%	46%	59%	56%	49%	45%
Not applicable	10%	9%	6%	4%	8%	7%	26%	36%

Eating junk food

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
More	17%	24%	17%	21%	10%	16%	3%	3%
Less	26%	22%	20%	22%	19%	17%	19%	13%
About The same	49%	51%	58%	55%	63%	58%	48%	51%
Not applicable	8%	3%	5%	3%	8%	9%	31%	33%

Eating sweets

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
More	8%	18%	17%	16%	9%	16%	4%	8%
Less	35%	27%	25%	20%	20%	15%	19%	15%
About The same	50%	48%	51%	56%	61%	54%	51%	51%
Not applicable	7%	7%	6%	7%	11%	15%	25%	26%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Age Group 16+ by Gender							
16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Eating out at restaurants, cafes, or pubs

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
More	13%	17%	11%	11%	3%	3%	4%	2%
Less	51%	54%	52%	59%	56%	64%	48%	54%
About The same	24%	24%	30%	27%	33%	25%	34%	25%
Not applicable	12%	6%	7%	3%	7%	8%	15%	19%

Eating tinned food

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
More	8%	15%	10%	9%	6%	5%	2%	2%
Less	16%	19%	15%	14%	11%	8%	9%	12%
About The same	63%	52%	67%	72%	79%	79%	80%	75%
Not applicable	13%	14%	8%	6%	4%	8%	9%	11%

Eating meat

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
More	14%	5%	8%	8%	4%	3%	3%	1%
Less	13%	16%	17%	18%	14%	15%	9%	13%
About The same	59%	58%	67%	62%	77%	69%	85%	76%
Not applicable	14%	20%	8%	12%	5%	13%	3%	9%

Eating vegetables

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
More	32%	26%	23%	23%	14%	17%	13%	16%
Less	10%	14%	10%	8%	6%	8%	1%	1%
About The same	51%	56%	65%	68%	79%	74%	86%	82%
Not applicable	7%	4%	2%	1%	2%	1%	-	1%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Age Group 16+ by Gender							
16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Drinking sugary drinks

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
More	8%	16%	8%	13%	3%	5%	1%	1%
Less	33%	29%	26%	19%	23%	16%	16%	11%
About The same	49%	44%	53%	52%	54%	46%	36%	29%
Not applicable	10%	11%	13%	16%	20%	34%	48%	60%

Paying more attention to the nutritional value of food

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
More	37%	34%	17%	21%	14%	13%	13%	20%
Less	6%	8%	10%	8%	5%	6%	3%	2%
About The same	50%	49%	66%	64%	73%	74%	73%	72%
Not applicable	7%	8%	7%	7%	8%	7%	12%	6%

Cooking from scratch

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
More	32%	45%	29%	37%	22%	21%	23%	18%
Less	8%	9%	12%	13%	9%	10%	3%	6%
About The same	44%	38%	53%	48%	66%	66%	70%	74%
Not applicable	16%	8%	6%	2%	3%	4%	5%	3%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Age Group 16+ by Gender							
16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Eating ready-made meals

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
More	12%	12%	9%	9%	5%	3%	2%	3%
Less	20%	33%	28%	24%	22%	20%	18%	14%
About The same	48%	38%	49%	47%	55%	53%	51%	53%
Not applicable	19%	16%	14%	20%	18%	24%	29%	30%

Before the coronavirus pandemic in the UK in March 2020, how likely or unlikely were you to share food with a close friend when eating out?

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
Very likely	16%	25%	20%	25%	18%	21%	14%	15%
Somewhat likely	43%	35%	28%	35%	30%	34%	25%	28%
Somewhat unlikely	13%	14%	23%	19%	19%	18%	20%	20%
Very unlikely	3%	8%	12%	11%	15%	15%	22%	16%
Don't know	9%	11%	7%	5%	8%	4%	7%	7%
Not applicable – I never shared my food	15%	7%	9%	5%	10%	9%	12%	14%

How likely or unlikely are you now to share food with a close friend when eating out?

Unweighted base	90	140	312	334	386	399	410	460
Base	172	170	309	319	373	402	374	413
Very likely	15%	21%	16%	21%	15%	14%	10%	9%
Somewhat likely	33%	29%	30%	30%	28%	28%	24%	19%
Somewhat unlikely	20%	20%	20%	23%	18%	20%	21%	21%
Very unlikely	6%	13%	19%	14%	21%	23%	25%	28%
Don't know	14%	11%	6%	5%	8%	7%	7%	9%
Not applicable – I never shared my food	12%	6%	9%	7%	9%	9%	12%	12%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Part of the UK				Social Grade	
England	Wales	Scotland	Northern Ireland	ABC1	C2DE

Which of these best describes your diet?

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
Meat eater (eat meat and/or poultry)	74%	80%	78%	83%	75%	76%
Pescetarian (eat fish but do not eat meat or poultry)	3%	1%	2%	1%	3%	3%
Flexitarian (mainly vegetarian, but occasionally eat meat or fish)	12%	8%	7%	10%	13%	9%
Vegetarian (do not eat any meat, poultry, game, fish or shellfish)	6%	3%	7%	4%	5%	6%
Plant-based / Vegan (do not eat dairy products, eggs, or any other animal product)	2%	6%	1%	1%	2%	3%
None of these	1%	1%	4%	-	1%	2%
Don't know	1%	1%	0%	-	0%	2%

How often, if at all, do you generally pay attention to the food you eat?

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
Very often	42%	45%	42%	42%	48%	35%
Fairly often	40%	37%	43%	43%	39%	42%
Not very often	14%	13%	12%	9%	11%	17%
None at all	1%	3%	2%	7%	1%	2%
Don't know	2%	2%	1%	-	1%	3%

YouGov Results

Sample: 2,531 GB adults aged 16+

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Part of the UK				Social Grade	
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Do you tend to prioritise taste, health, cost, or something else, when it comes to what food you eat?

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
How it tastes	51%	46%	54%	47%	54%	47%
How healthy it is	24%	21%	22%	34%	25%	22%
How much it costs	17%	22%	17%	14%	15%	21%
Something else	5%	3%	2%	3%	4%	5%
Don't know	3%	7%	4%	2%	2%	5%

When and how often do you usually eat your meals?

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
I usually eat three meals a day, at similar times every day	47%	41%	43%	39%	50%	41%
I usually eat three meals a day, at different times every day	13%	11%	13%	18%	13%	13%
I usually eat more than three meals a day	2%	3%	1%	2%	2%	2%
I usually eat fewer than three meals a day	36%	39%	41%	41%	33%	41%
Other	1%	3%	1%	-	1%	2%
Don't know	2%	3%	1%	-	1%	2%

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Part of the UK				Social Grade	
England	Wales	Scotland	Northern Ireland	ABC1	C2DE

How often, if at all, do you eat...?

Meat

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
Several times a day	9%	15%	8%	8%	9%	11%
Once a day	28%	31%	26%	24%	25%	30%
A few times a week	40%	38%	43%	50%	43%	38%
A few times a month	8%	5%	11%	9%	9%	7%
Less often	3%	3%	3%	1%	4%	2%
Never	10%	8%	9%	8%	10%	11%
Don't know	1%	1%	-	-	0%	1%

Vegetables

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
Several times a day	27%	26%	29%	27%	29%	24%
Once a day	43%	39%	42%	45%	46%	39%
A few times a week	24%	26%	21%	24%	21%	27%
A few times a month	3%	5%	5%	1%	2%	5%
Less often	2%	2%	2%	1%	1%	3%
Never	0%	1%	1%	2%	0%	1%
Don't know	1%	1%	-	-	0%	1%

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Fish or seafood

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
Several times a day	0%	-	0%	-	0%	0%
Once a day	2%	2%	2%	2%	2%	2%
A few times a week	35%	26%	39%	32%	39%	30%
A few times a month	37%	40%	29%	34%	36%	35%
Less often	13%	17%	14%	18%	11%	16%
Never	12%	14%	15%	14%	11%	14%
Don't know	1%	1%	-	-	0%	1%

Fruit

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
Several times a day	24%	26%	28%	22%	27%	22%
Once a day	27%	25%	22%	27%	27%	26%
A few times a week	26%	27%	26%	24%	26%	26%
A few times a month	12%	10%	13%	17%	11%	12%
Less often	8%	9%	8%	9%	6%	11%
Never	2%	1%	4%	2%	2%	2%
Don't know	1%	1%	-	-	0%	1%

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Chocolate, biscuits, cakes and sweets

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
Several times a day	10%	14%	11%	13%	11%	11%
Once a day	28%	27%	32%	30%	29%	28%
A few times a week	34%	32%	36%	32%	34%	34%
A few times a month	14%	14%	13%	10%	14%	14%
Less often	10%	11%	8%	11%	10%	9%
Never	2%	1%	0%	4%	2%	2%
Don't know	1%	1%	-	-	0%	1%

Pasta or potatoes or rice

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
Several times a day	3%	5%	3%	1%	3%	4%
Once a day	32%	37%	29%	33%	35%	29%
A few times a week	49%	41%	50%	56%	49%	48%
A few times a month	10%	14%	12%	6%	10%	12%
Less often	4%	3%	5%	3%	3%	4%
Never	1%	1%	0%	-	1%	1%
Don't know	1%	1%	-	-	0%	1%

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Part of the UK				Social Grade	
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Nuts

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
Several times a day	2%	3%	1%	1%	2%	2%
Once a day	10%	8%	5%	8%	11%	8%
A few times a week	20%	16%	19%	22%	22%	17%
A few times a month	28%	35%	29%	34%	31%	26%
Less often	28%	27%	36%	28%	25%	33%
Never	11%	10%	10%	7%	9%	12%
Don't know	2%	2%	-	-	1%	2%

Dairy Products

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
Several times a day	36%	48%	41%	36%	40%	33%
Once a day	30%	28%	35%	29%	31%	30%
A few times a week	21%	15%	14%	21%	19%	21%
A few times a month	5%	3%	5%	7%	4%	7%
Less often	3%	1%	3%	2%	3%	3%
Never	4%	4%	1%	4%	3%	4%
Don't know	1%	2%	1%	-	0%	2%

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Part of the UK				Social Grade	
England	Wales	Scotland	Northern Ireland	ABC1	C2DE

How often, if at all, do you have a snack (something to eat between meals) on a typical day?

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
Once a day	47%	39%	41%	48%	48%	43%
Twice a day	24%	29%	29%	18%	25%	24%
Three times a day	6%	9%	7%	4%	6%	7%
More than three times a day	4%	3%	4%	5%	3%	5%
Never	13%	13%	14%	20%	13%	14%
Don't know	5%	8%	6%	4%	4%	8%

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Part of the UK				Social Grade	
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And what are your favourite snacks? Tick no more than two, please.

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
Cookies, cakes and pastries	28%	33%	24%	26%	27%	29%
Fried dough foods	1%	1%	0%	1%	1%	1%
Ice cream	5%	3%	6%	8%	4%	6%
Fruit and/or veg	23%	16%	21%	19%	23%	20%
Seeds, nuts, grains and peas	12%	15%	8%	8%	14%	9%
Confectionery	23%	20%	25%	21%	24%	22%
Bread/Sandwiches	9%	9%	11%	13%	9%	9%
Cheese	11%	9%	9%	12%	12%	9%
Crisps	32%	31%	42%	33%	33%	33%
Crackers/biscuits	14%	11%	14%	14%	15%	13%
Meat-based savoury snacks	2%	5%	2%	-	2%	3%
Noodles	2%	3%	2%	5%	1%	3%
Drinks/multivitamins/smoothies/shakes	3%	2%	3%	1%	2%	4%
Yoghurts	7%	8%	3%	7%	7%	6%
Other	3%	5%	4%	4%	3%	3%
Don't know	4%	4%	3%	1%	2%	6%

How often, if at all, do you buy organic food?

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
Very often	5%	4%	4%	1%	5%	4%
Fairly often	16%	16%	17%	21%	17%	16%
Not very often	46%	46%	45%	45%	50%	41%
Not at all	27%	24%	29%	31%	24%	30%
Don't know	7%	9%	5%	1%	4%	9%

YouGov Results

Sample: 2,531 GB adults aged 16+

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Part of the UK				Social Grade	
England	Wales	Scotland	Northern Ireland	ABC1	C2DE

How much attention, if at all, do you pay to the amount of...?

Vegetables you consume

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
A lot of attention	27%	23%	23%	21%	30%	23%
Some attention	48%	43%	50%	53%	51%	44%
Not much attention	19%	24%	19%	23%	15%	25%
No attention at all	5%	8%	7%	3%	4%	7%
Don't know	1%	2%	0%	-	1%	2%

Processed food you consume

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
A lot of attention	29%	27%	33%	29%	33%	24%
Some attention	40%	36%	35%	47%	42%	37%
Not much attention	23%	24%	21%	19%	19%	27%
No attention at all	6%	11%	10%	5%	5%	8%
Don't know	2%	2%	1%	-	2%	3%

Salt you consume

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
A lot of attention	23%	19%	25%	29%	26%	20%
Some attention	35%	38%	36%	39%	38%	32%
Not much attention	29%	27%	24%	27%	26%	30%
No attention at all	12%	14%	14%	6%	9%	16%
Don't know	2%	2%	0%	-	1%	2%

YouGov Results

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Sugar you consume

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
A lot of attention	30%	32%	31%	30%	33%	27%
Some attention	40%	33%	40%	42%	42%	37%
Not much attention	21%	23%	21%	24%	18%	24%
No attention at all	7%	11%	8%	4%	5%	10%
Don't know	2%	2%	0%	-	1%	2%

Water you consume

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
A lot of attention	28%	30%	29%	32%	30%	27%
Some attention	40%	39%	35%	38%	43%	36%
Not much attention	21%	20%	25%	25%	19%	25%
No attention at all	9%	9%	11%	6%	8%	10%
Don't know	2%	2%	0%	-	1%	2%

Do you grow any of your own food?

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
I do, most of it	1%	2%	1%	-	1%	1%
I do, some of it	10%	13%	10%	9%	12%	9%
I do, very little	23%	24%	15%	15%	24%	19%
I don't	64%	61%	71%	73%	63%	68%
Don't know	2%	1%	2%	3%	1%	3%

YouGov Results

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Part of the UK				Social Grade	
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And how often, on average, do you eat the following...?

Tinned food

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
More than once a day	0%	1%	1%	1%	0%	1%
Once a day	5%	3%	3%	1%	4%	5%
Several times a week	30%	28%	23%	34%	28%	30%
Once a week	22%	14%	23%	27%	23%	21%
Several times a month	19%	22%	22%	20%	21%	18%
Once a month	8%	9%	12%	3%	9%	7%
Less often than once a month	10%	15%	13%	11%	11%	11%
Never	3%	3%	2%	3%	2%	4%
Don't know	2%	6%	1%	-	1%	4%

Frozen food

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
More than once a day	1%	2%	1%	2%	1%	1%
Once a day	7%	3%	6%	3%	6%	7%
Several times a week	45%	46%	38%	46%	44%	45%
Once a week	18%	18%	19%	29%	20%	17%
Several times a month	18%	18%	20%	14%	18%	17%
Once a month	4%	5%	8%	3%	5%	4%
Less often than once a month	5%	4%	6%	-	4%	5%
Never	1%	-	1%	4%	1%	1%
Don't know	2%	4%	1%	-	1%	3%

YouGov Results

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Part of the UK				Social Grade	
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Takeaways

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
More than once a day	0%	-	1%	-	0%	0%
Once a day	0%	-	-	-	0%	0%
Several times a week	3%	5%	2%	5%	3%	3%
Once a week	18%	23%	23%	21%	19%	19%
Several times a month	17%	12%	20%	17%	17%	17%
Once a month	22%	20%	23%	19%	22%	23%
Less often than once a month	27%	28%	21%	22%	27%	26%
Never	11%	8%	9%	15%	11%	10%
Don't know	1%	3%	1%	-	0%	3%

Ready meals

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
More than once a day	0%	1%	0%	-	0%	1%
Once a day	1%	4%	2%	-	2%	1%
Several times a week	8%	9%	11%	13%	8%	9%
Once a week	11%	10%	17%	14%	12%	12%
Several times a month	16%	13%	12%	17%	17%	13%
Once a month	12%	10%	10%	5%	11%	12%
Less often than once a month	28%	31%	24%	22%	28%	26%
Never	22%	18%	23%	30%	20%	24%
Don't know	2%	4%	1%	-	1%	3%

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Part of the UK				Social Grade	
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Which are your favourite types of cuisine? Select no more than three, please.

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
Chinese	45%	61%	52%	60%	44%	50%
Italian	51%	45%	52%	49%	56%	45%
French	5%	2%	7%	3%	7%	3%
American	11%	12%	9%	13%	8%	15%
Mexican	13%	14%	17%	18%	14%	13%
Korean	2%	1%	1%	-	2%	2%
Japanese	8%	4%	9%	6%	9%	7%
Spanish	5%	2%	6%	-	6%	3%
Indian	41%	49%	42%	40%	44%	38%
Moroccan	2%	1%	0%	-	2%	1%
Vietnamese	1%	1%	1%	4%	2%	1%
Greek	8%	5%	6%	9%	9%	6%
Turkish	5%	10%	5%	5%	5%	6%
Middle Eastern	4%	3%	6%	3%	5%	3%
Thai	13%	12%	6%	6%	14%	9%
German	1%	1%	1%	3%	2%	1%
Eastern European/Russian	1%	2%	1%	-	1%	1%
Balkan	0%	-	-	-	0%	0%
Australian	0%	-	0%	-	0%	0%
British	44%	36%	38%	45%	42%	44%
Other	2%	1%	3%	4%	2%	3%
Don't know	3%	2%	1%	-	1%	4%

YouGov Results

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Part of the UK				Social Grade	
England	Wales	Scotland	Northern Ireland	ABC1	C2DE

How often do you eat 'junk food'?

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
Every day	7%	10%	7%	5%	4%	11%
A few times a week	17%	24%	18%	16%	15%	19%
Once or twice a week	23%	23%	25%	27%	25%	22%
Once or twice a month	21%	14%	21%	14%	22%	20%
Less than once a month	18%	16%	15%	23%	19%	16%
I don't eat junk food	12%	12%	12%	12%	14%	9%
Don't know	3%	2%	3%	2%	2%	4%

What is your favourite junk food? Choose no more than TWO please.

Unweighted base	1854	110	187	60	1277	934
Base	1881	107	188	60	1210	1025
Takeaway pizza	31%	31%	29%	28%	30%	32%
Doughnuts	6%	4%	7%	1%	6%	7%
French Fries	16%	15%	15%	13%	16%	16%
Ice cream	11%	11%	16%	12%	11%	11%
Hamburgers	19%	15%	15%	22%	17%	20%
Hot dogs	3%	2%	1%	2%	2%	3%
Chocolate	38%	41%	30%	44%	40%	35%
Crisps	31%	30%	39%	41%	33%	30%
Sweets	10%	10%	13%	10%	11%	10%
Other	6%	9%	4%	5%	6%	5%
Don't know	3%	2%	2%	-	2%	5%

YouGov Results

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Part of the UK				Social Grade	
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Compared to others, how fussy do you think you are when it comes to what you eat?

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
Very fussy	10%	13%	9%	12%	9%	11%
Fairly fussy	30%	31%	27%	37%	30%	31%
Not very fussy	38%	39%	39%	38%	40%	36%
Not fussy at all	20%	16%	23%	12%	20%	20%
Don't know	2%	1%	2%	-	1%	3%

How many hours before going to sleep do you usually have your last meal?

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
30 minutes or less	2%	1%	3%	1%	1%	2%
One hour	7%	7%	7%	7%	6%	8%
Two hours	18%	15%	19%	12%	18%	18%
Three hours	31%	36%	21%	29%	34%	26%
Four hours	25%	24%	33%	33%	28%	24%
Five hours and more	14%	12%	14%	16%	12%	16%
Don't know	3%	5%	3%	1%	2%	6%

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Part of the UK				Social Grade	
England	Wales	Scotland	Northern Ireland	ABC1	C2DE

How often do you wake up hungry during the night?

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
Often	2%	2%	1%	1%	1%	2%
Sometimes	8%	5%	7%	13%	6%	10%
Rarely	23%	25%	24%	19%	24%	23%
Never	66%	64%	67%	67%	69%	62%
Don't know	2%	4%	2%	-	1%	3%

Generally speaking, how do you feel about sharing your food?

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
I'm happy to share	58%	52%	57%	55%	60%	55%
I'm not that happy to share, but will do so	28%	34%	32%	27%	29%	28%
I'm not happy at all to share, and will refuse to do so	7%	9%	6%	14%	7%	8%
Don't know	6%	5%	5%	4%	4%	8%

YouGov Results

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Part of the UK				Social Grade	
England	Wales	Scotland	Northern Ireland	ABC1	C2DE

On average, how many glasses of the following drinks do you drink weekly?

Fizzy drinks

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
0	44%	38%	41%	48%	47%	40%
1-2	26%	27%	23%	20%	26%	25%
3-5	13%	14%	15%	11%	12%	14%
6-9	8%	11%	9%	13%	8%	8%
10-14	3%	3%	5%	2%	3%	4%
15-19	1%	2%	2%	1%	1%	2%
20 or more	2%	4%	4%	3%	2%	3%
Don't know	2%	1%	1%	2%	1%	3%

Coffee

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
0	29%	33%	26%	31%	26%	32%
1-2	11%	14%	11%	4%	10%	13%
3-5	10%	11%	8%	17%	10%	11%
6-9	18%	11%	16%	17%	19%	16%
10-14	14%	13%	13%	13%	16%	11%
15-19	6%	7%	7%	4%	7%	4%
20 or more	11%	10%	18%	12%	13%	10%
Don't know	1%	1%	1%	2%	1%	2%

YouGov Results

Sample: 2,531 GB adults aged 16+

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Part of the UK				Social Grade	
England	Wales	Scotland	Northern Ireland	ABC1	C2DE

Tea

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
0	25%	33%	22%	27%	24%	26%
1-2	11%	14%	9%	6%	10%	12%
3-5	11%	6%	12%	16%	10%	12%
6-9	13%	6%	17%	15%	14%	12%
10-14	15%	14%	14%	10%	15%	14%
15-19	7%	7%	4%	8%	7%	7%
20 or more	17%	20%	22%	18%	19%	15%
Don't know	2%	1%	1%	-	1%	2%

Smoothies

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
0	79%	82%	81%	88%	82%	77%
1-2	12%	9%	13%	10%	11%	12%
3-5	4%	3%	2%	1%	4%	4%
6-9	2%	2%	2%	-	2%	2%
10-14	1%	-	-	-	0%	1%
15-19	0%	-	-	-	0%	0%
20 or more	0%	-	-	-	-	0%
Don't know	2%	3%	2%	1%	1%	3%

YouGov Results

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Part of the UK				Social Grade	
England	Wales	Scotland	Northern Ireland	ABC1	C2DE

Fruit juice

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
0	44%	38%	46%	52%	45%	43%
1-2	28%	30%	27%	23%	27%	28%
3-5	13%	18%	9%	13%	12%	13%
6-9	11%	11%	14%	8%	12%	10%
10-14	2%	1%	2%	3%	2%	2%
15-19	1%	1%	-	-	1%	0%
20 or more	1%	-	1%	1%	0%	1%
Don't know	2%	1%	1%	-	1%	3%

Milk

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
0	51%	49%	50%	42%	54%	46%
1-2	20%	20%	16%	23%	18%	21%
3-5	11%	13%	8%	15%	11%	12%
6-9	10%	12%	11%	10%	10%	10%
10-14	3%	2%	9%	4%	3%	5%
15-19	1%	-	-	3%	1%	1%
20 or more	2%	1%	3%	3%	2%	2%
Don't know	2%	2%	2%	-	2%	3%

YouGov Results

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Part of the UK				Social Grade	
England	Wales	Scotland	Northern Ireland	ABC1	C2DE

Tap water

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
0	15%	17%	15%	17%	13%	18%
1-2	10%	12%	12%	14%	10%	10%
3-5	11%	10%	8%	12%	11%	11%
6-9	15%	12%	13%	17%	15%	14%
10-14	13%	13%	15%	8%	14%	12%
15-19	9%	8%	8%	6%	9%	8%
20 or more	26%	26%	25%	24%	27%	25%
Don't know	2%	1%	4%	2%	1%	3%

Bottled still water

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
0	66%	64%	68%	64%	71%	60%
1-2	14%	10%	12%	14%	12%	15%
3-5	6%	9%	6%	8%	6%	7%
6-9	4%	5%	4%	9%	4%	5%
10-14	3%	2%	5%	3%	3%	4%
15-19	2%	3%	2%	1%	1%	2%
20 or more	3%	5%	2%	1%	2%	3%
Don't know	2%	2%	2%	-	1%	3%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Part of the UK				Social Grade	
England	Wales	Scotland	Northern Ireland	ABC1	C2DE

Sparkling water

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
0	79%	79%	77%	76%	77%	81%
1-2	8%	6%	6%	15%	9%	6%
3-5	3%	6%	4%	6%	4%	3%
6-9	3%	5%	6%	3%	4%	3%
10-14	2%	1%	3%	-	2%	2%
15-19	1%	2%	1%	-	1%	0%
20 or more	1%	2%	1%	-	2%	1%
Don't know	2%	1%	2%	-	1%	3%

If you are meeting someone in the evening at a pub/restaurant, would you usually...?

Unweighted base	1732	106	182	52	1281	791
Base	1724	100	180	51	1202	854
Have an alcoholic drink, regardless of whether they are having one	44%	46%	37%	38%	44%	42%
Have an alcoholic drink, only if they are having one	31%	23%	37%	29%	32%	30%
Not have an alcoholic drink	16%	20%	17%	23%	16%	17%
Don't know	8%	12%	10%	9%	7%	11%

Do you think you are or are not addicted to coffee?

Unweighted base	1529	86	159	47	1107	714
Base	1494	81	156	46	1030	746
I think I am addicted	17%	15%	26%	29%	18%	19%
I think I am not addicted	77%	79%	70%	71%	77%	75%
N/A – I don't drink coffee	3%	1%	3%	-	2%	3%
Don't know	3%	5%	1%	-	2%	3%

How many teaspoons of sugar do you take with your coffee?

YouGov Results

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	Part of the UK				Social Grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
Unweighted base	1529	86	159	47	1107	714
Base	1494	81	156	46	1030	746
None	70%	63%	74%	76%	76%	61%
One	17%	16%	16%	6%	15%	19%
Two	10%	15%	8%	16%	7%	15%
Three	2%	2%	2%	2%	1%	3%
More than three	0%	-	-	-	0%	1%
Don't know	1%	4%	1%	-	1%	1%

How many teaspoons of sugar do you take with your tea?

Unweighted base	1578	86	166	51	1117	764
Base	1561	81	165	50	1046	811
None	73%	70%	79%	88%	80%	66%
One	15%	16%	12%	8%	12%	17%
Two	10%	13%	9%	4%	7%	14%
Three	1%	-	-	-	1%	1%
More than three	0%	-	-	-	0%	0%
Don't know	1%	1%	1%	-	0%	1%

YouGov Results

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Part of the UK				Social Grade	
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Thinking about how physically active you are now, would you say you are more or less physically active than you were before the coronavirus pandemic (i.e. before March 2020)?

	Unweighted base	2120	128	214	69	1489	1042
	Base	2129	121	213	68	1399	1132
Much more physically active now than before the coronavirus pandemic		9%	8%	7%	13%	8%	10%
A bit more physically active now than before the coronavirus pandemic		18%	20%	16%	16%	18%	17%
A bit less physically active now than before the coronavirus pandemic		18%	21%	17%	11%	20%	16%
Much less physically active now than before the coronavirus pandemic		18%	12%	20%	16%	19%	16%
The same level of physical activity now as before the coronavirus pandemic		35%	35%	38%	44%	34%	37%
Don't know		2%	3%	3%	-	1%	4%

Thinking about the quality of your diet now, has it improved, worsened or stayed the same compared to before the coronavirus pandemic began (i.e. before March 2020)?

	Unweighted base	2120	128	214	69	1489	1042
	Base	2129	121	213	68	1399	1132
Significantly improved		5%	1%	3%	8%	5%	5%
Somewhat improved		19%	23%	17%	18%	19%	18%
Stayed the same		57%	61%	66%	68%	60%	56%
Somewhat worsened		14%	8%	10%	4%	12%	14%
Significantly Worsened		3%	4%	2%	1%	3%	2%
Don't know		3%	4%	2%	1%	1%	5%

YouGov Results

Sample: 2,531 GB adults aged 16+

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Part of the UK				Social Grade	
England	Wales	Scotland	Northern Ireland	ABC1	C2DE

Do you currently do any of the below more or less, or about the same than before the coronavirus pandemic began (i.e. before March 2020)?

Eating takeaways

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
More	14%	11%	15%	11%	14%	14%
Less	23%	16%	22%	24%	21%	24%
About The same	49%	61%	49%	50%	51%	48%
Not applicable	15%	12%	14%	16%	15%	14%

Eating junk food

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
More	12%	11%	12%	11%	12%	13%
Less	19%	13%	15%	31%	18%	20%
About The same	54%	61%	60%	46%	55%	54%
Not applicable	14%	15%	12%	13%	16%	12%

Eating sweets

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
More	12%	12%	13%	12%	13%	11%
Less	20%	13%	21%	33%	19%	22%
About The same	53%	60%	55%	44%	54%	53%
Not applicable	15%	15%	11%	11%	15%	14%

YouGov Results

Sample: 2,531 GB adults aged 16+

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Part of the UK				Social Grade	
England	Wales	Scotland	Northern Ireland	ABC1	C2DE

Eating out at restaurants, cafes, or pubs

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
More	7%	8%	6%	1%	6%	7%
Less	54%	58%	57%	67%	59%	50%
About The same	29%	22%	25%	20%	28%	29%
Not applicable	10%	12%	12%	12%	7%	14%

Eating tinned food

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
More	6%	6%	4%	7%	6%	7%
Less	12%	10%	13%	16%	11%	13%
About The same	72%	76%	77%	73%	75%	70%
Not applicable	9%	9%	5%	4%	7%	10%

Eating meat

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
More	5%	5%	4%	6%	4%	6%
Less	15%	7%	11%	13%	16%	12%
About The same	70%	80%	78%	72%	71%	71%
Not applicable	10%	7%	8%	8%	9%	10%

Eating vegetables

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
More	20%	10%	15%	18%	19%	19%
Less	6%	10%	6%	8%	5%	8%
About The same	72%	80%	77%	74%	76%	70%
Not applicable	2%	1%	2%	-	1%	3%

YouGov Results

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Part of the UK				Social Grade	
England	Wales	Scotland	Northern Ireland	ABC1	C2DE

Drinking sugary drinks

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
More	6%	5%	6%	5%	4%	7%
Less	20%	17%	18%	24%	19%	21%
About The same	45%	44%	45%	40%	44%	45%
Not applicable	30%	33%	30%	31%	33%	26%

Paying more attention to the nutritional value of food

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
More	19%	15%	17%	17%	19%	19%
Less	5%	6%	8%	8%	5%	7%
About The same	68%	69%	68%	69%	72%	63%
Not applicable	8%	10%	7%	5%	5%	11%

Cooking from scratch

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
More	26%	22%	24%	32%	26%	26%
Less	9%	7%	9%	7%	8%	9%
About The same	60%	64%	63%	57%	63%	58%
Not applicable	5%	7%	3%	4%	3%	7%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Part of the UK				Social Grade	
England	Wales	Scotland	Northern Ireland	ABC1	C2DE

Eating ready-made meals

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
More	6%	6%	4%	3%	5%	7%
Less	22%	14%	16%	29%	21%	21%
About The same	50%	52%	57%	42%	52%	49%
Not applicable	22%	28%	22%	27%	22%	23%

Before the coronavirus pandemic in the UK in March 2020, how likely or unlikely were you to share food with a close friend when eating out?

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
Very likely	19%	21%	15%	18%	18%	19%
Somewhat likely	31%	27%	34%	27%	32%	30%
Somewhat unlikely	19%	18%	18%	16%	22%	15%
Very unlikely	14%	14%	18%	17%	15%	13%
Don't know	7%	10%	9%	2%	5%	9%
Not applicable – I never shared my food	10%	10%	7%	20%	8%	13%

How likely or unlikely are you now to share food with a close friend when eating out?

Unweighted base	2120	128	214	69	1489	1042
Base	2129	121	213	68	1399	1132
Very likely	15%	18%	10%	16%	13%	16%
Somewhat likely	27%	25%	26%	23%	28%	26%
Somewhat unlikely	21%	22%	21%	13%	22%	18%
Very unlikely	20%	15%	26%	25%	23%	17%
Don't know	8%	11%	12%	4%	7%	10%
Not applicable – I never shared my food	10%	10%	6%	20%	7%	13%

YouGov Results

Sample: 2,531 GB adults aged 16+

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Marital status						
Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

Which of these best describes your diet?

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
Meat eater (eat meat and/or poultry)	91%	71%	75%	79%	71%	74%	78%
Pescetarian (eat fish but do not eat meat or poultry)	-	4%	4%	3%	3%	-	-
Flexitarian (mainly vegetarian, but occasionally eat meat or fish)	-	16%	12%	11%	9%	14%	15%
Vegetarian (do not eat any meat, poultry, game, fish or shellfish)	-	5%	5%	4%	9%	4%	5%
Plant-based / Vegan (do not eat dairy products, eggs, or any other animal product)	-	3%	2%	1%	4%	6%	1%
None of these	-	1%	3%	2%	2%	-	1%
Don't know	9%	-	1%	0%	3%	2%	-

How often, if at all, do you generally pay attention to the food you eat?

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
Very often	40%	55%	38%	48%	32%	39%	52%
Fairly often	43%	30%	45%	39%	45%	38%	34%
Not very often	8%	13%	13%	11%	18%	14%	14%
None at all	-	1%	2%	2%	1%	2%	-
Don't know	9%	0%	2%	1%	4%	6%	-

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Marital status						
Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

Do you tend to prioritise taste, health, cost, or something else, when it comes to what food you eat?

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
How it tastes	56%	45%	56%	54%	46%	58%	39%
How healthy it is	20%	26%	23%	25%	21%	9%	31%
How much it costs	15%	21%	14%	14%	23%	16%	18%
Something else	-	6%	4%	4%	4%	15%	9%
Don't know	9%	2%	3%	2%	6%	2%	3%

When and how often do you usually eat your meals?

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
I usually eat three meals a day, at similar times every day	43%	35%	42%	55%	39%	31%	49%
I usually eat three meals a day, at different times every day	14%	10%	13%	12%	15%	15%	6%
I usually eat more than three meals a day	-	2%	3%	1%	3%	4%	1%
I usually eat fewer than three meals a day	34%	52%	41%	31%	39%	42%	42%
Other	-	2%	0%	1%	1%	6%	1%
Don't know	9%	-	1%	0%	4%	2%	-

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Marital status						
Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

How often, if at all, do you eat...?

Meat

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
Several times a day	15%	6%	9%	7%	14%	2%	1%
Once a day	41%	20%	27%	28%	28%	29%	18%
A few times a week	26%	45%	42%	46%	31%	45%	56%
A few times a month	8%	12%	8%	8%	8%	12%	14%
Less often	-	4%	4%	2%	2%	4%	7%
Never	-	12%	9%	7%	15%	6%	4%
Don't know	9%	1%	0%	0%	2%	2%	-

Vegetables

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
Several times a day	20%	20%	29%	25%	30%	11%	21%
Once a day	40%	46%	42%	49%	34%	34%	49%
A few times a week	23%	26%	23%	22%	26%	34%	26%
A few times a month	8%	4%	4%	2%	4%	15%	2%
Less often	-	3%	2%	1%	3%	2%	2%
Never	-	1%	-	0%	1%	2%	-
Don't know	9%	1%	1%	0%	2%	2%	-

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Marital status						
Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

Fish or seafood

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
Several times a day	-	1%	-	0%	0%	-	-
Once a day	-	1%	2%	2%	2%	6%	3%
A few times a week	54%	34%	31%	39%	32%	23%	44%
A few times a month	22%	38%	39%	38%	33%	36%	33%
Less often	8%	15%	15%	12%	14%	21%	12%
Never	7%	12%	12%	9%	17%	13%	8%
Don't know	9%	-	0%	1%	2%	2%	-

Fruit

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
Several times a day	7%	25%	20%	27%	23%	10%	37%
Once a day	20%	27%	19%	31%	22%	40%	34%
A few times a week	42%	22%	30%	24%	28%	28%	22%
A few times a month	7%	12%	14%	11%	13%	16%	4%
Less often	8%	11%	15%	6%	9%	2%	3%
Never	7%	2%	1%	1%	2%	2%	-
Don't know	9%	1%	0%	0%	2%	2%	-

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Marital status						
Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

Chocolate, biscuits, cakes and sweets

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
Several times a day	7%	6%	12%	9%	13%	11%	8%
Once a day	36%	26%	27%	29%	28%	32%	28%
A few times a week	42%	26%	36%	35%	35%	32%	32%
A few times a month	6%	18%	16%	14%	14%	7%	14%
Less often	-	16%	8%	11%	7%	15%	15%
Never	-	7%	1%	2%	1%	2%	4%
Don't know	9%	-	0%	0%	2%	2%	-

Pasta or potatoes or rice

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
Several times a day	13%	1%	2%	2%	5%	4%	-
Once a day	14%	26%	31%	33%	33%	25%	30%
A few times a week	50%	48%	53%	50%	47%	48%	44%
A few times a month	6%	16%	11%	10%	9%	9%	16%
Less often	-	8%	4%	3%	3%	12%	7%
Never	7%	1%	0%	1%	1%	-	3%
Don't know	9%	-	0%	0%	2%	2%	-

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Marital status						
Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

Nuts

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
Several times a day	-	4%	2%	2%	1%	2%	5%
Once a day	-	11%	8%	10%	9%	11%	7%
A few times a week	27%	18%	19%	21%	17%	18%	14%
A few times a month	36%	27%	32%	30%	25%	34%	21%
Less often	15%	29%	29%	28%	30%	20%	41%
Never	14%	10%	9%	8%	14%	12%	10%
Don't know	9%	1%	1%	0%	3%	4%	2%

Dairy Products

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
Several times a day	35%	38%	41%	41%	29%	23%	41%
Once a day	28%	23%	29%	32%	30%	37%	40%
A few times a week	20%	23%	19%	18%	23%	23%	15%
A few times a month	-	8%	6%	3%	7%	9%	1%
Less often	-	4%	3%	3%	4%	3%	2%
Never	7%	4%	2%	2%	5%	4%	2%
Don't know	9%	1%	0%	0%	2%	2%	-

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Marital status						
Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

How often, if at all, do you have a snack (something to eat between meals) on a typical day?

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
Once a day	40%	46%	46%	53%	36%	32%	50%
Twice a day	29%	19%	24%	22%	30%	29%	26%
Three times a day	15%	6%	10%	5%	8%	4%	3%
More than three times a day	-	4%	5%	2%	6%	8%	1%
Never	6%	20%	10%	14%	13%	18%	15%
Don't know	9%	5%	6%	4%	8%	9%	5%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Marital status						
Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

And what are your favourite snacks? Tick no more than two, please.

	Unweighted base	14	173	326	1112	678	52	98
	Base	13	163	321	1058	753	51	86
Cookies, cakes and pastries		23%	23%	30%	27%	29%	30%	25%
Fried dough foods		-	-	1%	1%	2%	-	-
Ice cream		7%	4%	4%	4%	8%	-	7%
Fruit and/or veg		7%	22%	18%	25%	19%	17%	28%
Seeds, nuts, grains and peas		12%	19%	10%	13%	10%	13%	11%
Confectionery		42%	19%	22%	22%	25%	29%	13%
Bread/Sandwiches		-	16%	7%	9%	8%	16%	13%
Cheese		14%	13%	14%	10%	8%	11%	15%
Crisps		28%	24%	39%	33%	33%	25%	21%
Crackers/biscuits		7%	15%	15%	14%	13%	11%	20%
Meat-based savoury snacks		7%	2%	5%	2%	3%	-	1%
Noodles		15%	2%	2%	1%	3%	4%	-
Drinks/multivitamins/smoothies/shakes		-	2%	2%	2%	5%	-	2%
Yoghurts		6%	6%	6%	8%	5%	5%	9%
Other		7%	4%	3%	4%	3%	2%	4%
Don't know		9%	2%	3%	2%	6%	7%	1%

How often, if at all, do you buy organic food?

	Unweighted base	14	173	326	1112	678	52	98
	Base	13	163	321	1058	753	51	86
Very often		-	3%	3%	4%	6%	-	2%
Fairly often		13%	20%	18%	16%	16%	9%	14%
Not very often		28%	50%	47%	50%	39%	48%	47%
Not at all		34%	26%	25%	27%	26%	40%	36%
Don't know		24%	1%	7%	3%	13%	3%	1%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Marital status						
Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

How much attention, if at all, do you pay to the amount of...?

Vegetables you consume

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
A lot of attention	22%	34%	23%	30%	19%	25%	32%
Some attention	55%	38%	51%	48%	49%	42%	50%
Not much attention	13%	23%	21%	17%	21%	26%	11%
No attention at all	-	4%	5%	4%	8%	4%	6%
Don't know	9%	0%	1%	0%	3%	4%	-

Processed food you consume

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
A lot of attention	21%	37%	29%	34%	19%	29%	36%
Some attention	55%	36%	37%	41%	40%	33%	37%
Not much attention	15%	20%	25%	20%	28%	28%	17%
No attention at all	-	5%	8%	4%	9%	4%	8%
Don't know	9%	2%	2%	1%	4%	5%	2%

Salt you consume

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
A lot of attention	14%	30%	15%	29%	15%	29%	39%
Some attention	41%	33%	36%	39%	32%	27%	27%
Not much attention	28%	30%	31%	25%	31%	30%	22%
No attention at all	8%	7%	16%	6%	18%	10%	11%
Don't know	9%	0%	2%	0%	3%	4%	-

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Marital status						
Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

Sugar you consume

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
A lot of attention	20%	42%	26%	37%	20%	28%	49%
Some attention	48%	28%	42%	42%	39%	35%	34%
Not much attention	14%	23%	23%	16%	27%	26%	10%
No attention at all	-	6%	9%	5%	11%	6%	7%
Don't know	18%	1%	1%	0%	3%	4%	-

Water you consume

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
A lot of attention	30%	31%	24%	28%	28%	23%	43%
Some attention	48%	35%	41%	42%	39%	37%	26%
Not much attention	13%	24%	23%	22%	21%	24%	23%
No attention at all	-	9%	11%	8%	10%	12%	6%
Don't know	9%	0%	2%	0%	3%	4%	1%

Do you grow any of your own food?

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
I do, most of it	-	1%	0%	2%	1%	-	-
I do, some of it	14%	12%	10%	14%	6%	3%	10%
I do, very little	20%	20%	31%	25%	16%	8%	19%
I don't	57%	68%	58%	59%	73%	87%	71%
Don't know	9%	-	1%	0%	4%	2%	-

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Marital status						
Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

And how often, on average, do you eat the following...?

Tinned food

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
More than once a day	8%	-	1%	0%	1%	-	-
Once a day	-	3%	6%	4%	5%	8%	1%
Several times a week	36%	19%	32%	31%	29%	30%	15%
Once a week	19%	17%	24%	28%	16%	16%	17%
Several times a month	-	25%	18%	18%	20%	23%	27%
Once a month	7%	15%	9%	7%	8%	4%	17%
Less often than once a month	21%	16%	6%	10%	11%	14%	19%
Never	-	5%	3%	2%	4%	4%	2%
Don't know	9%	1%	1%	1%	6%	2%	1%

Frozen food

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
More than once a day	-	1%	1%	1%	2%	-	-
Once a day	14%	7%	6%	5%	7%	14%	7%
Several times a week	43%	44%	47%	46%	41%	36%	46%
Once a week	13%	15%	17%	22%	17%	15%	18%
Several times a month	7%	20%	19%	16%	18%	17%	14%
Once a month	14%	6%	6%	4%	4%	3%	6%
Less often than once a month	-	6%	3%	5%	5%	12%	7%
Never	-	1%	1%	1%	2%	2%	2%
Don't know	9%	-	1%	1%	5%	2%	-

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Marital status						
Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

Takeaways

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
More than once a day	-	-	0%	-	0%	-	-
Once a day	-	-	0%	0%	0%	4%	1%
Several times a week	-	3%	4%	3%	5%	-	-
Once a week	28%	13%	22%	19%	19%	19%	9%
Several times a month	7%	7%	25%	16%	19%	18%	3%
Once a month	21%	14%	23%	22%	24%	19%	18%
Less often than once a month	28%	38%	20%	29%	22%	30%	35%
Never	7%	24%	4%	11%	8%	8%	33%
Don't know	9%	-	0%	1%	3%	2%	-

Ready meals

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
More than once a day	-	-	0%	0%	1%	-	-
Once a day	-	2%	1%	1%	2%	4%	2%
Several times a week	-	6%	5%	6%	12%	10%	18%
Once a week	-	17%	12%	11%	12%	17%	16%
Several times a month	29%	15%	14%	15%	15%	13%	12%
Once a month	21%	12%	13%	12%	11%	7%	6%
Less often than once a month	14%	22%	29%	29%	28%	24%	22%
Never	27%	24%	25%	25%	15%	24%	24%
Don't know	9%	1%	1%	1%	4%	2%	-

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Marital status						
Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

Which are your favourite types of cuisine? Select no more than three, please.

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
Chinese	70%	46%	46%	46%	47%	46%	50%
Italian	20%	46%	51%	49%	54%	49%	50%
French	-	8%	5%	6%	3%	5%	9%
American	8%	5%	18%	8%	15%	16%	1%
Mexican	-	8%	21%	11%	15%	14%	2%
Korean	-	1%	1%	1%	5%	6%	-
Japanese	7%	10%	11%	4%	12%	-	4%
Spanish	-	3%	7%	5%	3%	2%	3%
Indian	40%	40%	42%	46%	36%	33%	38%
Moroccan	6%	2%	2%	2%	1%	-	1%
Vietnamese	-	1%	1%	1%	2%	-	-
Greek	-	9%	9%	8%	6%	10%	5%
Turkish	-	5%	7%	6%	4%	4%	1%
Middle Eastern	-	4%	3%	5%	4%	5%	3%
Thai	21%	13%	10%	13%	11%	10%	8%
German	-	1%	2%	1%	1%	2%	2%
Eastern European/Russian	7%	-	3%	1%	1%	2%	1%
Balkan	-	-	1%	0%	0%	-	-
Australian	-	1%	-	0%	-	-	1%
British	27%	48%	33%	49%	36%	52%	69%
Other	7%	1%	1%	3%	2%	2%	-
Don't know	9%	2%	2%	1%	5%	3%	1%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Marital status						
Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

How often do you eat 'junk food'?

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
Every day	15%	1%	9%	4%	11%	10%	1%
A few times a week	-	15%	18%	12%	24%	14%	7%
Once or twice a week	27%	23%	29%	22%	25%	15%	15%
Once or twice a month	23%	15%	24%	23%	18%	19%	22%
Less than once a month	12%	25%	12%	23%	10%	29%	24%
I don't eat junk food	13%	20%	6%	15%	6%	12%	26%
Don't know	9%	1%	3%	1%	5%	2%	5%

What is your favourite junk food? Choose no more than TWO please.

Unweighted base	12	136	306	940	630	46	72
Base	11	130	302	902	705	45	63
Takeaway pizza	9%	20%	38%	27%	37%	26%	17%
Doughnuts	7%	7%	4%	6%	6%	13%	8%
French Fries	-	23%	14%	16%	15%	25%	15%
Ice cream	-	14%	8%	11%	12%	10%	21%
Hamburgers	8%	21%	19%	20%	17%	20%	10%
Hot dogs	8%	1%	2%	2%	2%	2%	9%
Chocolate	48%	34%	39%	40%	35%	36%	38%
Crisps	32%	29%	33%	35%	27%	22%	29%
Sweets	8%	11%	10%	9%	12%	8%	15%
Other	8%	6%	6%	5%	7%	4%	4%
Don't know	11%	4%	2%	2%	5%	4%	-

YouGov Results

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Fieldwork Dates: 1st - 11th November 2021



Marital status						
Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

Compared to others, how fussy do you think you are when it comes to what you eat?

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
Very fussy	16%	13%	8%	8%	12%	12%	10%
Fairly fussy	27%	37%	25%	30%	28%	31%	50%
Not very fussy	27%	32%	39%	41%	37%	38%	25%
Not fussy at all	21%	18%	26%	20%	20%	17%	15%
Don't know	9%	-	2%	1%	3%	2%	-

How many hours before going to sleep do you usually have your last meal?

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
30 minutes or less	-	-	2%	1%	2%	7%	-
One hour	7%	7%	8%	4%	10%	2%	3%
Two hours	21%	13%	22%	17%	20%	17%	9%
Three hours	30%	27%	30%	31%	30%	32%	22%
Four hours	21%	28%	23%	31%	20%	24%	36%
Five hours and more	12%	22%	11%	15%	11%	12%	31%
Don't know	9%	3%	3%	1%	6%	5%	-

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Marital status						
Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

How often do you wake up hungry during the night?

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
Often	-	-	2%	1%	3%	2%	-
Sometimes	-	8%	7%	6%	11%	9%	4%
Rarely	22%	24%	23%	22%	25%	22%	23%
Never	68%	67%	68%	71%	57%	65%	73%
Don't know	9%	1%	1%	1%	4%	2%	-

Generally speaking, how do you feel about sharing your food?

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
I'm happy to share	62%	67%	57%	62%	49%	51%	73%
I'm not that happy to share, but will do so	29%	19%	33%	27%	34%	28%	12%
I'm not happy at all to share, and will refuse to do so	-	6%	6%	6%	10%	10%	7%
Don't know	9%	8%	4%	5%	7%	11%	8%

YouGov Results

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Marital status						
Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

On average, how many glasses of the following drinks do you drink weekly?

Fizzy drinks

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
0	41%	53%	33%	47%	41%	45%	65%
1-2	36%	17%	29%	26%	25%	22%	20%
3-5	14%	9%	16%	13%	15%	5%	5%
6-9	-	11%	9%	8%	9%	12%	5%
10-14	-	3%	6%	3%	3%	4%	1%
15-19	-	1%	2%	1%	1%	8%	1%
20 or more	-	4%	3%	2%	3%	2%	1%
Don't know	9%	0%	2%	1%	3%	2%	1%

Coffee

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
0	14%	18%	29%	22%	41%	24%	17%
1-2	7%	9%	11%	11%	11%	4%	17%
3-5	8%	10%	11%	9%	11%	15%	13%
6-9	34%	22%	17%	19%	14%	24%	19%
10-14	13%	21%	14%	15%	10%	18%	14%
15-19	7%	6%	8%	7%	4%	-	7%
20 or more	7%	14%	10%	15%	7%	13%	13%
Don't know	9%	0%	0%	1%	3%	2%	1%

YouGov Results

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Marital status						
Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

Tea

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
0	15%	27%	23%	21%	32%	25%	23%
1-2	22%	7%	11%	9%	15%	6%	11%
3-5	14%	9%	10%	10%	12%	10%	10%
6-9	7%	12%	16%	13%	12%	21%	14%
10-14	19%	17%	16%	17%	10%	19%	9%
15-19	7%	6%	8%	8%	5%	9%	14%
20 or more	6%	22%	15%	22%	12%	7%	17%
Don't know	9%	1%	1%	0%	3%	2%	1%

Smoothies

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
0	62%	88%	80%	85%	70%	92%	91%
1-2	8%	5%	13%	9%	17%	2%	3%
3-5	-	2%	3%	3%	6%	4%	1%
6-9	21%	3%	1%	2%	2%	-	2%
10-14	-	-	1%	0%	1%	-	2%
15-19	-	1%	0%	-	-	-	-
20 or more	-	-	-	0%	-	-	-
Don't know	9%	2%	2%	1%	4%	2%	1%

YouGov Results

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Marital status						
Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

Fruit juice

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
0	29%	57%	45%	45%	38%	49%	54%
1-2	29%	19%	29%	27%	31%	18%	16%
3-5	13%	10%	12%	12%	13%	19%	11%
6-9	13%	9%	9%	12%	11%	8%	16%
10-14	-	2%	2%	2%	2%	4%	1%
15-19	-	1%	0%	1%	1%	-	1%
20 or more	6%	0%	1%	0%	1%	-	-
Don't know	9%	2%	2%	1%	3%	2%	1%

Milk

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
0	35%	53%	52%	51%	49%	63%	44%
1-2	14%	21%	23%	19%	18%	10%	17%
3-5	20%	10%	10%	11%	12%	11%	8%
6-9	15%	8%	5%	10%	10%	6%	18%
10-14	7%	4%	4%	3%	5%	2%	6%
15-19	-	1%	1%	1%	1%	2%	2%
20 or more	-	2%	3%	2%	2%	2%	3%
Don't know	9%	1%	3%	2%	3%	5%	2%

YouGov Results

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Fieldwork Dates: 1st - 11th November 2021



Marital status						
Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

Tap water

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
0	7%	20%	15%	14%	15%	24%	16%
1-2	14%	8%	12%	11%	9%	11%	11%
3-5	21%	13%	12%	12%	9%	10%	8%
6-9	36%	11%	13%	16%	13%	15%	16%
10-14	-	18%	14%	13%	11%	19%	15%
15-19	6%	8%	10%	8%	9%	6%	9%
20 or more	7%	22%	23%	25%	31%	13%	23%
Don't know	9%	2%	3%	1%	3%	2%	1%

Bottled still water

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
0	48%	70%	68%	69%	60%	71%	73%
1-2	22%	7%	11%	13%	16%	11%	10%
3-5	14%	5%	6%	6%	7%	7%	4%
6-9	-	4%	4%	5%	4%	4%	1%
10-14	-	4%	6%	2%	4%	2%	4%
15-19	-	3%	1%	1%	2%	3%	1%
20 or more	7%	4%	3%	2%	3%	-	5%
Don't know	9%	3%	2%	1%	4%	2%	2%

YouGov Results

Sample: 2,531 GB adults aged 16+

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Marital status						
Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

Sparkling water

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
0	70%	79%	80%	76%	81%	83%	89%
1-2	7%	7%	6%	9%	6%	7%	4%
3-5	7%	5%	3%	4%	3%	2%	1%
6-9	7%	4%	4%	4%	2%	-	4%
10-14	-	2%	2%	2%	1%	4%	1%
15-19	-	1%	1%	1%	1%	-	-
20 or more	-	-	1%	2%	1%	3%	1%
Don't know	9%	1%	2%	1%	3%	2%	-

If you are meeting someone in the evening at a pub/restaurant, would you usually...?

Unweighted base	12	131	284	946	519	42	78
Base	11	124	279	896	571	41	69
Have an alcoholic drink, regardless of whether they are having one	31%	47%	47%	47%	38%	52%	39%
Have an alcoholic drink, only if they are having one	31%	31%	37%	28%	33%	22%	31%
Not have an alcoholic drink	26%	14%	10%	17%	19%	20%	21%
Don't know	11%	8%	7%	8%	11%	6%	9%

Do you think you are or are not addicted to coffee?

Unweighted base	11	141	236	859	401	39	80
Base	10	133	228	815	423	38	70
I think I am addicted	27%	19%	24%	16%	21%	19%	11%
I think I am not addicted	62%	78%	70%	80%	72%	68%	84%
N/A – I don't drink coffee	11%	1%	4%	2%	3%	8%	1%
Don't know	-	1%	3%	2%	4%	5%	4%

How many teaspoons of sugar do you take with your coffee?

YouGov Results

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Marital status							
	Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed
Unweighted base	11	141	236	859	401	39	80
Base	10	133	228	815	423	38	70
None	63%	74%	69%	75%	61%	61%	74%
One	27%	19%	16%	15%	18%	19%	15%
Two	-	6%	12%	8%	15%	13%	9%
Three	-	1%	1%	2%	3%	8%	3%
More than three	11%	-	0%	0%	1%	-	-
Don't know	-	-	0%	0%	3%	-	-

How many teaspoons of sugar do you take with your tea?

Unweighted base	11	126	250	873	455	38	74
Base	10	119	244	831	492	37	65
None	82%	78%	74%	79%	64%	71%	87%
One	18%	13%	18%	13%	16%	13%	12%
Two	-	8%	7%	8%	16%	10%	1%
Three	-	1%	0%	1%	2%	6%	-
More than three	-	-	-	0%	0%	-	-
Don't know	-	-	0%	0%	2%	-	-

YouGov Results

Sample: 2,531 GB adults aged 16+

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Marital status						
Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

Thinking about how physically active you are now, would you say you are more or less physically active than you were before the coronavirus pandemic (i.e. before March 2020)?

	Unweighted base	14	173	326	1112	678	52	98
	Base	13	163	321	1058	753	51	86
Much more physically active now than before the coronavirus pandemic		15%	7%	8%	8%	11%	8%	1%
A bit more physically active now than before the coronavirus pandemic		7%	13%	19%	18%	18%	14%	14%
A bit less physically active now than before the coronavirus pandemic		27%	19%	19%	17%	18%	7%	21%
Much less physically active now than before the coronavirus pandemic		7%	22%	20%	17%	18%	20%	22%
The same level of physical activity now as before the coronavirus pandemic		35%	38%	32%	39%	31%	46%	43%
Don't know		9%	1%	2%	1%	5%	6%	-

Thinking about the quality of your diet now, has it improved, worsened or stayed the same compared to before the coronavirus pandemic began (i.e. before March 2020)?

	Unweighted base	14	173	326	1112	678	52	98
	Base	13	163	321	1058	753	51	86
Significantly improved		7%	4%	3%	4%	6%	7%	1%
Somewhat improved		15%	14%	22%	16%	21%	15%	14%
Stayed the same		55%	64%	56%	67%	47%	50%	75%
Somewhat worsened		13%	15%	12%	11%	16%	22%	9%
Significantly Worsened		-	3%	4%	2%	4%	2%	1%
Don't know		9%	1%	3%	1%	6%	4%	-

YouGov Results

Sample: 2,531 GB adults aged 16+

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Marital status						
Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

Do you currently do any of the below more or less, or about the same than before the coronavirus pandemic began (i.e. before March 2020)?

Eating takeaways

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
More	7%	5%	19%	11%	19%	8%	3%
Less	22%	25%	22%	20%	24%	31%	18%
About The same	71%	40%	52%	55%	45%	49%	38%
Not applicable	-	30%	7%	14%	12%	12%	41%

Eating junk food

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
More	13%	9%	15%	8%	18%	13%	2%
Less	26%	20%	16%	17%	22%	18%	14%
About The same	47%	49%	61%	57%	52%	55%	50%
Not applicable	13%	22%	8%	18%	9%	13%	34%

Eating sweets

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
More	13%	7%	16%	9%	15%	14%	9%
Less	22%	17%	18%	19%	23%	13%	22%
About The same	65%	49%	56%	56%	50%	59%	38%
Not applicable	-	27%	10%	16%	11%	14%	31%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Marital status						
Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

Eating out at restaurants, cafes, or pubs

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
More	14%	4%	5%	4%	11%	4%	1%
Less	34%	48%	57%	58%	50%	53%	53%
About The same	44%	28%	32%	29%	27%	20%	26%
Not applicable	8%	20%	6%	8%	12%	22%	20%

Eating tinned food

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
More	-	5%	9%	4%	9%	7%	2%
Less	28%	11%	8%	11%	15%	15%	5%
About The same	64%	73%	77%	78%	66%	66%	78%
Not applicable	8%	11%	7%	7%	9%	12%	15%

Eating meat

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
More	22%	3%	5%	3%	7%	2%	1%
Less	6%	15%	13%	14%	14%	16%	13%
About The same	72%	69%	73%	75%	65%	75%	81%
Not applicable	-	12%	9%	8%	14%	8%	5%

Eating vegetables

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
More	22%	18%	21%	16%	23%	15%	13%
Less	7%	5%	6%	4%	10%	13%	3%
About The same	71%	76%	72%	80%	64%	67%	84%
Not applicable	-	2%	1%	1%	3%	4%	-

YouGov Results

Sample: 2,531 GB adults aged 16+

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Marital status						
Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

Drinking sugary drinks

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
More	7%	3%	8%	3%	8%	4%	1%
Less	35%	13%	20%	17%	23%	20%	17%
About The same	44%	40%	50%	46%	46%	29%	24%
Not applicable	14%	45%	21%	35%	22%	47%	58%

Paying more attention to the nutritional value of food

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
More	7%	14%	19%	16%	22%	21%	15%
Less	7%	5%	6%	5%	7%	3%	3%
About The same	86%	74%	68%	72%	62%	62%	64%
Not applicable	-	7%	7%	7%	9%	13%	18%

Cooking from scratch

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
More	29%	18%	30%	23%	30%	24%	21%
Less	-	13%	8%	6%	11%	15%	6%
About The same	71%	66%	60%	69%	50%	54%	69%
Not applicable	-	4%	2%	3%	9%	6%	5%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Marital status						
Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

Eating ready-made meals

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
More	-	3%	4%	4%	10%	10%	5%
Less	29%	21%	22%	19%	25%	17%	16%
About The same	65%	50%	52%	51%	50%	47%	54%
Not applicable	6%	26%	21%	26%	16%	26%	26%

Before the coronavirus pandemic in the UK in March 2020, how likely or unlikely were you to share food with a close friend when eating out?

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
Very likely	35%	21%	20%	17%	19%	13%	14%
Somewhat likely	44%	33%	32%	29%	33%	28%	32%
Somewhat unlikely	-	17%	23%	21%	16%	18%	11%
Very unlikely	12%	14%	12%	17%	11%	17%	15%
Don't know	9%	6%	6%	6%	8%	15%	10%
Not applicable – I never shared my food	-	9%	7%	9%	14%	9%	17%

How likely or unlikely are you now to share food with a close friend when eating out?

Unweighted base	14	173	326	1112	678	52	98
Base	13	163	321	1058	753	51	86
Very likely	27%	15%	16%	12%	15%	9%	8%
Somewhat likely	52%	26%	25%	26%	30%	27%	24%
Somewhat unlikely	-	18%	26%	22%	17%	18%	20%
Very unlikely	12%	26%	19%	24%	16%	24%	16%
Don't know	9%	7%	6%	6%	10%	17%	14%
Not applicable – I never shared my food	-	8%	7%	10%	11%	5%	18%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Diet					Alcohol consumption	
Meat eater	Pescetarian	Flexitarian	Vegetarian	Plant-based / Vegan	Yes	No

Which of these best describes your diet?

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
Meat eater (eat meat and/or poultry)	100%	-	-	-	-	78%	69%
Pescetarian (eat fish but do not eat meat or poultry)	-	100%	-	-	-	3%	2%
Flexitarian (mainly vegetarian, but occasionally eat meat or fish)	-	-	100%	-	-	11%	12%
Vegetarian (do not eat any meat, poultry, game, fish or shellfish)	-	-	-	100%	-	5%	9%
Plant-based / Vegan (do not eat dairy products, eggs, or any other animal product)	-	-	-	-	100%	2%	3%
None of these	-	-	-	-	-	1%	3%
Don't know	-	-	-	-	-	-	2%

How often, if at all, do you generally pay attention to the food you eat?

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
Very often	39%	56%	51%	53%	68%	44%	36%
Fairly often	42%	37%	40%	38%	21%	41%	41%
Not very often	16%	7%	7%	7%	6%	13%	17%
None at all	2%	-	1%	1%	-	1%	3%
Don't know	1%	-	2%	2%	5%	1%	2%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Diet					Alcohol consumption	
Meat eater	Pescetarian	Flexitarian	Vegetarian	Plant-based / Vegan	Yes	No

Do you tend to prioritise taste, health, cost, or something else, when it comes to what food you eat?

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
How it tastes	55%	32%	43%	38%	25%	52%	48%
How healthy it is	21%	39%	38%	30%	29%	24%	23%
How much it costs	18%	20%	12%	21%	22%	17%	20%
Something else	3%	5%	6%	10%	19%	4%	5%
Don't know	3%	4%	2%	1%	4%	2%	4%

When and how often do you usually eat your meals?

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
I usually eat three meals a day, at similar times every day	46%	43%	51%	47%	34%	47%	42%
I usually eat three meals a day, at different times every day	12%	21%	13%	15%	20%	13%	13%
I usually eat more than three meals a day	1%	3%	2%	6%	11%	2%	1%
I usually eat fewer than three meals a day	39%	33%	33%	31%	33%	36%	41%
Other	1%	-	2%	2%	-	1%	1%
Don't know	1%	-	0%	-	1%	0%	1%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Diet					Alcohol consumption	
Meat eater	Pescetarian	Flexitarian	Vegetarian	Plant-based / Vegan	Yes	No

How often, if at all, do you eat...?

Meat

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
Several times a day	12%	2%	1%	1%	-	9%	9%
Once a day	35%	3%	5%	1%	4%	28%	25%
A few times a week	47%	8%	38%	2%	-	42%	37%
A few times a month	5%	-	39%	-	-	8%	11%
Less often	1%	5%	15%	1%	5%	3%	3%
Never	-	82%	2%	95%	91%	9%	15%
Don't know	0%	-	1%	1%	-	0%	1%

Vegetables

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
Several times a day	22%	41%	39%	47%	58%	29%	21%
Once a day	45%	37%	40%	29%	24%	44%	40%
A few times a week	26%	19%	17%	17%	11%	23%	28%
A few times a month	3%	-	3%	3%	5%	2%	7%
Less often	2%	3%	0%	3%	-	2%	3%
Never	1%	-	-	-	-	0%	1%
Don't know	0%	-	0%	1%	1%	0%	1%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Diet					Alcohol consumption	
Meat eater	Pescetarian	Flexitarian	Vegetarian	Plant-based / Vegan	Yes	No

Fish or seafood

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
Several times a day	0%	-	0%	-	-	0%	0%
Once a day	2%	4%	1%	2%	4%	2%	2%
A few times a week	37%	55%	41%	2%	4%	37%	29%
A few times a month	41%	28%	33%	3%	2%	37%	34%
Less often	14%	7%	18%	6%	3%	13%	15%
Never	5%	6%	6%	87%	87%	11%	18%
Don't know	0%	-	1%	1%	-	0%	1%

Fruit

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
Several times a day	23%	29%	33%	29%	29%	24%	26%
Once a day	26%	33%	30%	29%	37%	28%	25%
A few times a week	27%	21%	25%	23%	28%	26%	24%
A few times a month	13%	9%	7%	11%	2%	12%	12%
Less often	9%	5%	5%	5%	3%	8%	10%
Never	2%	3%	0%	2%	-	1%	2%
Don't know	0%	-	0%	1%	1%	0%	1%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Diet					Alcohol consumption	
Meat eater	Pescetarian	Flexitarian	Vegetarian	Plant-based / Vegan	Yes	No

Chocolate, biscuits, cakes and sweets

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
Several times a day	11%	5%	9%	14%	3%	10%	15%
Once a day	28%	28%	30%	34%	28%	29%	28%
A few times a week	35%	43%	34%	30%	40%	35%	35%
A few times a month	14%	9%	13%	15%	17%	15%	12%
Less often	9%	15%	12%	7%	5%	10%	7%
Never	2%	-	2%	1%	5%	2%	2%
Don't know	0%	-	1%	-	2%	0%	1%

Pasta or potatoes or rice

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
Several times a day	3%	1%	2%	5%	5%	3%	5%
Once a day	32%	32%	34%	43%	34%	33%	32%
A few times a week	50%	50%	47%	39%	46%	50%	43%
A few times a month	11%	11%	13%	6%	5%	10%	13%
Less often	3%	6%	3%	6%	11%	3%	6%
Never	1%	-	-	1%	-	1%	2%
Don't know	0%	-	0%	-	-	-	0%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Diet					Alcohol consumption	
Meat eater	Pescetarian	Flexitarian	Vegetarian	Plant-based / Vegan	Yes	No

Nuts

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
Several times a day	2%	-	5%	3%	3%	2%	3%
Once a day	8%	17%	12%	15%	19%	10%	10%
A few times a week	18%	23%	26%	26%	35%	21%	16%
A few times a month	29%	30%	27%	25%	20%	30%	24%
Less often	31%	18%	21%	23%	16%	29%	28%
Never	11%	12%	8%	3%	3%	9%	18%
Don't know	1%	-	0%	4%	4%	1%	2%

Dairy Products

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
Several times a day	40%	25%	31%	32%	4%	38%	33%
Once a day	32%	29%	35%	29%	2%	31%	29%
A few times a week	20%	24%	21%	24%	-	20%	21%
A few times a month	4%	12%	6%	7%	7%	5%	7%
Less often	3%	5%	3%	4%	3%	3%	4%
Never	1%	4%	3%	4%	84%	3%	5%
Don't know	0%	2%	1%	-	-	0%	1%

YouGov Results

Sample: 2,531 GB adults aged 16+
Fieldwork Dates: 1st - 11th November 2021



Diet					Alcohol consumption	
Meat eater	Pescetarian	Flexitarian	Vegetarian	Plant-based / Vegan	Yes	No

How often, if at all, do you have a snack (something to eat between meals) on a typical day?

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
Once a day	48%	38%	46%	40%	29%	48%	41%
Twice a day	24%	35%	27%	29%	32%	24%	28%
Three times a day	6%	12%	7%	10%	9%	7%	7%
More than three times a day	4%	-	3%	7%	6%	3%	5%
Never	14%	13%	12%	11%	16%	13%	14%
Don't know	5%	1%	5%	3%	8%	4%	6%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Diet					Alcohol consumption	
Meat eater	Pescetarian	Flexitarian	Vegetarian	Plant-based / Vegan	Yes	No

And what are your favourite snacks? Tick no more than two, please.

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
Cookies, cakes and pastries	30%	24%	25%	22%	19%	27%	34%
Fried dough foods	1%	-	0%	2%	2%	1%	2%
Ice cream	5%	7%	4%	3%	2%	5%	8%
Fruit and/or veg	20%	31%	30%	23%	29%	22%	24%
Seeds, nuts, grains and peas	10%	19%	17%	16%	21%	12%	10%
Confectionery	24%	16%	19%	21%	12%	23%	24%
Bread/Sandwiches	9%	9%	9%	13%	12%	10%	9%
Cheese	11%	16%	11%	11%	2%	12%	6%
Crisps	35%	23%	24%	37%	27%	34%	30%
Crackers/biscuits	13%	17%	18%	16%	20%	14%	14%
Meat-based savoury snacks	3%	2%	1%	-	-	3%	2%
Noodles	2%	1%	2%	2%	9%	2%	3%
Drinks/multivitamins/smoothies/shakes	2%	4%	3%	5%	6%	3%	3%
Yoghurts	7%	6%	5%	9%	4%	7%	6%
Other	3%	2%	6%	2%	6%	3%	4%
Don't know	3%	6%	3%	1%	5%	3%	2%

How often, if at all, do you buy organic food?

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
Very often	3%	4%	6%	14%	8%	4%	6%
Fairly often	14%	34%	25%	19%	38%	17%	15%
Not very often	47%	33%	49%	43%	28%	48%	40%
Not at all	30%	21%	16%	19%	15%	26%	31%
Don't know	6%	9%	4%	5%	10%	5%	8%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Diet					Alcohol consumption	
Meat eater	Pescetarian	Flexitarian	Vegetarian	Plant-based / Vegan	Yes	No

How much attention, if at all, do you pay to the amount of...?

Vegetables you consume

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
A lot of attention	24%	50%	36%	34%	34%	28%	23%
Some attention	49%	37%	51%	41%	48%	49%	46%
Not much attention	21%	13%	10%	20%	14%	19%	20%
No attention at all	6%	-	2%	2%	-	4%	9%
Don't know	1%	-	1%	2%	3%	0%	1%

Processed food you consume

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
A lot of attention	27%	43%	40%	25%	35%	30%	26%
Some attention	39%	39%	43%	48%	37%	40%	40%
Not much attention	25%	13%	13%	21%	19%	23%	23%
No attention at all	7%	3%	2%	3%	3%	6%	9%
Don't know	1%	2%	2%	2%	5%	1%	2%

Salt you consume

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
A lot of attention	23%	20%	30%	26%	11%	24%	24%
Some attention	35%	38%	40%	31%	32%	36%	31%
Not much attention	28%	32%	23%	27%	44%	29%	26%
No attention at all	13%	10%	6%	14%	10%	11%	17%
Don't know	1%	-	1%	2%	3%	1%	1%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Diet					Alcohol consumption	
Meat eater	Pescetarian	Flexitarian	Vegetarian	Plant-based / Vegan	Yes	No

Sugar you consume

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
A lot of attention	31%	38%	36%	23%	18%	31%	28%
Some attention	39%	39%	43%	44%	49%	41%	36%
Not much attention	21%	21%	17%	24%	24%	21%	21%
No attention at all	8%	2%	3%	8%	7%	6%	13%
Don't know	1%	-	1%	2%	3%	0%	1%

Water you consume

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
A lot of attention	27%	43%	38%	30%	30%	29%	29%
Some attention	40%	33%	39%	40%	46%	41%	37%
Not much attention	23%	17%	17%	19%	13%	22%	23%
No attention at all	9%	6%	5%	9%	9%	8%	11%
Don't know	1%	-	0%	2%	3%	0%	1%

Do you grow any of your own food?

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
I do, most of it	1%	3%	2%	1%	-	1%	1%
I do, some of it	9%	16%	15%	14%	7%	11%	9%
I do, very little	20%	31%	25%	29%	36%	24%	14%
I don't	68%	50%	58%	57%	57%	64%	74%
Don't know	1%	-	0%	-	-	0%	2%

YouGov Results

Sample: 2,531 GB adults aged 16+
Fieldwork Dates: 1st - 11th November 2021



Diet					Alcohol consumption	
Meat eater	Pescetarian	Flexitarian	Vegetarian	Plant-based / Vegan	Yes	No

And how often, on average, do you eat the following...?

Tinned food

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
More than once a day	1%	-	1%	1%	-	1%	0%
Once a day	4%	6%	5%	10%	5%	4%	4%
Several times a week	28%	31%	34%	30%	51%	30%	24%
Once a week	23%	25%	19%	23%	11%	23%	22%
Several times a month	20%	21%	20%	13%	20%	21%	16%
Once a month	9%	8%	9%	4%	7%	8%	9%
Less often than once a month	11%	7%	10%	12%	5%	10%	16%
Never	3%	-	3%	6%	1%	2%	6%
Don't know	2%	2%	1%	2%	-	1%	3%

Frozen food

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
More than once a day	1%	-	2%	1%	2%	1%	2%
Once a day	6%	8%	5%	10%	10%	6%	6%
Several times a week	46%	35%	40%	47%	48%	45%	44%
Once a week	18%	23%	22%	15%	19%	19%	16%
Several times a month	18%	25%	19%	15%	13%	18%	18%
Once a month	5%	3%	4%	3%	2%	4%	4%
Less often than once a month	5%	3%	6%	6%	-	4%	5%
Never	1%	4%	2%	2%	3%	1%	3%
Don't know	1%	-	1%	2%	4%	1%	3%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Diet					Alcohol consumption	
Meat eater	Pescetarian	Flexitarian	Vegetarian	Plant-based / Vegan	Yes	No

Takeaways

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
More than once a day	0%	-	-	-	-	0%	0%
Once a day	0%	-	-	1%	4%	0%	-
Several times a week	4%	3%	3%	3%	4%	3%	3%
Once a week	20%	19%	15%	15%	14%	19%	16%
Several times a month	18%	18%	14%	18%	12%	18%	15%
Once a month	23%	16%	25%	16%	24%	24%	18%
Less often than once a month	26%	32%	28%	30%	30%	26%	30%
Never	9%	13%	15%	16%	13%	9%	17%
Don't know	1%	-	1%	2%	-	0%	1%

Ready meals

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
More than once a day	0%	-	-	-	-	0%	0%
Once a day	1%	-	1%	1%	9%	1%	2%
Several times a week	9%	7%	7%	12%	1%	8%	10%
Once a week	12%	5%	12%	13%	8%	13%	9%
Several times a month	17%	17%	13%	7%	11%	16%	12%
Once a month	11%	13%	12%	15%	15%	12%	10%
Less often than once a month	27%	29%	30%	27%	34%	28%	25%
Never	21%	29%	23%	22%	22%	20%	30%
Don't know	1%	-	1%	3%	-	1%	2%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Diet					Alcohol consumption	
Meat eater	Pescetarian	Flexitarian	Vegetarian	Plant-based / Vegan	Yes	No

Which are your favourite types of cuisine? Select no more than three, please.

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
Chinese	52%	22%	38%	17%	35%	46%	50%
Italian	50%	59%	54%	67%	49%	53%	45%
French	5%	1%	8%	2%	2%	5%	3%
American	13%	10%	4%	8%	8%	10%	14%
Mexican	12%	15%	18%	26%	20%	15%	8%
Korean	1%	4%	5%	5%	-	2%	2%
Japanese	7%	19%	9%	11%	15%	8%	9%
Spanish	5%	8%	4%	2%	2%	6%	2%
Indian	42%	41%	42%	49%	42%	44%	32%
Moroccan	1%	1%	3%	2%	-	2%	2%
Vietnamese	1%	1%	2%	2%	3%	1%	1%
Greek	7%	15%	10%	7%	10%	8%	4%
Turkish	5%	7%	7%	3%	7%	5%	6%
Middle Eastern	3%	7%	10%	7%	9%	4%	5%
Thai	11%	24%	16%	8%	16%	13%	6%
German	1%	4%	2%	1%	1%	1%	2%
Eastern European/Russian	1%	3%	1%	2%	2%	1%	1%
Balkan	0%	-	-	-	-	0%	0%
Australian	0%	-	-	-	-	0%	0%
British	47%	26%	34%	31%	18%	41%	51%
Other	2%	1%	2%	2%	3%	2%	4%
Don't know	1%	1%	3%	3%	9%	2%	3%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Diet					Alcohol consumption	
Meat eater	Pescetarian	Flexitarian	Vegetarian	Plant-based / Vegan	Yes	No

How often do you eat 'junk food'?

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
Every day	7%	4%	5%	9%	7%	6%	12%
A few times a week	18%	12%	14%	21%	16%	17%	16%
Once or twice a week	23%	26%	25%	26%	22%	24%	21%
Once or twice a month	22%	17%	19%	13%	21%	22%	18%
Less than once a month	18%	21%	19%	13%	22%	18%	17%
I don't eat junk food	10%	20%	16%	13%	10%	11%	14%
Don't know	2%	-	2%	5%	1%	2%	3%

What is your favourite junk food? Choose no more than TWO please.

Unweighted base	1693	60	239	119	51	1783	392
Base	1708	61	233	124	54	1783	410
Takeaway pizza	30%	39%	28%	41%	31%	32%	29%
Doughnuts	6%	-	6%	13%	2%	6%	8%
French Fries	16%	23%	18%	17%	19%	16%	18%
Ice cream	11%	19%	16%	6%	17%	11%	14%
Hamburgers	21%	7%	14%	2%	6%	19%	15%
Hot dogs	3%	-	2%	2%	4%	2%	2%
Chocolate	37%	38%	34%	48%	40%	37%	42%
Crisps	31%	27%	38%	36%	34%	32%	30%
Sweets	10%	9%	12%	8%	9%	10%	12%
Other	6%	4%	6%	5%	5%	6%	6%
Don't know	3%	-	2%	1%	2%	2%	1%

YouGov Results

Sample: 2,531 GB adults aged 16+
Fieldwork Dates: 1st - 11th November 2021



Diet					Alcohol consumption	
Meat eater	Pescetarian	Flexitarian	Vegetarian	Plant-based / Vegan	Yes	No

Compared to others, how fussy do you think you are when it comes to what you eat?

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
Very fussy	9%	10%	12%	15%	17%	8%	18%
Fairly fussy	29%	34%	37%	32%	28%	30%	35%
Not very fussy	39%	38%	36%	39%	36%	40%	30%
Not fussy at all	22%	16%	15%	12%	18%	22%	16%
Don't know	1%	1%	1%	1%	1%	1%	1%

How many hours before going to sleep do you usually have your last meal?

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
30 minutes or less	2%	6%	1%	1%	4%	1%	3%
One hour	7%	7%	7%	7%	8%	6%	9%
Two hours	17%	16%	21%	28%	12%	18%	17%
Three hours	29%	35%	33%	33%	37%	31%	26%
Four hours	28%	22%	25%	17%	21%	27%	25%
Five hours and more	15%	11%	10%	12%	15%	14%	16%
Don't know	3%	3%	2%	3%	3%	2%	4%

YouGov Results

Sample: 2,531 GB adults aged 16+
Fieldwork Dates: 1st - 11th November 2021



Diet					Alcohol consumption	
Meat eater	Pescetarian	Flexitarian	Vegetarian	Plant-based / Vegan	Yes	No

How often do you wake up hungry during the night?

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
Often	1%	4%	3%	1%	2%	1%	3%
Sometimes	7%	15%	8%	11%	6%	7%	11%
Rarely	23%	23%	24%	38%	14%	24%	23%
Never	68%	56%	64%	48%	78%	67%	62%
Don't know	1%	2%	1%	2%	2%	1%	1%

Generally speaking, how do you feel about sharing your food?

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
I'm happy to share	60%	64%	59%	43%	55%	60%	54%
I'm not that happy to share, but will do so	29%	21%	31%	36%	31%	30%	27%
I'm not happy at all to share, and will refuse to do so	6%	9%	6%	15%	5%	6%	13%
Don't know	5%	5%	4%	6%	9%	4%	6%

YouGov Results

Sample: 2,531 GB adults aged 16+
Fieldwork Dates: 1st - 11th November 2021



Diet					Alcohol consumption	
Meat eater	Pescetarian	Flexitarian	Vegetarian	Plant-based / Vegan	Yes	No

On average, how many glasses of the following drinks do you drink weekly?

Fizzy drinks

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
0	42%	46%	55%	47%	43%	44%	48%
1-2	27%	25%	23%	24%	28%	27%	21%
3-5	14%	14%	12%	13%	10%	14%	11%
6-9	8%	8%	6%	8%	7%	8%	9%
10-14	4%	3%	1%	3%	3%	3%	4%
15-19	1%	3%	1%	2%	4%	1%	2%
20 or more	3%	1%	1%	3%	2%	2%	4%
Don't know	1%	-	1%	1%	5%	1%	2%

Coffee

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
0	29%	31%	23%	37%	30%	25%	46%
1-2	11%	13%	11%	10%	14%	11%	12%
3-5	11%	8%	11%	13%	4%	11%	9%
6-9	18%	17%	21%	15%	17%	19%	12%
10-14	14%	15%	14%	10%	17%	15%	8%
15-19	5%	7%	7%	7%	8%	7%	3%
20 or more	12%	10%	13%	7%	7%	12%	9%
Don't know	1%	-	1%	-	4%	0%	1%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Diet					Alcohol consumption	
Meat eater	Pescetarian	Flexitarian	Vegetarian	Plant-based / Vegan	Yes	No

Tea

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
0	26%	20%	20%	25%	33%	24%	33%
1-2	11%	6%	9%	15%	12%	11%	10%
3-5	10%	15%	12%	13%	21%	11%	10%
6-9	13%	17%	19%	14%	6%	14%	11%
10-14	15%	18%	17%	12%	13%	15%	12%
15-19	7%	10%	5%	7%	3%	7%	6%
20 or more	18%	14%	15%	13%	12%	18%	16%
Don't know	1%	-	1%	1%	-	0%	1%

Smoothies

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
0	82%	77%	77%	68%	58%	80%	82%
1-2	11%	12%	11%	16%	19%	12%	10%
3-5	3%	6%	6%	8%	12%	4%	4%
6-9	1%	3%	3%	4%	4%	2%	2%
10-14	0%	2%	1%	2%	1%	1%	-
15-19	0%	-	0%	-	-	0%	-
20 or more	0%	-	-	-	-	-	-
Don't know	1%	-	1%	1%	6%	1%	2%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Diet					Alcohol consumption	
Meat eater	Pescetarian	Flexitarian	Vegetarian	Plant-based / Vegan	Yes	No

Fruit juice

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
0	44%	46%	46%	41%	31%	44%	46%
1-2	28%	25%	27%	26%	29%	28%	27%
3-5	12%	15%	15%	12%	15%	13%	12%
6-9	11%	14%	8%	13%	13%	12%	10%
10-14	1%	-	2%	4%	7%	2%	2%
15-19	1%	-	1%	1%	-	1%	0%
20 or more	1%	-	0%	1%	-	0%	1%
Don't know	1%	-	0%	2%	5%	1%	2%

Milk

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
0	47%	63%	57%	67%	88%	52%	47%
1-2	21%	12%	17%	12%	5%	20%	20%
3-5	12%	11%	13%	7%	2%	11%	11%
6-9	11%	7%	7%	7%	-	10%	11%
10-14	4%	4%	3%	2%	2%	4%	4%
15-19	1%	2%	1%	1%	-	1%	2%
20 or more	2%	-	1%	3%	-	2%	3%
Don't know	2%	-	1%	1%	3%	1%	2%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Diet					Alcohol consumption	
Meat eater	Pescetarian	Flexitarian	Vegetarian	Plant-based / Vegan	Yes	No

Tap water

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
0	15%	6%	14%	15%	8%	14%	22%
1-2	11%	6%	7%	4%	6%	10%	10%
3-5	11%	16%	9%	9%	11%	11%	11%
6-9	14%	17%	15%	18%	13%	14%	15%
10-14	12%	23%	13%	14%	16%	13%	12%
15-19	9%	5%	9%	12%	15%	10%	6%
20 or more	26%	27%	30%	28%	27%	27%	24%
Don't know	1%	-	2%	1%	4%	1%	2%

Bottled still water

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
0	66%	65%	72%	66%	73%	68%	63%
1-2	14%	15%	12%	13%	14%	14%	12%
3-5	7%	3%	3%	4%	4%	6%	8%
6-9	4%	9%	5%	6%	3%	4%	5%
10-14	3%	4%	2%	5%	-	3%	4%
15-19	2%	3%	1%	1%	2%	1%	3%
20 or more	3%	1%	2%	2%	-	3%	3%
Don't know	1%	-	2%	2%	4%	1%	1%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Diet					Alcohol consumption	
Meat eater	Pescetarian	Flexitarian	Vegetarian	Plant-based / Vegan	Yes	No

Sparkling water

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
0	80%	76%	73%	87%	77%	79%	84%
1-2	8%	8%	12%	4%	5%	8%	5%
3-5	4%	5%	4%	5%	2%	4%	3%
6-9	3%	7%	5%	3%	7%	4%	3%
10-14	2%	2%	2%	1%	2%	2%	1%
15-19	1%	2%	1%	-	-	1%	1%
20 or more	2%	-	1%	1%	1%	1%	2%
Don't know	1%	-	1%	1%	5%	1%	1%

If you are meeting someone in the evening at a pub/restaurant, would you usually...?

Unweighted base	1595	66	230	96	44	2031	-
Base	1580	65	222	99	46	2009	-
Have an alcoholic drink, regardless of whether they are having one	47%	34%	34%	31%	30%	44%	-
Have an alcoholic drink, only if they are having one	29%	40%	39%	41%	38%	32%	-
Not have an alcoholic drink	16%	17%	20%	23%	23%	16%	-
Don't know	8%	9%	7%	5%	9%	7%	-

Do you think you are or are not addicted to coffee?

Unweighted base	1385	54	222	90	39	1553	252
Base	1348	53	212	90	40	1508	251
I think I am addicted	17%	29%	23%	19%	14%	18%	21%
I think I am not addicted	78%	67%	71%	69%	73%	77%	75%
N/A – I don't drink coffee	2%	2%	3%	11%	5%	2%	3%
Don't know	2%	2%	3%	1%	7%	3%	1%

How many teaspoons of sugar do you take with your coffee?

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



	Diet					Alcohol consumption	
	Meat eater	Pescetarian	Flexitarian	Vegetarian	Plant-based / Vegan	Yes	No
Unweighted base	1385	54	222	90	39	1553	252
Base	1348	53	212	90	40	1508	251
None	71%	74%	74%	60%	53%	72%	59%
One	17%	14%	16%	18%	16%	16%	19%
Two	10%	7%	6%	17%	22%	9%	17%
Three	2%	5%	2%	4%	5%	2%	4%
More than three	0%	-	0%	1%	-	0%	-
Don't know	1%	-	1%	-	3%	0%	1%

How many teaspoons of sugar do you take with your tea?

Unweighted base	1423	60	225	103	39	1557	306
Base	1400	61	218	106	41	1526	313
None	72%	79%	86%	77%	62%	75%	69%
One	16%	11%	8%	13%	8%	15%	12%
Two	10%	8%	5%	9%	20%	9%	15%
Three	1%	2%	1%	1%	5%	1%	3%
More than three	0%	-	0%	-	-	0%	1%
Don't know	0%	-	1%	-	5%	0%	1%

YouGov Results

Sample: 2,531 GB adults aged 16+
Fieldwork Dates: 1st - 11th November 2021



Diet					Alcohol consumption	
Meat eater	Pescetarian	Flexitarian	Vegetarian	Plant-based / Vegan	Yes	No

Thinking about how physically active you are now, would you say you are more or less physically active than you were before the coronavirus pandemic (i.e. before March 2020)?

	Unweighted base	1909	76	289	138	57	2031	459
	Base	1905	76	279	143	60	2009	474
Much more physically active now than before the coronavirus pandemic		9%	10%	10%	10%	8%	9%	9%
A bit more physically active now than before the coronavirus pandemic		16%	22%	22%	25%	22%	19%	14%
A bit less physically active now than before the coronavirus pandemic		17%	28%	18%	17%	19%	18%	17%
Much less physically active now than before the coronavirus pandemic		19%	8%	15%	18%	18%	17%	22%
The same level of physical activity now as before the coronavirus pandemic		37%	32%	34%	28%	29%	36%	36%
Don't know		2%	-	1%	2%	4%	1%	2%

Thinking about the quality of your diet now, has it improved, worsened or stayed the same compared to before the coronavirus pandemic began (i.e. before March 2020)?

	Unweighted base	1909	76	289	138	57	2031	459
	Base	1905	76	279	143	60	2009	474
Significantly improved		4%	5%	6%	8%	9%	4%	6%
Somewhat improved		19%	20%	20%	18%	18%	19%	17%
Stayed the same		60%	57%	58%	51%	46%	61%	53%
Somewhat worsened		13%	14%	11%	19%	19%	12%	16%
Significantly Worsened		3%	3%	4%	1%	1%	2%	4%
Don't know		2%	-	1%	2%	7%	1%	4%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Diet					Alcohol consumption	
Meat eater	Pescetarian	Flexitarian	Vegetarian	Plant-based / Vegan	Yes	No

Do you currently do any of the below more or less, or about the same than before the coronavirus pandemic began (i.e. before March 2020)?

Eating takeaways

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
More	13%	23%	12%	16%	11%	13%	14%
Less	22%	25%	24%	22%	24%	22%	24%
About The same	52%	41%	45%	44%	47%	52%	42%
Not applicable	13%	11%	19%	18%	19%	13%	20%

Eating junk food

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
More	13%	8%	9%	18%	6%	12%	15%
Less	18%	28%	21%	19%	27%	18%	22%
About The same	56%	48%	52%	50%	54%	56%	50%
Not applicable	13%	17%	18%	12%	13%	14%	13%

Eating sweets

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
More	12%	11%	11%	13%	13%	11%	15%
Less	20%	25%	26%	22%	24%	20%	24%
About The same	55%	45%	49%	49%	42%	55%	48%
Not applicable	13%	19%	14%	16%	22%	14%	13%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Diet					Alcohol consumption	
Meat eater	Pescetarian	Flexitarian	Vegetarian	Plant-based / Vegan	Yes	No

Eating out at restaurants, cafes, or pubs

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
More	7%	8%	5%	9%	6%	7%	5%
Less	54%	64%	61%	53%	61%	56%	53%
About The same	29%	20%	25%	27%	23%	30%	22%
Not applicable	10%	8%	9%	11%	10%	7%	20%

Eating tinned food

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
More	5%	9%	8%	9%	19%	6%	8%
Less	12%	17%	13%	12%	9%	12%	14%
About The same	75%	67%	71%	70%	63%	75%	66%
Not applicable	8%	7%	8%	9%	8%	7%	11%

Eating meat

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
More	5%	6%	3%	1%	2%	5%	6%
Less	10%	16%	41%	10%	14%	14%	15%
About The same	84%	8%	52%	10%	8%	73%	66%
Not applicable	1%	71%	4%	80%	75%	8%	13%

Eating vegetables

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
More	16%	39%	33%	21%	24%	19%	18%
Less	6%	4%	5%	9%	15%	6%	8%
About The same	77%	56%	61%	68%	57%	74%	71%
Not applicable	1%	1%	1%	1%	4%	1%	2%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Diet					Alcohol consumption	
Meat eater	Pescetarian	Flexitarian	Vegetarian	Plant-based / Vegan	Yes	No

Drinking sugary drinks

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
More	6%	11%	5%	5%	2%	5%	8%
Less	19%	19%	23%	20%	24%	20%	18%
About The same	47%	30%	34%	44%	43%	46%	41%
Not applicable	28%	39%	38%	31%	32%	29%	33%

Paying more attention to the nutritional value of food

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
More	17%	21%	25%	23%	33%	18%	21%
Less	5%	13%	7%	6%	4%	5%	7%
About The same	69%	65%	67%	66%	56%	70%	61%
Not applicable	9%	1%	2%	5%	7%	6%	10%

Cooking from scratch

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
More	26%	27%	28%	28%	30%	26%	26%
Less	8%	8%	9%	9%	16%	8%	10%
About The same	62%	60%	59%	58%	48%	63%	53%
Not applicable	4%	5%	3%	6%	5%	3%	10%

YouGov Results

Sample: 2,531 GB adults aged 16+

Fieldwork Dates: 1st - 11th November 2021



Diet					Alcohol consumption	
Meat eater	Pescetarian	Flexitarian	Vegetarian	Plant-based / Vegan	Yes	No

Eating ready-made meals

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
More	6%	6%	4%	9%	10%	5%	9%
Less	20%	32%	29%	21%	23%	22%	19%
About The same	52%	33%	45%	51%	41%	52%	45%
Not applicable	22%	29%	23%	20%	26%	21%	27%

Before the coronavirus pandemic in the UK in March 2020, how likely or unlikely were you to share food with a close friend when eating out?

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
Very likely	20%	19%	17%	15%	16%	19%	18%
Somewhat likely	31%	39%	35%	35%	29%	32%	30%
Somewhat unlikely	19%	24%	20%	19%	19%	21%	13%
Very unlikely	14%	10%	14%	15%	12%	14%	15%
Don't know	6%	5%	6%	5%	12%	6%	8%
Not applicable – I never shared my food	10%	4%	8%	11%	12%	8%	17%

How likely or unlikely are you now to share food with a close friend when eating out?

Unweighted base	1909	76	289	138	57	2031	459
Base	1905	76	279	143	60	2009	474
Very likely	15%	10%	12%	14%	16%	15%	15%
Somewhat likely	27%	34%	29%	28%	28%	29%	21%
Somewhat unlikely	21%	21%	22%	19%	23%	21%	18%
Very unlikely	20%	24%	23%	22%	10%	20%	22%
Don't know	7%	6%	6%	6%	16%	7%	7%
Not applicable – I never shared my food	10%	5%	8%	10%	8%	8%	17%