

YouGov Survey Results

Sample Size: 2346 GB Adults
Fieldwork: 19th - 20th April 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2346	674	825	178	755	637	539	1140	1206	284	598	802	662	1337	1009	300	762	502	577	204
Unweighted Sample	2346	708	746	192	772	575	563	1162	1184	182	626	851	687	1636	710	385	814	449	529	169
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about BEST BEFORE dates on food, do you ever eat food that is past its Best Before

As long as it looks and smells OK I am always happy to eat food past its BEST BEFORE date	49	55	45	54	53	47	50	47	50	43	43	50	55	50	47	51	51	46	48	47
I sometimes eat food that is just past its BEST BEFORE date	36	35	36	37	35	33	37	39	33	36	38	35	34	37	34	30	36	37	36	36
I would not normally eat food that was past its BEST BEFORE date	8	7	10	5	7	10	8	8	9	6	10	9	7	8	9	9	6	10	10	6
I would never eat food that was past its BEST BEFORE date	5	3	6	3	3	6	4	4	6	7	6	5	4	4	7	7	5	4	4	9
Don't know	3	0	2	1	1	3	1	3	3	8	4	2	1	1	4	3	3	2	2	2

And thinking about USE BY dates on food, do you ever eat food that is past its Use By date?

As long as it looks and smells OK I am always happy to eat food past its USE BY date	35	41	31	41	40	34	34	34	37	27	30	36	43	36	34	39	38	31	34	34
I sometimes eat food that is just past its USE BY date	35	34	36	38	34	32	38	37	33	35	34	34	36	36	34	29	35	34	37	37
I would not normally eat food that was past its USE BY date	16	16	18	11	15	17	16	16	16	14	19	17	13	17	15	16	15	21	14	16
I would never eat food that was past its USE BY date	12	9	13	9	10	14	11	12	12	16	14	12	7	10	13	12	9	13	13	13
Don't know	2	0	2	0	1	3	1	2	3	7	4	1	1	1	4	4	3	2	2	0