YouGov Survey Results

Sample Size: 535 British children
Fieldwork: 22nd - 26th July

	Total	Gender		Age							
	Base	Male	Female	8	9	10	11	12	13	14	15
Are you?											
Unweighted Base	535	291	244	59	72	73	59	57	74	82	59
Base	535	274	261	63	65	66	66	66	68	69	71
Male	51%	100%	-	56%	51%	56%	44%	46%	53%	53%	50%
Female	49%	-	100%	44%	49%	44%	56%	54%	47%	47%	50%
How old are you?											
Unweighted Base	535	291	244	59	72	73	59	57	74	82	59
Base	535	274	261	63	65	66	66	66	68	69	71
8	12%	13%	11%	100%	-	-	-	-	-	-	-
9	12%	12%	12%	-	100%	-	-	-	-	-	-
10	12%	14%	11%	-	-	100%	-	-	-	-	-
11	12%	11%	14%	-	-	-	100%	-	-	-	-
12	12%	11%	14%	-	-	-	-	100%	-	-	-
13	13%	13%	12%	-	-	-	-	-	100%	-	-
14	13%	13%	12%	-	-	-	-	-	-	100%	-
15	13%	13%	14%	-	-	-	-	-	-	-	100%
Which three, if, any, of the following are your favourite places for a family day out? (Please tick up to three)											
Unweighted Base	535	291	244	59	72	73	59	57	74	82	59
Base	535	274	261	63	65	66	66	66	68	69	71
Theme park	67%	69%	66%	63%	57%	74%	65%	70%	68%	73%	69%
Beach	62%	57%	67%	64%	58%	59%	56%	72%	71%	58%	59%
Museum	14%	18%	10%	15%	13%	10%	24%	10%	13%	11%	17%
Park	22%	23%	21%	21%	36%	21%	25%	17%	21%	21%	13%
Swimming pool	47%	46%	47%	52%	53%	55%	52%	50%	28%	55%	30%
Zoo	35%	31%	39%	38%	37%	43%	33%	36%	39%	23%	29%
Theatre	13%	10%	16%	15%	13%	7%	8%	12%	10%	18%	19%
Historic ruins	8%	10%	6%	15%	12%	8%	6%	5%	5%	5%	10%
Other	10%	12%	7%	4%	7%	5%	5%	13%	15%	13%	18%
Don't know	1%	1%	2%	3%	-	1%	-	-	-	-	6%
Which, if any, of the following do you plan to spend your time doing during the school summer holidays? (Please tick all that apply)											
Unweighted Base	535	291	244	59	72	73	59	57	74	82	59
Base	535	274	261	63	65	66	66	66	68	69	71
Going away on holiday	64%	64%	64%	66%	64%	70%	60%	61%	62%	64%	65%
Going shopping	44%	26%	62%	40%	23%	41%	48%	39%	57%	51%	50%
Going to the cinema	65%	66%	64%	66%	45%	68%	69%	56%	76%	66%	76%
Playing computer games	71%	87%	54%	66%	75%	75%	69%	81%	69%	65%	70%
Reading books	53%	45%	62%	63%	48%	64%	60%	58%	44%	41%	50%
Surfing the internet	62%	62%	61%	36%	40%	49%	65%	70%	74%	70%	84%
Watching TV	78%	78%	77%	74%	74%	74%	80%	71%	76%	85%	86%
None of these	1%	1%	1%	-	2%	-	3%	-	1%	-	-
Don't know	1%	0%	2%	3%	-	1%	-	3%	2%	-	-

	Total	Region							
	Base	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Are you?									
Unweighted Base	535	108	98	71	60	135	*28*	*35*	-
Base	535	134	91	52	63	123	*28*	*45*	-
Male	51%	53%	48%	54%	47%	50%	*46%*	*64%*	-
Female	49%	47%	52%	46%	53%	50%	*54%*	*36%*	-
How old are you?									
Unweighted Base	535	108	98	71	60	135	*28*	*35*	-
Base	535	134	91	52	63	123	*28*	*45*	-
8	12%	8%	16%	15%	10%	12%	*11%*	*16%*	-
9	12%	9%	17%	12%	15%	11%	*3%*	*16%*	-
10	12%	13%	8%	13%	15%	11%	*13%*	*18%*	-
11	12%	16%	12%	8%	12%	14%	*4%*	*6%*	-
12	12%	17%	15%	5%	8%	13%	*16%*	*7%*	-
13	13%	14%	10%	9%	16%	12%	*6%*	*18%*	-
14	13%	6%	10%	19%	16%	16%	*24%*	*11%*	-
15	13%	17%	12%	19%	8%	11%	*22%*	*7%*	-
Which three, if, any, of the following are your favourite places for a family day out? (Please tick up to three)									
Unweighted Base	535	108	98	71	60	135	*28*	*35*	-
Base	535	134	91	52	63	123	*28*	*45*	-
Theme park	67%	67%	66%	79%	67%	63%	*67%*	*70%*	-
Beach	62%	63%	66%	54%	52%	61%	*78%*	*65%*	-
Museum	14%	12%	19%	5%	24%	11%	*15%*	*12%*	-
Park	22%	20%	27%	19%	23%	23%	*13%*	*21%*	-
Swimming pool	47%	54%	39%	43%	42%	42%	*52%*	*57%*	-
Zoo	35%	36%	33%	39%	26%	37%	*16%*	*43%*	-
Theatre	13%	15%	7%	8%	12%	16%	*15%*	*13%*	-
Historic ruins	8%	5%	15%	9%	7%	6%	*12%*	*8%*	-
Other	10%	11%	7%	10%	9%	12%	*16%*	*6%*	-
Don't know	1%	1%	-	2%	2%	3%	-	-	-
Which, if any, of the following do you plan to spend your time doing during the school summer holidays? (Please tick all that apply)									
Unweighted Base	535	108	98	71	60	135	*28*	*35*	-
Base	535	134	91	52	63	123	*28*	*45*	-
Going away on holiday	64%	62%	66%	69%	61%	68%	*61%*	*57%*	-
Going shopping	44%	45%	43%	42%	39%	49%	*50%*	*33%*	-
Going to the cinema	65%	62%	67%	69%	63%	64%	*75%*	*69%*	-
Playing computer games	71%	69%	74%	67%	64%	72%	*86%*	*77%*	-
Reading books	53%	43%	57%	55%	62%	61%	*53%*	*42%*	-
Surfing the internet	62%	59%	60%	67%	60%	67%	*72%*	*47%*	-
Watching TV	78%	75%	77%	83%	80%	78%	*84%*	*75%*	-
None of these	1%	3%	1%	-	-	-	-	-	-
Don't know	1%	2%	1%	-	2%	2%	-	-	-

	Total	Gender		Age							
	Base	Male	Female	8	9	10	11	12	13	14	15
On average how often, if at all, do you eat the following types of food? (Please tick one option on each row)											
Crisps											
Unweighted Base	535	291	244	59	72	73	59	57	74	82	59
Base	535	274	261	63	65	66	66	66	68	69	71
Everyday	17%	16%	18%	17%	6%	18%	22%	21%	13%	26%	11%
A few times a week	48%	47%	49%	50%	64%	41%	49%	43%	55%	39%	44%
Once a week	20%	18%	21%	17%	16%	22%	19%	20%	13%	21%	30%
Once every few weeks	9%	11%	6%	10%	5%	12%	8%	13%	9%	4%	8%
Once a month or less often	6%	6%	5%	6%	7%	4%	2%	4%	9%	6%	6%
Never	2%	2%	1%	1%	1%	3%	-	-	1%	4%	1%
Chocolate											
Unweighted Base	535	291	244	59	72	73	59	57	74	82	59
Base	535	274	261	63	65	66	66	66	68	69	71
Everyday	12%	9%	14%	4%	8%	12%	11%	11%	13%	23%	9%
A few times a week	45%	44%	46%	48%	43%	39%	37%	52%	49%	44%	46%
Once a week	26%	29%	24%	28%	22%	31%	31%	14%	28%	22%	35%
Once every few weeks	13%	13%	13%	7%	17%	18%	19%	16%	9%	10%	8%
Once a month or less often	4%	3%	4%	11%	7%	-	1%	7%	1%	1%	2%
Never	1%	1%	-	3%	3%	-	-	-	-	-	-
Cereal bars											
Unweighted Base	535	291	244	59	72	73	59	57	74	82	59
Base	535	274	261	63	65	66	66	66	68	69	71
Everyday	6%	5%	8%	3%	8%	4%	5%	9%	8%	9%	5%
A few times a week	23%	21%	26%	31%	20%	26%	21%	18%	22%	25%	24%
Once a week	15%	17%	12%	14%	11%	18%	14%	16%	18%	12%	12%
Once every few weeks	13%	16%	11%	7%	10%	15%	15%	19%	20%	12%	8%
Once a month or less often	19%	18%	21%	16%	20%	18%	21%	13%	17%	25%	23%
Never	23%	23%	23%	29%	30%	18%	24%	24%	14%	18%	29%
Sweets											
Unweighted Base	535	291	244	59	72	73	59	57	74	82	59
Base	535	274	261	63	65	66	66	66	68	69	71
Everyday	11%	9%	13%	12%	9%	13%	4%	18%	12%	12%	9%
A few times a week	47%	46%	47%	50%	52%	41%	55%	57%	32%	48%	40%
Once a week	23%	25%	21%	23%	16%	27%	18%	17%	34%	24%	27%
Once every few weeks	14%	13%	15%	9%	14%	17%	21%	6%	17%	10%	16%
Once a month or less often	4%	5%	2%	4%	7%	2%	2%	-	3%	6%	5%
Never	1%	2%	1%	1%	1%	1%	-	2%	1%	-	3%

	Total	Region							
	Base	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
On average how often, if at all, do you eat the following types of food? (Please tick one option on each row)									
Crisps									
Unweighted Base	535	108	98	71	60	135	*28*	*35*	-
Base	535	134	91	52	63	123	*28*	*45*	-
Everyday	17%	13%	23%	22%	10%	21%	*7%*	*12%*	-
A few times a week	48%	55%	47%	46%	36%	43%	*67%*	*48%*	-
Once a week	20%	18%	18%	16%	35%	19%	*11%*	*20%*	-
Once every few weeks	9%	11%	6%	7%	8%	10%	*11%*	*3%*	-
Once a month or less often	6%	2%	4%	7%	10%	5%	*5%*	*16%*	-
Never	2%	2%	1%	2%	1%	3%	-	-	-
Chocolate									
Unweighted Base	535	108	98	71	60	135	*28*	*35*	-
Base	535	134	91	52	63	123	*28*	*45*	-
Everyday	12%	10%	12%	10%	11%	14%	*14%*	*11%*	-
A few times a week	45%	47%	46%	44%	46%	45%	*50%*	*33%*	-
Once a week	26%	26%	25%	17%	26%	28%	*28%*	*38%*	-
Once every few weeks	13%	12%	17%	15%	13%	12%	*8%*	*12%*	-
Once a month or less often	4%	5%	1%	12%	2%	1%	-	*6%*	-
Never	1%	-	-	2%	1%	1%	-	-	-
Cereal bars									
Unweighted Base	535	108	98	71	60	135	*28*	*35*	-
Base	535	134	91	52	63	123	*28*	*45*	-
Everyday	6%	6%	5%	13%	8%	7%	*4%*	-	-
A few times a week	23%	18%	30%	25%	31%	23%	*14%*	*20%*	-
Once a week	15%	20%	9%	8%	19%	17%	*18%*	*6%*	-
Once every few weeks	13%	16%	12%	11%	11%	13%	*12%*	*16%*	-
Once a month or less often	19%	19%	20%	23%	17%	15%	*27%*	*23%*	-
Never	23%	20%	24%	20%	14%	26%	*26%*	*36%*	-
Sweets									
Unweighted Base	535	108	98	71	60	135	*28*	*35*	-
Base	535	134	91	52	63	123	*28*	*45*	-
Everyday	11%	11%	13%	5%	15%	9%	*7%*	*16%*	-
A few times a week	47%	50%	50%	41%	39%	51%	*52%*	*35%*	-
Once a week	23%	18%	23%	27%	25%	24%	*26%*	*31%*	-
Once every few weeks	14%	18%	14%	13%	12%	11%	*11%*	*14%*	-
Once a month or less often	4%	2%	1%	11%	6%	4%	-	*3%*	-
Never	1%	1%	-	3%	3%	1%	*4%*	-	-

	Total	Gender		Age							
	Base	Male	Female	8	9	10	11	12	13	14	15
Biscuits											
Unweighted Base	535	291	244	59	72	73	59	57	74	82	59
Base	535	274	261	63	65	66	66	66	68	69	71
Everyday	15%	16%	14%	24%	14%	15%	11%	10%	14%	18%	15%
A few times a week	42%	43%	41%	35%	37%	43%	46%	52%	35%	47%	42%
Once a week	21%	19%	24%	19%	27%	20%	21%	25%	20%	22%	16%
Once every few weeks	15%	15%	16%	15%	19%	12%	16%	8%	23%	12%	19%
Once a month or less often	5%	5%	5%	6%	3%	6%	7%	3%	7%	2%	7%
Never	1%	1%	1%	-	-	3%	-	1%	1%	-	2%
Fruit											
Unweighted Base	535	291	244	59	72	73	59	57	74	82	59
Base	535	274	261	63	65	66	66	66	68	69	71
Everyday	52%	50%	55%	67%	66%	58%	50%	47%	43%	50%	41%
A few times a week	32%	34%	30%	27%	22%	32%	34%	40%	35%	35%	32%
Once a week	8%	10%	7%	2%	5%	7%	14%	5%	14%	11%	10%
Once every few weeks	3%	3%	2%	3%	3%	3%	2%	3%	2%	-	5%
Once a month or less often	2%	1%	4%	2%	-	-	-	4%	4%	3%	6%
Never	2%	3%	2%	-	4%	1%	-	2%	3%	1%	7%
Nuts											
Unweighted Base	535	291	244	59	72	73	59	57	74	82	59
Base	535	274	261	63	65	66	66	66	68	69	71
Everyday	2%	2%	2%	-	4%	1%	3%	-	-	6%	4%
A few times a week	7%	8%	6%	8%	3%	12%	4%	8%	4%	6%	11%
Once a week	10%	9%	12%	9%	9%	18%	10%	5%	5%	13%	12%
Once every few weeks	20%	19%	21%	24%	10%	10%	35%	19%	25%	20%	17%
Once a month or less often	22%	18%	25%	22%	23%	19%	20%	28%	29%	16%	17%
Never	39%	43%	35%	37%	50%	39%	28%	41%	37%	40%	39%
Chips											
Unweighted Base	535	291	244	59	72	73	59	57	74	82	59
Base	535	274	261	63	65	66	66	66	68	69	71
Everyday	1%	1%	2%	-	2%	-	3%	2%	-	2%	1%
A few times a week	25%	28%	22%	26%	19%	31%	23%	16%	31%	32%	22%
Once a week	42%	44%	40%	34%	45%	46%	45%	49%	34%	41%	42%
Once every few weeks	22%	18%	27%	23%	25%	17%	27%	24%	22%	15%	26%
Once a month or less often	9%	9%	9%	18%	6%	7%	2%	7%	12%	9%	9%
Never	1%	1%	1%	-	4%	-	-	2%	-	1%	-

	Total	Region							
	Base	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Biscuits									
Unweighted Base	535	108	98	71	60	135	*28*	*35*	-
Base	535	134	91	52	63	123	*28*	*45*	-
Everyday	15%	16%	16%	17%	13%	14%	*12%*	*18%*	-
A few times a week	42%	37%	40%	43%	49%	45%	*47%*	*39%*	-
Once a week	21%	21%	21%	19%	14%	26%	*19%*	*24%*	-
Once every few weeks	15%	20%	18%	16%	12%	9%	*15%*	*19%*	-
Once a month or less often	5%	6%	4%	3%	10%	5%	*7%*	-	-
Never	1%	-	1%	3%	1%	1%	-	-	-
Fruit									
Unweighted Base	535	108	98	71	60	135	*28*	*35*	-
Base	535	134	91	52	63	123	*28*	*45*	-
Everyday	52%	45%	61%	59%	52%	55%	*41%*	*51%*	-
A few times a week	32%	44%	33%	22%	24%	28%	*30%*	*30%*	-
Once a week	8%	5%	2%	9%	18%	11%	*7%*	*11%*	-
Once every few weeks	3%	2%	1%	3%	3%	2%	*3%*	*6%*	-
Once a month or less often	2%	2%	2%	1%	-	2%	*15%*	-	-
Never	2%	2%	1%	6%	2%	1%	*4%*	*2%*	-
Nuts									
Unweighted Base	535	108	98	71	60	135	*28*	*35*	-
Base	535	134	91	52	63	123	*28*	*45*	-
Everyday	2%	3%	-	4%	5%	2%	*3%*	-	-
A few times a week	7%	7%	7%	8%	16%	6%	-	*3%*	-
Once a week	10%	8%	9%	10%	15%	6%	*19%*	*14%*	-
Once every few weeks	20%	21%	15%	23%	22%	22%	*14%*	*22%*	-
Once a month or less often	22%	20%	29%	19%	15%	24%	*17%*	*19%*	-
Never	39%	41%	40%	36%	28%	40%	*47%*	*43%*	-
Chips									
Unweighted Base	535	108	98	71	60	135	*28*	*35*	-
Base	535	134	91	52	63	123	*28*	*45*	-
Everyday	1%	1%	1%	3%	2%	-	-	*2%*	-
A few times a week	25%	27%	27%	19%	22%	26%	*26%*	*23%*	-
Once a week	42%	40%	40%	45%	41%	46%	*38%*	*41%*	-
Once every few weeks	22%	21%	25%	25%	27%	16%	*22%*	*26%*	-
Once a month or less often	9%	10%	6%	6%	9%	10%	*10%*	*9%*	-
Never	1%	-	-	1%	-	2%	*4%*	-	-

	Total	Gender		Age							
	Base	Male	Female	8	9	10	11	12	13	14	15
How important, if at all, is it to you to eat healthily?											
Unweighted Base	535	291	244	59	72	73	59	57	74	82	59
Base	535	274	261	63	65	66	66	66	68	69	71
Very important	34%	32%	37%	40%	49%	43%	46%	20%	25%	30%	22%
Somewhat important	53%	53%	52%	47%	41%	45%	47%	63%	61%	57%	58%
Not very important	11%	14%	8%	9%	6%	13%	5%	16%	12%	11%	16%
Not at all important	1%	1%	2%	-	3%	-	-	2%	1%	1%	4%
Don't know	1%	1%	1%	3%	1%	-	2%	-	-	1%	-
On a scale of 1 to 5 where 1 is 'Very healthy' and 5 is 'Very unhealthy' how healthy or unhealthy would you say the school dinners are at your school											
Unweighted Base	535	291	244	59	72	73	59	57	74	82	59
Base	535	274	261	63	65	66	66	66	68	69	71
1 - Very healthy	10%	13%	8%	18%	10%	12%	13%	7%	12%	11%	-
2	30%	31%	29%	33%	35%	33%	34%	26%	22%	31%	25%
3	37%	33%	41%	25%	36%	33%	33%	41%	41%	35%	47%
4	13%	13%	12%	9%	6%	15%	10%	17%	19%	13%	14%
5 - Very unhealthy	5%	5%	5%	3%	6%	-	7%	4%	4%	4%	11%
Don't know	6%	5%	6%	11%	8%	6%	3%	5%	3%	6%	3%
Which, if any, of the following people have talked to you about healthy eating? (Please tick all that apply)											
Unweighted Base	535	291	244	59	72	73	59	57	74	82	59
Base	535	274	261	63	65	66	66	66	68	69	71
Mum	79%	81%	76%	76%	85%	79%	83%	78%	81%	84%	62%
Dad	52%	57%	46%	55%	67%	53%	54%	47%	41%	54%	43%
Brother or sister	16%	16%	16%	12%	14%	14%	22%	8%	14%	21%	18%
Teacher	69%	71%	67%	71%	71%	79%	73%	66%	68%	61%	62%
Doctor	13%	14%	12%	10%	11%	13%	24%	7%	14%	13%	10%
Friend	18%	12%	25%	18%	16%	15%	22%	21%	13%	22%	21%
Another family member	22%	20%	24%	30%	22%	30%	25%	25%	22%	15%	9%
Another person	10%	10%	11%	10%	18%	15%	10%	7%	5%	8%	10%
No one has spoken to me about healthy eating	4%	3%	4%	5%	3%	1%	2%	3%	3%	5%	9%
Don't know	2%	2%	3%	3%	1%	-	5%	3%	3%	1%	2%

	Total	Region							
	Base	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
How important, if at all, is it to you to eat healthily?									
Unweighted Base	535	108	98	71	60	135	*28*	*35*	-
Base	535	134	91	52	63	123	*28*	*45*	-
Very important	34%	36%	33%	44%	33%	33%	*29%*	*30%*	-
Somewhat important	53%	53%	53%	46%	57%	51%	*65%*	*48%*	-
Not very important	11%	10%	12%	7%	7%	13%	*6%*	*22%*	-
Not at all important	1%	1%	1%	3%	1%	1%	-	-	-
Don't know	1%	-	1%	-	2%	2%	-	-	-
On a scale of 1 to 5 where 1 is 'Very healthy' and 5 is 'Very unhealthy' how healthy or unhealthy would you say the school dinners are at your school									
Unweighted Base	535	108	98	71	60	135	*28*	*35*	-
Base	535	134	91	52	63	123	*28*	*45*	-
1 - Very healthy	10%	10%	9%	8%	8%	14%	*15%*	*6%*	-
2	30%	29%	26%	27%	32%	28%	*22%*	*47%*	-
3	37%	40%	33%	35%	36%	37%	*33%*	*39%*	-
4	13%	14%	13%	19%	14%	12%	*16%*	*3%*	-
5 - Very unhealthy	5%	4%	6%	8%	3%	3%	*7%*	*6%*	-
Don't know	6%	2%	12%	3%	6%	7%	*7%*	-	-
Which, if any, of the following people have talked to you about healthy eating? (Please tick all that apply)									
Unweighted Base	535	108	98	71	60	135	*28*	*35*	-
Base	535	134	91	52	63	123	*28*	*45*	-
Mum	79%	77%	82%	81%	81%	78%	*67%*	*81%*	-
Dad	52%	48%	57%	62%	44%	49%	*57%*	*55%*	-
Brother or sister	16%	19%	15%	15%	21%	11%	*9%*	*14%*	-
Teacher	69%	71%	63%	66%	69%	69%	*54%*	*85%*	-
Doctor	13%	15%	14%	15%	14%	9%	*10%*	*11%*	-
Friend	18%	24%	15%	24%	21%	14%	*16%*	*12%*	-
Another family member	22%	20%	25%	23%	19%	20%	*26%*	*32%*	-
Another person	10%	8%	10%	13%	13%	10%	*8%*	*14%*	-
No one has spoken to me about healthy eating	4%	2%	2%	6%	4%	8%	*5%*	-	-
Don't know	2%	3%	3%	-	2%	3%	*5%*	-	-

	Total	Gender		Age							
	Base	Male	Female	8	9	10	11	12	13	14	15

Nutrition labels are often displayed as a panel or grid on the back or side of food packaging. For example: (image)

Before today, had you noticed this kind of label on food packaging?

Unweighted Base	535	291	244	59	72	73	59	57	74	82	59
Base	535	274	261	63	65	66	66	66	68	69	71
Yes, I had	73%	71%	76%	51%	67%	68%	73%	76%	80%	86%	83%
No, I hadn't	21%	22%	19%	36%	23%	27%	21%	18%	16%	10%	17%
Not sure	6%	7%	5%	14%	10%	6%	6%	6%	4%	4%	-

And have you ever looked at this kind of label to find out more about the nutritional values of a food?

Unweighted Base	396	210	186	*30*	*49*	51	*43*	*43*	60	70	50
Base	392	195	197	*32*	*43*	45	*48*	*51*	55	59	60
Yes, I have	59%	55%	62%	*64%*	*48%*	67%	*53%*	*61%*	58%	58%	63%
No, I haven't	35%	40%	31%	*27%*	*42%*	29%	*34%*	*35%*	39%	38%	37%
Not sure	6%	4%	7%	*9%*	*10%*	4%	*13%*	*4%*	3%	5%	-

Another way nutritional information can be included on food packaging is the traffic light system. This usually appears on the front of the pack and uses traffic light colours to inform people how healthy the food is. Here are some examples: (image)

Before today, had you noticed this kind of label on food packaging?

Unweighted Base	535	291	244	59	72	73	59	57	74	82	59
Base	535	274	261	63	65	66	66	66	68	69	71
Yes, I had	56%	55%	57%	44%	45%	52%	48%	57%	63%	67%	68%
No, I hadn't	35%	36%	34%	43%	44%	38%	41%	38%	27%	26%	23%
Not sure	9%	10%	9%	13%	11%	10%	11%	5%	10%	7%	9%

And have you ever looked at this kind of label to find out more about the nutritional values of a food?

Unweighted Base	300	161	139	*26*	*33*	*37*	*28*	*33*	*47*	55	*41*
Base	298	150	149	*28*	*29*	*35*	*31*	*38*	*43*	46	*48*
Yes, I have	61%	59%	63%	*44%*	*59%*	*52%*	*66%*	*60%*	*64%*	63%	*72%*
No, I haven't	35%	36%	33%	*53%*	*36%*	*38%*	*27%*	*35%*	*33%*	34%	*28%*
Not sure	4%	4%	4%	*3%*	*6%*	*10%*	*7%*	*5%*	*3%*	3%	-

	Total	Region							
	Base	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Nutrition labels are often displayed as a panel or grid on the back or side of food packaging. For example: (image)									
Before today, had you noticed this kind of label on food packaging?									
Unweighted Base	535	108	98	71	60	135	*28*	*35*	-
Base	535	134	91	52	63	123	*28*	*45*	-
Yes, I had	73%	69%	83%	72%	78%	73%	*68%*	*67%*	-
No, I hadn't	21%	26%	12%	17%	13%	23%	*22%*	*30%*	-
Not sure	6%	4%	6%	11%	9%	4%	*10%*	*3%*	-
And have you ever looked at this kind of label to find out more about the nutritional values of a food?									
Unweighted Base	396	76	81	51	*47*	99	*18*	*24*	-
Base	392	93	75	37	*49*	90	*19*	*30*	-
Yes, I have	59%	55%	56%	72%	*57%*	60%	*59%*	*60%*	-
No, I haven't	35%	39%	38%	24%	*41%*	30%	*41%*	*36%*	-
Not sure	6%	6%	6%	4%	*2%*	10%	-	*4%*	-
Another way nutritional information can be included on food packaging is the traffic light system. This usually appears on the front of the pack and uses traffic light colours to inform people how healthy the food is. Here are some examples: (image)									
Before today, had you noticed this kind of label on food packaging?									
Unweighted Base	535	108	98	71	60	135	*28*	*35*	-
Base	535	134	91	52	63	123	*28*	*45*	-
Yes, I had	56%	54%	56%	65%	53%	58%	*62%*	*43%*	-
No, I hadn't	35%	36%	38%	24%	40%	31%	*30%*	*43%*	-
Not sure	9%	10%	7%	11%	7%	11%	*7%*	*13%*	-
And have you ever looked at this kind of label to find out more about the nutritional values of a food?									
Unweighted Base	300	58	53	*46*	*32*	78	*17*	*16*	-
Base	298	73	50	*34*	*33*	71	*17*	*20*	-
Yes, I have	61%	55%	68%	*58%*	*72%*	65%	*51%*	*46%*	-
No, I haven't	35%	43%	28%	*38%*	*22%*	26%	*49%*	*54%*	-
Not sure	4%	2%	4%	*4%*	*6%*	9%	-	-	-