



Survey: GDA Survey 061207

Client: Trinity Mirror

Date ranges: All dates
 First collection: Dec 11th 2007 12:14
 Last collection: Jan 08th 2008 10:43
 Responses collected in period: 560
 Average collection rate: 0.9 per hour (20.8 per day)
 Constraints:
 AAQO DMR Matches 442 of 560 responses in total, (78.9%)
 Female main shoppers Matches 346 of 560 responses in total, (61.8%)
 C2DE mums Matches 60 of 560 responses in total, (10.7%)
 C2DE women Matches 173 of 560 responses in total, (30.9%)

Weighting: NRS DMR/SMR Net 07

Have you heard of the term Guideline Daily Amount?

| | All respondents | AAQO DMR | Female main shoppers | C2DE mums | C2DE women |
|-----|-----------------|----------|----------------------|-----------|------------|
| n= | 560 | 442 | 346 | 60 | 173 |
| Yes | 76% | 76% | 82% | 91% | 85% |
| No | 24% | 24% | 18% | 9% | 15% |

Which of the following phrases best describes what you understand the term Guideline daily Amount (GDA) to actually mean? Please select one statement only

| | All respondents | AAQO DMR | Female main shoppers | C2DE mums | C2DE women |
|-----------------------------------------------------------------------|-----------------|----------|----------------------|-----------|------------|
| n= | 558 | 440 | 344 | 60 | 173 |
| A guide to the amount of nutrients a person should be eating in a day | 74% | 72% | 75% | 84% | 77% |
| A minimum daily requirement | 17% | 18% | 19% | 8% | 17% |
| The amount of each nutrient a person should eat to lose weight | 2% | 2% | 1% | 3% | 1% |
| None of these | 1% | 1% | 2% | 1% | 0% |
| Don't know | 6% | 7% | 4% | 5% | 5% |

Thinking about the labelling we have just shown you. Have you seen, heard or read anything about this particular type of food labelling before today?

| | All respondents | AAQO DMR | Female main shoppers | C2DE mums | C2DE women |
|-----|-----------------|----------|----------------------|-----------|------------|
| n= | 558 | 440 | 345 | 60 | 173 |
| Yes | 90% | 91% | 91% | 91% | 90% |

| | | | | | |
|----|-----|----|----|----|-----|
| No | 10% | 9% | 9% | 9% | 10% |
|----|-----|----|----|----|-----|

Have you ever used these labels?

| | All respondents | AAQO DMR | Female main shoppers | C2DE mums | C2DE women |
|-----|-----------------|----------|----------------------|-----------|------------|
| n= | 556 | 438 | 344 | 60 | 172 |
| Yes | 63% | 62% | 69% | 68% | 67% |
| No | 37% | 38% | 31% | 32% | 33% |

Base: Used labels

How often have you used food labelling for any of the following? (To find out how many calories, sugar, fat, saturates or salt there are in food you are considering buying)

| | All respondents | AAQO DMR | Female main shoppers | C2DE mums | C2DE women |
|----------------|-----------------|----------|----------------------|-----------|------------|
| n= | 366 | 288 | 246 | 42 | 118 |
| Always | 49% | 50% | 53% | 52% | 61% |
| Sometimes | 47% | 46% | 44% | 48% | 38% |
| Not very often | 2% | 2% | 2% | 0% | 1% |
| Never | 2% | 2% | 0% | 0% | 0% |

How often have you used food labelling for any of the following? (To choose between different types of the same kind of product e.g. choose between two different bags of crisps or two different cheeses)

| | All respondents | AAQO DMR | Female main shoppers | C2DE mums | C2DE women |
|----------------|-----------------|----------|----------------------|-----------|------------|
| n= | 365 | 287 | 245 | 42 | 118 |
| Always | 33% | 37% | 30% | 26% | 35% |
| Sometimes | 56% | 52% | 59% | 60% | 55% |
| Not very often | 9% | 8% | 8% | 13% | 8% |
| Never | 3% | 2% | 2% | 1% | 2% |

How often have you used food labelling for any of the following? (To choose between different types of product e.g. between chocolate and a yoghurt or between pizza and a lasagne)

| | All respondents | AAQO DMR | Female main shoppers | C2DE mums | C2DE women |
|----------------|-----------------|----------|----------------------|-----------|------------|
| n= | 365 | 288 | 245 | 42 | 117 |
| Always | 24% | 27% | 23% | 18% | 27% |
| Sometimes | 48% | 45% | 47% | 61% | 50% |
| Not very often | 20% | 20% | 19% | 18% | 14% |
| Never | 8% | 8% | 10% | 3% | 10% |

How often have you used food labelling for any of the following? (To add up the total amount of any given nutrient (e.g. salt, sugars, fat) I have in a day)

| | All respondents | AAQO DMR | Female main shoppers | C2DE mums | C2DE women |
|-----------|-----------------|----------|----------------------|-----------|------------|
| n= | 363 | 285 | 245 | 41 | 117 |
| Always | 22% | 25% | 16% | 14% | 22% |
| Sometimes | 33% | 33% | 39% | 44% | 40% |

| | | | | | |
|----------------|-----|-----|-----|-----|-----|
| Not very often | 29% | 28% | 31% | 15% | 24% |
| Never | 15% | 14% | 13% | 27% | 14% |

How often have you used food labelling for any of the following? (To help decide if a product I am planning to eat will make me go above the guideline daily amount for a particular nutrient or nutrients (e.g. salt, sugars, fat))

| | All respondents | AAQO DMR | Female main shoppers | C2DE mums | C2DE women |
|----------------|-----------------|----------|----------------------|-----------|------------|
| n= | 366 | 288 | 246 | 42 | 118 |
| Always | 23% | 25% | 18% | 13% | 23% |
| Sometimes | 44% | 41% | 48% | 47% | 47% |
| Not very often | 24% | 25% | 22% | 20% | 19% |
| Never | 9% | 9% | 11% | 21% | 11% |

How often have you used food labelling for any of the following? (To pick the product with the lowest amount of a particular nutrient (e.g. salt, sugars, fat))

| | All respondents | AAQO DMR | Female main shoppers | C2DE mums | C2DE women |
|----------------|-----------------|----------|----------------------|-----------|------------|
| n= | 362 | 285 | 243 | 41 | 118 |
| Always | 37% | 38% | 41% | 21% | 44% |
| Sometimes | 55% | 54% | 51% | 71% | 52% |
| Not very often | 7% | 6% | 7% | 8% | 3% |
| Never | 2% | 2% | 2% | 0% | 1% |

How often have you used food labelling for any of the following? (To help choose which food products are best for you and your family)

| | All respondents | AAQO DMR | Female main shoppers | C2DE mums | C2DE women |
|----------------|-----------------|----------|----------------------|-----------|------------|
| n= | 364 | 287 | 245 | 42 | 118 |
| Always | 34% | 36% | 35% | 27% | 42% |
| Sometimes | 53% | 53% | 52% | 66% | 53% |
| Not very often | 12% | 11% | 13% | 6% | 5% |
| Never | 1% | 1% | 0% | 1% | 0% |

Base: All

How easy is it to understand what this labelling tells you?

| | All respondents | AAQO DMR | Female main shoppers | C2DE mums | C2DE women |
|------------|-----------------|----------|----------------------|-----------|------------|
| n= | 558 | 440 | 345 | 60 | 173 |
| Very easy | 41% | 42% | 46% | 46% | 46% |
| Quite Easy | 44% | 42% | 41% | 47% | 41% |
| Quite Hard | 11% | 11% | 8% | 7% | 8% |
| Very Hard | 2% | 2% | 4% | 0% | 4% |
| Don't know | 2% | 2% | 1% | 0% | 2% |

And how useful is the information the labelling gives you?

| | All respondents | AAQO DMR | Female main shoppers | C2DE mums | C2DE women |
|-------------|-----------------|----------|----------------------|-----------|------------|
| n= | 554 | 437 | 343 | 60 | 171 |
| Very useful | 35% | 36% | 39% | 35% | 41% |

| | | | | | |
|-------------------|-----|-----|-----|-----|-----|
| Quite useful | 45% | 43% | 46% | 54% | 44% |
| Not very useful | 12% | 11% | 10% | 8% | 10% |
| Not at all useful | 6% | 7% | 3% | 3% | 1% |
| Don't know | 2% | 2% | 2% | 0% | 3% |

How quickly can you get the information you need?

| | All respondents | AAQO DMR | Female main shoppers | C2DE mums | C2DE women |
|------------------------------------|-----------------|----------|----------------------|-----------|------------|
| n= | 559 | 441 | 345 | 60 | 173 |
| Very quickly | 35% | 36% | 36% | 42% | 35% |
| Quite quickly | 48% | 46% | 49% | 50% | 51% |
| It would take me quite a long time | 11% | 11% | 11% | 7% | 12% |
| It takes me a very long time | 2% | 1% | 2% | 1% | 2% |
| Don't know | 4% | 5% | 1% | 0% | 0% |

Does the labelling contain all the information you want?

| | All respondents | AAQO DMR | Female main shoppers | C2DE mums | C2DE women |
|-----|-----------------|----------|----------------------|-----------|------------|
| n= | 560 | 442 | 346 | 60 | 173 |
| Yes | 82% | 83% | 86% | 94% | 83% |
| No | 18% | 17% | 14% | 6% | 17% |

Looking at the example of food labelling on your screen, which of the following statements applies best to what this food labelling tells you? It tells me that..... Please select all that apply

| | All respondents | AAQO DMR | Female main shoppers | C2DE mums | C2DE women |
|----------------------------------------------------|-----------------|----------|----------------------|-----------|------------|
| n= | 560 | 442 | 346 | 60 | 173 |
| The Product contains 3.2g of fat | 69% | 67% | 72% | 77% | 72% |
| The guideline daily amount of fat is 3.2g | 13% | 13% | 13% | 7% | 13% |
| 5% of the product is fat | 29% | 29% | 26% | 18% | 27% |
| It contains 5% of my guideline daily amount of fat | 58% | 57% | 60% | 61% | 58% |
| None of these / Don't know | 4% | 5% | 4% | 2% | 2% |

And from what the labelling tells you, how much of the guideline daily amount of sugars does this product contain for an average adult?

| | All respondents | AAQO DMR | Female main shoppers | C2DE mums | C2DE women |
|---------------------------------------|-----------------|----------|----------------------|-----------|------------|
| n= | 560 | 442 | 346 | 60 | 173 |
| 6.3g of the guideline daily amount of | 36% | 37% | 37% | 31% | 36% |
| 7% of the guideline daily amount of : | 73% | 70% | 75% | 86% | 81% |
| 5% of the guideline daily amount of : | 2% | 2% | 1% | 0% | 2% |
| 1.4g of the guideline daily amount of | 2% | 2% | 2% | 1% | 3% |
| None of these / Don't know | 8% | 10% | 8% | 3% | 3% |

How strongly do you agree or disagree with each of the following statements? This particular type of food labelling.... (Helps me consider the nutritional content of what I eat)

| | All | AAQO | Female | C2DE | C2DE |
|----------------------------|-------------|------|----------|------|-------|
| | respondents | DMR | main | mums | women |
| | | | shoppers | | |
| n= | 555 | 437 | 343 | 60 | 171 |
| Strongly agree | 32% | 33% | 38% | 43% | 39% |
| Slightly agree | 40% | 38% | 39% | 35% | 41% |
| Neither agree nor disagree | 19% | 19% | 16% | 20% | 17% |
| Slightly disagree | 4% | 4% | 5% | 2% | 3% |
| Strongly disagree | 5% | 6% | 2% | 0% | 0% |

How strongly do you agree or disagree with each of the following statements? This particular type of food labelling.... (Helps me understand how healthy a product is)

| | All | AAQO | Female | C2DE | C2DE |
|----------------------------|-------------|------|----------|------|-------|
| | respondents | DMR | main | mums | women |
| | | | shoppers | | |
| n= | 556 | 439 | 343 | 60 | 171 |
| Strongly agree | 42% | 44% | 45% | 42% | 42% |
| Slightly agree | 37% | 34% | 38% | 42% | 42% |
| Neither agree nor disagree | 13% | 13% | 12% | 12% | 12% |
| Slightly disagree | 3% | 2% | 4% | 5% | 3% |
| Strongly disagree | 5% | 6% | 2% | 0% | 0% |

How strongly do you agree or disagree with each of the following statements? This particular type of food labelling.... (Helps me choose products that make up a balanced diet)

| | All | AAQO | Female | C2DE | C2DE |
|----------------------------|-------------|------|----------|------|-------|
| | respondents | DMR | main | mums | women |
| | | | shoppers | | |
| n= | 558 | 440 | 344 | 60 | 172 |
| Strongly agree | 30% | 32% | 36% | 41% | 37% |
| Slightly agree | 38% | 36% | 40% | 33% | 41% |
| Neither agree nor disagree | 20% | 20% | 16% | 19% | 16% |
| Slightly disagree | 6% | 5% | 6% | 7% | 5% |
| Strongly disagree | 6% | 7% | 2% | 0% | 1% |

How strongly do you agree or disagree with each of the following statements? This particular type of food labelling.... (Helps me ensure I don't eat too much of any one thing)

| | All | AAQO | Female | C2DE | C2DE |
|----------------------------|-------------|------|----------|------|-------|
| | respondents | DMR | main | mums | women |
| | | | shoppers | | |
| n= | 557 | 439 | 344 | 60 | 171 |
| Strongly agree | 30% | 34% | 36% | 27% | 36% |
| Slightly agree | 32% | 27% | 35% | 45% | 36% |
| Neither agree nor disagree | 25% | 27% | 19% | 15% | 20% |
| Slightly disagree | 7% | 6% | 7% | 13% | 7% |
| Strongly disagree | 6% | 6% | 3% | 0% | 2% |

How strongly do you agree or disagree with each of the following statements? This particular type of food labelling.... (Helps me think about what I am eating)

| | All | AAQO | Female | C2DE | C2DE |
|----------------|-------------|------|----------|------|-------|
| | respondents | DMR | main | mums | women |
| | | | shoppers | | |
| n= | 555 | 438 | 342 | 59 | 169 |
| Strongly agree | 36% | 38% | 45% | 36% | 44% |

| | | | | | |
|----------------------------|-----|-----|-----|-----|-----|
| Slightly agree | 38% | 35% | 36% | 46% | 38% |
| Neither agree nor disagree | 16% | 16% | 13% | 15% | 14% |
| Slightly disagree | 5% | 4% | 4% | 2% | 4% |
| Strongly disagree | 6% | 7% | 2% | 0% | 1% |

How strongly do you agree or disagree with each of the following statements? This particular type of food labelling.... (Helps me understand what the nutritional information means when thinking about what I eat)

| | All respondents | AAQO DMR | Female main shoppers | C2DE mums | C2DE women |
|----------------------------|-----------------|----------|----------------------|-----------|------------|
| n= | 553 | 437 | 340 | 60 | 168 |
| Strongly agree | 32% | 34% | 37% | 40% | 39% |
| Slightly agree | 39% | 37% | 42% | 44% | 41% |
| Neither agree nor disagree | 19% | 19% | 14% | 15% | 17% |
| Slightly disagree | 4% | 3% | 5% | 1% | 3% |
| Strongly disagree | 5% | 6% | 1% | 0% | 0% |

Would you like to see the labelling on more brands?

| | All respondents | AAQO DMR | Female main shoppers | C2DE mums | C2DE women |
|-----|-----------------|----------|----------------------|-----------|------------|
| n= | 559 | 441 | 345 | 59 | 172 |
| Yes | 85% | 84% | 86% | 79% | 85% |
| No | 15% | 16% | 14% | 21% | 15% |

Which of the following are you most concerned about? Please tick the one that most applies

| | All respondents | AAQO DMR | Female main shoppers | C2DE mums | C2DE women |
|--------------------------------|-----------------|----------|----------------------|-----------|------------|
| n= | 560 | 442 | 346 | 60 | 173 |
| Your salt consumption | 15% | 15% | 12% | 9% | 13% |
| Your fat consumption | 23% | 23% | 23% | 22% | 24% |
| Your saturated fat consumption | 24% | 25% | 29% | 24% | 26% |
| Your sugar consumption | 9% | 8% | 12% | 7% | 15% |
| Your calorie consumption | 14% | 12% | 15% | 26% | 15% |
| None of these | 15% | 17% | 7% | 13% | 8% |

And our final question. What do you think you would use these labels for in the future, and how often? (To find out how many calories, sugar, fat, saturates or salt there are in food you are considering buying)

| | All respondents | AAQO DMR | Female main shoppers | C2DE mums | C2DE women |
|----------------|-----------------|----------|----------------------|-----------|------------|
| n= | 550 | 434 | 341 | 59 | 171 |
| Always | 41% | 44% | 52% | 43% | 51% |
| Sometimes | 40% | 35% | 37% | 46% | 40% |
| Not very often | 11% | 11% | 7% | 8% | 6% |
| Never | 8% | 10% | 4% | 3% | 3% |

And our final question. What do you think you would use these labels for in the future, and how often? (To choose between different types of the same kind of product e.g. choose between two different bags of crisps or two different cheeses)

| | All respondents | AAQO DMR | Female main shoppers | C2DE mums | C2DE women |
|----------------|-----------------|----------|----------------------|-----------|------------|
| n= | 557 | 440 | 344 | 60 | 171 |
| Always | 33% | 34% | 35% | 32% | 33% |
| Sometimes | 45% | 42% | 48% | 49% | 50% |
| Not very often | 13% | 13% | 12% | 16% | 12% |
| Never | 9% | 11% | 5% | 3% | 5% |

And our final question. What do you think you would use these labels for in the future, and how often? (To choose between different types of product e.g. between chocolate and a yoghurt or between pizza and a lasagne)

| | All respondents | AAQO DMR | Female main shoppers | C2DE mums | C2DE women |
|----------------|-----------------|----------|----------------------|-----------|------------|
| n= | 554 | 437 | 341 | 59 | 170 |
| Always | 20% | 21% | 25% | 31% | 26% |
| Sometimes | 51% | 50% | 47% | 45% | 48% |
| Not very often | 17% | 16% | 20% | 21% | 20% |
| Never | 12% | 14% | 8% | 3% | 7% |

And our final question. What do you think you would use these labels for in the future, and how often? (To add up the total amount of any given nutrient (e.g. salt, sugars, fat) I have in a day)

| | All respondents | AAQO DMR | Female main shoppers | C2DE mums | C2DE women |
|----------------|-----------------|----------|----------------------|-----------|------------|
| n= | 555 | 438 | 342 | 58 | 170 |
| Always | 26% | 29% | 30% | 24% | 30% |
| Sometimes | 37% | 35% | 37% | 41% | 41% |
| Not very often | 23% | 22% | 23% | 30% | 20% |
| Never | 14% | 14% | 10% | 6% | 10% |

And our final question. What do you think you would use these labels for in the future, and how often? (To help decide if a product I am planning to eat will make me go above the guideline daily amount for a particular nutrient or nutrients (e.g. salt, sugars, fat))

| | All respondents | AAQO DMR | Female main shoppers | C2DE mums | C2DE women |
|----------------|-----------------|----------|----------------------|-----------|------------|
| n= | 559 | 441 | 345 | 60 | 173 |
| Always | 24% | 28% | 28% | 28% | 30% |
| Sometimes | 45% | 44% | 46% | 47% | 49% |
| Not very often | 20% | 17% | 19% | 22% | 13% |
| Never | 11% | 12% | 7% | 4% | 8% |

And our final question. What do you think you would use these labels for in the future, and how often? (To pick the product with the lowest amount of a particular nutrient (e.g. salt, sugars, fat))

| | All respondents | AAQO DMR | Female main shoppers | C2DE mums | C2DE women |
|----------------|-----------------|----------|----------------------|-----------|------------|
| n= | 556 | 439 | 343 | 59 | 171 |
| Always | 35% | 38% | 41% | 34% | 40% |
| Sometimes | 44% | 40% | 46% | 48% | 47% |
| Not very often | 12% | 11% | 8% | 15% | 7% |

| | | | | | |
|-------|----|-----|----|----|----|
| Never | 9% | 11% | 5% | 3% | 5% |
|-------|----|-----|----|----|----|

And our final question. What do you think you would use these labels for in the future, and how often? (To help choose which food products are best for you and your family)

| | All respondents | AAQO DMR | Female main shoppers | C2DE mums | C2DE women |
|----------------|-----------------|----------|----------------------|-----------|------------|
| n= | 549 | 431 | 337 | 60 | 167 |
| Always | 35% | 38% | 41% | 43% | 42% |
| Sometimes | 48% | 43% | 46% | 42% | 47% |
| Not very often | 9% | 9% | 8% | 11% | 7% |
| Never | 8% | 9% | 5% | 4% | 4% |

Gender

| | All respondents | AAQO DMR | Female main shoppers | C2DE mums | C2DE women |
|--------|-----------------|----------|----------------------|-----------|------------|
| n= | 560 | 442 | 346 | 60 | 173 |
| Male | 52% | 54% | 0% | 0% | 0% |
| Female | 48% | 46% | 100% | 100% | 100% |

Age

| | All respondents | AAQO DMR | Female main shoppers | C2DE mums | C2DE women |
|-------|-----------------|----------|----------------------|-----------|------------|
| n= | 560 | 442 | 346 | 60 | 173 |
| U35 | 32% | 31% | 29% | 43% | 32% |
| 35-44 | 16% | 15% | 16% | 43% | 16% |
| 45-54 | 15% | 14% | 16% | 12% | 15% |
| 55-64 | 15% | 15% | 15% | 1% | 15% |
| 65+ | 22% | 24% | 23% | 0% | 22% |

Social Grade

| | All respondents | AAQO DMR | Female main shoppers | C2DE mums | C2DE women |
|----|-----------------|----------|----------------------|-----------|------------|
| n= | 560 | 442 | 346 | 60 | 173 |
| AB | 13% | 12% | 13% | 0% | 0% |
| C1 | 29% | 28% | 29% | 0% | 0% |
| C2 | 27% | 29% | 27% | 52% | 47% |
| DE | 30% | 32% | 31% | 48% | 53% |

DMR M-F

| | All respondents | AAQO DMR | Female main shoppers | C2DE mums | C2DE women |
|-------------------------------------------------------|-----------------|----------|----------------------|-----------|------------|
| n= | 519 | 442 | 321 | 54 | 158 |
| Almost always (3 or 4 out of every 4 issues) | 67% | 77% | 59% | 39% | 57% |
| Quite often (1 or 2 out of every 4 issues) | 16% | 19% | 20% | 34% | 21% |
| Only occasionally (Less than 1 out of every 4 issues) | 17% | 4% | 21% | 27% | 22% |
| Not in the last 12 months | 0% | 0% | 0% | 0% | 0% |

DMR Sat

| | All respondents | AAQO DMR | Female main shoppers | C2DE mums | C2DE women |
|-------------------------------------------------------|-----------------|----------|----------------------|-----------|------------|
| n= | 519 | 442 | 321 | 54 | 158 |
| Almost always (3 or 4 out of every 4 issues) | 68% | 79% | 65% | 52% | 72% |
| Quite often (1 or 2 out of every 4 issues) | 12% | 14% | 15% | 30% | 11% |
| Only occasionally (Less than 1 out of every 4 issues) | 14% | 6% | 15% | 17% | 13% |
| Not in the last 12 months | 6% | 1% | 5% | 1% | 4% |

SMR

| | All respondents | AAQO DMR | Female main shoppers | C2DE mums | C2DE women |
|-------------------------------------------------------|-----------------|----------|----------------------|-----------|------------|
| n= | 441 | 391 | 281 | 47 | 142 |
| Almost always (3 or 4 out of every 4 issues) | 68% | 73% | 69% | 51% | 74% |
| Quite often (1 or 2 out of every 4 issues) | 14% | 15% | 16% | 36% | 14% |
| Only occasionally (Less than 1 out of every 4 issues) | 17% | 12% | 14% | 12% | 11% |
| Not in the last 12 months | 1% | 0% | 1% | 1% | 1% |

Main shoppers

| | All respondents | AAQO DMR | Female main shoppers | C2DE mums | C2DE women |
|---------------------|-----------------|----------|----------------------|-----------|------------|
| n= | 557 | 440 | 346 | 60 | 171 |
| All or most items | 60% | 60% | 85% | 82% | 78% |
| About half | 26% | 25% | 15% | 14% | 17% |
| A few | 10% | 10% | 0% | 0% | 3% |
| None or almost none | 5% | 5% | 0% | 5% | 2% |

Kids U18 in HH

| | All respondents | AAQO DMR | Female main shoppers | C2DE mums | C2DE women |
|-----|-----------------|----------|----------------------|-----------|------------|
| n= | 553 | 435 | 344 | 60 | 173 |
| Yes | 23% | 23% | 31% | 100% | 30% |
| No | 77% | 77% | 69% | 0% | 70% |