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NUTRITION OMNIBUS SURVEY

FIELDWORK

28 May - 01 June 2008

TABULATIONS

Prepared for:

National Consumer Council

Prepared by:

TNS Consumer Omnibus

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Job Number: Week22/16

Methodology

This survey was conducted in Great Britain via the TNS face to face omnibus survey, using CAPI (Computer Assisted Personal Interviewing). Appendix 1 contains a copy of the questionnaire.

1. **SAMPLING**

A representative sample of c.1,000 adults was interviewed in home in approximately 72 locations throughout Great Britain. The sample was selected using a random location method, which is described in Appendix 2.

2. **FIELDWORK DATES**

Interviewing was conducted from 28 May - 01 June 2008.

3. **LENGTH OF INTERVIEW**

To ensure that each client's question set receives the full attention of respondents, the average interview length is restricted to 30 minutes.

4. **WEIGHTING**

The sample has been weighted to represent the adult population of Great Britain aged 16+. The details of the weighting are shown at the end of the tables.

5. **TERMS OF CONTRACT**

The advance approval of TNS must be obtained for any press release or publication of the findings of this survey. Such approval will normally only be refused on grounds of inaccuracy or misrepresentation.

Notes on Tables

- The unweighted samples (actual number of people interviewed) are shown in the top row of each table.
- The weighted bases are shown in the second row of the table. The percentages are calculated on these weighted bases and all the other figures in the table are also weighted ones.
- The definition of each breakdown is shown separately at the head of each column. The total number of respondents within a breakdown is shown, unweighted and weighted, directly below the column title.
- The tables show both actual numbers and percentages. These percentages are usually based on the column totals. If the percentages have been calculated by rows, then '100%' will appear opposite each row in the TOTAL column.
- Percentages are rounded to the nearest whole number. This may cause some mutually exclusive categories to sum to slightly more than or less than 100%.
- Any percentages calculated on small bases should be treated with caution as they may be subject to wide margins of sampling error. This is particularly true if the base comprises less than 100 respondents.
- " - " Indicates a value of zero. " * " indicates a number or percentage less than 0.5.
- For questions where more than one answer is allowed, the percentages representing different responses may well add to considerably more than 100%.
- 'Nets' or 'overcodes' are sometimes used to cover two or more responses. If a respondent has made more than one of these responses, he or she will only be counted *once* in the overcode total, which may therefore be less than the sum of the figures for the individual responses.
- Where mean scores and standard errors have been calculated, the results will be shown at the foot of the table. If they have been calculated from the answers to a question in the form of a scale, the scores used will be shown next to each row label. When calculating mean scores, 'Don't know' responses are excluded from the calculations.

	Page	Table	Title	Base Description	Base
	1	1	Q.1 We are carrying out a piece of work to look at what nutritional information is provided at major burger and pizza chain restaurants. Thinking now if you were to go to a pizza or burger take away restaurant or were going to have a delivery from these, would you expect to find healthy options on their menus?	Base: All adults	1019
	3	2	Q.2 Research has found that there are some healthy options available. How useful or not would it be to have clear, upfront nutritional information on calories, salt, sugar and fat on the menu or menu board before you buy?	Base: All adults	1019
	5	3	Q.3 If this information was available, how likely or not would you be to use this information to help you pick healthier options?	Base: All adults	1019
	7	4	Sample profiles	Base: All adults	1019
	10	5	Weighting matrix - weighted respondents	Base: All adults	1000
	12	6	Weighting matrix - unweighted respondents	Base: All adults	1019
	14	7	Weighting matrix - weights	Base: All adults	0.98

Nutrition Omnibus Survey: May 2008

Q.1 We are carrying out a piece of work to look at what nutritional information is provided at major burger and pizza chain restaurants. Thinking now if you were to go to a pizza or burger take away restaurant or were going to have a delivery from these, would you expect to find healthy options on their menus?

Base: All adults

	SEX		AGE						SOCIAL CLASS				INTERNET ACCESS		PRINCIPAL SHOPPER		
	Total	Male	Fe- male	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	None	Yes	No
Unweighted Base	1019	467	552	115	154	149	147	153	301	189	248	213	369	620	399	739	280
Weighted Base	1000	485	515	140	173	178	153	161	194	216	282	206	295	680	320	702	298
Yes	597	263	334	93	112	105	91	96	100	125	178	129	166	422	175	429	168
	60%	54%	65%	66%	65%	59%	59%	59%	51%	58%	63%	62%	56%	62%	55%	61%	56%
No	403	222	181	47	61	73	62	65	95	91	104	78	130	257	145	273	130
	40%	46%	35%	34%	35%	41%	41%	41%	49%	42%	37%	38%	44%	38%	45%	39%	44%

Nutrition Omnibus Survey: May 2008

Q.1 We are carrying out a piece of work to look at what nutritional information is provided at major burger and pizza chain restaurants. Thinking now if you were to go to a pizza or burger take away restaurant or were going to have a delivery from these, would you expect to find healthy options on their menus?

Base: All adults

	Total	GOVERNMENT REGION											NUTRITIONAL INFO(Q.2)		INFO USE(Q.3)	
		Nrth East	Nrth West	Yrks and Hmbr	East Mids	West Mids	S'th West	East of Engl	Lon-don	S'th East	Wa-les	Scot-land	Useful	Not useful	Likely	Not likely
Unweighted Base	1019	37	119	88	86	101	85	106	122	151	43	81	716	250	604	338
Weighted Base	1000	41	131	80	82	95	77	98	126	153	38	79	717	241	610	331
Yes	597	20	79	51	59	55	47	54	67	90	25	50	509	79	451	127
	60%	48%	61%	63%	72%	57%	61%	55%	54%	59%	66%	63%	71%	33%	74%	38%
No	403	21	52	29	23	41	30	44	58	64	13	29	208	162	159	204
	40%	52%	39%	37%	28%	43%	39%	45%	46%	41%	34%	37%	29%	67%	26%	62%

Nutrition Omnibus Survey: May 2008

Q.2 Research has found that there are some healthy options available. How useful or not would it be to have clear, upfront nutritional information on calories, salt, sugar and fat on the menu or menu board before you buy?

Base: All adults

		SEX		AGE						SOCIAL CLASS				INTERNET ACCESS		PRINCIPAL SHOPPER		
		Total	Male	Fe-male	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	None	Yes	No
Unweighted Base		1019	467	552	115	154	149	147	153	301	189	248	213	369	620	399	739	280
Weighted Base		1000	485	515	140	173	178	153	161	194	216	282	206	295	680	320	702	298
Very useful	(3)	438 44%	188 39%	251 49%	60 43%	83 48%	77 43%	68 44%	78 49%	73 37%	94 43%	131 46%	92 44%	122 41%	307 45%	132 41%	329 47%	109 37%
Fairly useful	(2)	279 28%	152 31%	127 25%	53 38%	51 30%	52 29%	44 29%	35 22%	43 22%	63 29%	75 27%	52 25%	89 30%	195 29%	84 26%	185 26%	94 31%
Not very useful	(1)	115 12%	67 14%	48 9%	16 11%	27 16%	21 12%	16 11%	15 9%	19 10%	24 11%	39 14%	26 13%	26 9%	84 12%	31 10%	71 10%	44 15%
Not at all useful	(0)	126 13%	61 12%	65 13%	8 6%	11 6%	26 15%	20 13%	24 15%	37 19%	29 13%	28 10%	25 12%	44 15%	71 10%	55 17%	88 13%	38 13%
Net: Useful		717 72%	340 70%	377 73%	113 80%	134 77%	129 73%	112 73%	114 71%	115 59%	156 72%	206 73%	144 70%	211 71%	502 74%	216 67%	514 73%	203 68%
Net: Not useful		241 24%	127 26%	114 22%	24 17%	38 22%	48 27%	36 24%	39 24%	56 29%	53 25%	67 24%	51 25%	70 24%	155 23%	86 27%	159 23%	81 27%
Don't know		42 4%	19 4%	23 5%	4 3%	1 *	1 *	5 3%	8 5%	24 12%	7 3%	9 3%	12 6%	15 5%	23 3%	19 6%	29 4%	13 4%
Mean score		2.07	2.00	2.15	2.21	2.19	2.02	2.08	2.10	1.89	2.06	2.13	2.08	2.03	2.12	1.97	2.12	1.97
Standard deviation		1.05	1.03	1.06	0.86	0.93	1.08	1.05	1.12	1.18	1.06	1.01	1.06	1.08	1.01	1.13	1.05	1.03
Standard error		0.03	0.05	0.05	0.08	0.08	0.09	0.09	0.09	0.07	0.08	0.07	0.07	0.06	0.04	0.06	0.04	0.06

Nutrition Omnibus Survey: May 2008

Q.2 Research has found that there are some healthy options available. How useful or not would it be to have clear, upfront nutritional information on calories, salt, sugar and fat on the menu or menu board before you buy?

Base: All adults

	Total	GOVERNMENT REGION											NUTRITIONAL INFO(Q.2)		INFO USE(Q.3)		
		Nrth East	Nrth West	Yrks and Hmbr	East Mids	West Mids	S'th West	East of Engl	Lon-don	S'th East	Wa-les	Scot land	Useful	Not useful	Likely	Not likely	
Unweighted Base	1019	37	119	88	86	101	85	106	122	151	43	81	716	250	604	338	
Weighted Base	1000	41	131	80	82	95	77	98	126	153	38	79	717	241	610	331	
Very useful	(3)	438 44%	17 42%	68 52%	40 49%	39 47%	44 46%	40 52%	34 35%	62 49%	58 38%	13 33%	25 32%	438 61%	-	393 64%	39 12%
Fairly useful	(2)	279 28%	6 15%	36 27%	19 24%	20 24%	23 24%	10 13%	29 30%	37 29%	47 31%	19 50%	34 43%	279 39%	-	196 32%	64 19%
Not very useful	(1)	115 12%	1 2%	16 12%	5 7%	17 21%	16 16%	9 12%	11 11%	15 12%	20 13%	1 3%	5 6%	-	115 48%	13 2%	101 30%
Not at all useful	(0)	126 13%	16 39%	9 7%	11 13%	3 4%	9 9%	14 18%	19 19%	11 9%	17 11%	5 13%	12 15%	-	126 52%	6 1%	117 35%
Net: Useful		717 72%	23 57%	103 79%	59 73%	58 71%	66 70%	49 64%	63 65%	98 78%	105 68%	32 84%	59 75%	717 100%	-	589 97%	103 31%
Net: Not useful		241 24%	17 41%	25 19%	16 20%	20 24%	24 26%	23 30%	30 31%	26 21%	37 24%	6 16%	17 21%	-	241 100%	20 3%	218 66%
Don't know		42 4%	1 1%	3 2%	5 7%	4 4%	5 5%	4 6%	4 5%	2 1%	11 7%	-	3 4%	-	-	1 *	10 3%
Mean score	2.07	1.62	2.27	2.17	2.20	2.11	2.03	1.84	2.20	2.03	2.04	1.96	2.61	0.48	2.60	1.08	
Standard deviation	1.05	1.39	0.93	1.08	0.91	1.02	1.21	1.13	0.97	1.02	0.96	1.02	0.49	0.50	0.59	1.03	
Standard error	0.03	0.23	0.09	0.12	0.10	0.10	0.14	0.11	0.09	0.09	0.15	0.12	0.02	0.03	0.02	0.06	

Nutrition Omnibus Survey: May 2008

Q.3 If this information was available, how likely or not would you be to use this information to help you pick healthier options?

Base: All adults

		SEX			AGE						SOCIAL CLASS				INTERNET ACCESS		PRINCIPAL SHOPPER	
		Total	Male	Fe-male	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	None	Yes	No
Unweighted Base		1019	467	552	115	154	149	147	153	301	189	248	213	369	620	399	739	280
Weighted Base		1000	485	515	140	173	178	153	161	194	216	282	206	295	680	320	702	298
Very likely	(3)	342 34%	136 28%	206 40%	51 37%	62 36%	58 32%	55 36%	61 38%	55 28%	71 33%	109 39%	72 35%	90 30%	242 36%	100 31%	263 37%	79 27%
Fairly likely	(2)	268 27%	141 29%	127 25%	45 32%	56 32%	54 31%	40 26%	37 23%	37 19%	68 31%	69 25%	43 21%	88 30%	199 29%	69 21%	184 26%	84 28%
Not very likely	(1)	175 18%	101 21%	74 14%	28 20%	38 22%	29 16%	27 18%	24 15%	29 15%	34 16%	56 20%	43 21%	42 14%	125 18%	50 16%	108 15%	67 23%
Not at all likely	(0)	156 16%	85 17%	71 14%	12 9%	16 9%	31 17%	25 16%	29 18%	42 22%	34 16%	34 12%	38 19%	49 17%	88 13%	68 21%	109 15%	47 16%
Net: Likely		610 61%	277 57%	333 65%	96 68%	118 68%	112 63%	95 62%	98 61%	92 47%	140 65%	178 63%	114 55%	178 60%	441 65%	169 53%	447 64%	163 55%
Net: Not likely		331 33%	186 38%	145 28%	40 29%	54 31%	60 34%	52 34%	53 33%	71 37%	68 32%	90 32%	81 39%	91 31%	213 31%	118 37%	217 31%	114 38%
Don't know		59 6%	23 5%	37 7%	4 3%	2 1%	6 3%	6 4%	10 6%	32 16%	8 4%	14 5%	11 5%	26 9%	26 4%	34 10%	39 6%	20 7%
Mean score		1.85	1.71	1.98	1.99	1.95	1.81	1.85	1.86	1.64	1.85	1.94	1.75	1.81	1.91	1.70	1.91	1.70
Standard deviation		1.09	1.08	1.09	0.97	0.98	1.09	1.11	1.15	1.20	1.07	1.06	1.15	1.09	1.04	1.18	1.10	1.06
Standard error		0.04	0.05	0.05	0.09	0.08	0.09	0.09	0.10	0.08	0.08	0.07	0.08	0.06	0.04	0.06	0.04	0.07

Nutrition Omnibus Survey: May 2008

Q.3 If this information was available, how likely or not would you be to use this information to help you pick healthier options?

Base: All adults

	Total	GOVERNMENT REGION											NUTRITIONAL INFO(Q.2)		INFO USE(Q.3)		
		Nrth East	Nrth West	Yrks and Hmbr	East Mids	West Mids	S'th West	East of Engl	Lon-don	S'th East	Wa-les	Scot land	Useful	Not useful	Likely	Not likely	
Unweighted Base	1019	37	119	88	86	101	85	106	122	151	43	81	716	250	604	338	
Weighted Base	1000	41	131	80	82	95	77	98	126	153	38	79	717	241	610	331	
Very likely	(3)	342 34%	11 28%	60 46%	27 34%	26 31%	32 33%	32 41%	29 30%	52 41%	49 32%	8 21%	15 20%	334 47%	8 3%	342 56%	- -
Fairly likely	(2)	268 27%	4 9%	28 22%	23 28%	23 28%	30 31%	15 20%	26 26%	40 31%	34 22%	16 43%	30 38%	255 36%	12 5%	268 44%	- -
Not very likely	(1)	175 18%	8 21%	30 23%	9 11%	15 18%	19 20%	11 14%	20 20%	20 16%	32 21%	5 12%	8 10%	78 11%	94 39%	- -	175 53%
Not at all likely	(0)	156 16%	16 39%	8 6%	15 19%	11 14%	10 10%	15 19%	20 20%	10 8%	23 15%	6 15%	22 28%	25 4%	124 52%	- -	156 47%
Net: Likely		610 61%	15 37%	88 68%	50 62%	49 59%	61 64%	47 61%	55 56%	92 73%	83 54%	24 64%	46 58%	589 82%	20 8%	610 100%	- -
Net: Not likely		331 33%	25 60%	37 28%	24 30%	26 32%	29 30%	26 33%	39 40%	30 24%	55 36%	10 28%	30 38%	103 14%	218 90%	- -	331 100%
Don't know		59 6%	1 3%	5 4%	6 8%	7 9%	5 6%	4 6%	4 4%	4 3%	16 10%	3 8%	3 4%	25 3%	4 1%	- -	- -
Mean score	1.85	1.26	2.12	1.84	1.85	1.93	1.88	1.68	2.10	1.80	1.76	1.51	2.30	0.59	2.56	0.53	
Standard deviation	1.09	1.27	0.97	1.14	1.07	1.00	1.18	1.13	0.96	1.10	1.01	1.12	0.81	0.73	0.50	0.50	
Standard error	0.04	0.21	0.09	0.13	0.12	0.10	0.13	0.11	0.09	0.10	0.16	0.13	0.03	0.05	0.02	0.03	

Sample profiles**Base: All adults**

	Weighted	Unweighted
Unweighted Base	1019	1019
Weighted Base	1000	1019
Sex		
Male	485 49%	467 46%
Female	515 51%	552 54%
Age		
16-24	140 14%	115 11%
25-34	173 17%	154 15%
35-44	178 18%	149 15%
45-54	153 15%	147 14%
55+	356 36%	454 45%
Class		
AB	216 22%	189 19%
C1	282 28%	248 24%
C2	206 21%	213 21%
DE	295 30%	369 36%
Working status		
Full time	411 41%	348 34%
Part time (8-29 hrs)	109 11%	103 10%
Part time (under 8 hrs)	7 1%	10 1%
Retired	244 24%	343 34%

Fieldwork : 28/05/2008 - 01/06/2008 (Week 22)

Sample profiles**Base: All adults**

	Weighted	Unweighted
Weighted Base	1000	1019
Still at school	16 2%	13 1%
Full time higher education	54 5%	42 4%
Unemployed (seeking)	41 4%	39 4%
Unemployed (not seeking)	118 12%	121 12%
Male chief income earner	376 38%	370 36%
Female chief income earner	242 24%	274 27%
Male main shopper	256 26%	251 25%
Female main shopper	447 45%	488 48%
Household size		
1	181 18%	213 21%
2	358 36%	387 38%
3	195 19%	177 17%
4	155 15%	141 14%
5+	112 11%	101 10%
Government region		
North East	41 4%	37 4%
North West	131 13%	119 12%
Yorkshire & Humber	80 8%	88 9%

Sample profiles**Base: All adults**

	Weighted	Unweighted
Weighted Base	1000	1019
East Midlands	82 8%	86 8%
West Midlands	95 10%	101 10%
East of England	98 10%	106 10%
London	126 13%	122 12%
South East	153 15%	151 15%
South West	77 8%	85 8%
Wales	38 4%	43 4%
Scotland	79 8%	81 8%

Nutrition Omnibus Survey: May 2008

Weighting matrix - weighted respondents
Base: All adults

	Total	North	Midlands	South
Total	1000.00	330.88	313.45	355.67
Men ABC1 : 16-24	36.31 4%	11.81 4%	10.58 3%	13.92 4%
Men ABC1 : 25-44	92.26 9%	26.09 8%	26.12 8%	40.06 11%
Men ABC1 : 45-64	77.93 8%	23.54 7%	24.29 8%	30.10 8%
Men ABC1 : 65+	36.15 4%	10.48 3%	11.33 4%	14.35 4%
Men C2 : 16-24	15.28 2%	5.44 2%	5.06 2%	4.78 1%
Men C2 : 25-44	39.52 4%	13.18 4%	12.89 4%	13.45 4%
Men C2 : 45-64	37.19 4%	13.35 4%	12.69 4%	11.15 3%
Men C2 : 65+	18.63 2%	6.69 2%	6.16 2%	5.79 2%
Men DE : 16-24	19.55 2%	7.72 2%	5.89 2%	5.94 2%
Men DE : 25-44	41.99 4%	15.66 5%	12.50 4%	13.83 4%
Men DE : 45-64	39.54 4%	15.85 5%	12.40 4%	11.28 3%
Men DE : 65+	31.05 3%	11.36 3%	10.67 3%	9.02 3%
Female ABC1 : 16-24	33.81 3%	10.66 3%	9.82 3%	13.33 4%
Female ABC1 : 25-44	97.28 10%	28.33 9%	28.23 9%	40.73 11%
Female ABC1 : 45-64	82.92 8%	25.66 8%	25.30 8%	31.96 9%
Female ABC1 : 65+	41.54 4%	11.97 4%	12.44 4%	17.13 5%
Female C2 : 16-24	13.90 1%	1.20 *	8.39 3%	4.31 1%
Female C2 : 25-44	34.64 3%	11.69 4%	11.41 4%	11.54 3%

Fieldwork : 28/05/2008 - 01/06/2008 (Week 22)

Nutrition Omnibus Survey: May 2008

Weighting matrix - weighted respondents
Base: All adults

	Total	North	Midlands	South
Total	1000.00	330.88	313.45	355.67
Female C2 : 45-64	32.49 3%	11.56 3%	11.01 4%	9.92 3%
Female C2 : 65+	14.66 1%	4.93 1%	5.03 2%	4.70 1%
Female DE : 16-24	21.36 2%	8.68 3%	6.43 2%	6.24 2%
Female DE : 25-44	45.42 5%	17.56 5%	13.32 4%	14.55 4%
Female DE : 45-64	44.15 4%	17.31 5%	14.18 5%	12.66 4%
Female DE : 65+	52.41 5%	20.17 6%	17.33 6%	14.91 4%

Nutrition Omnibus Survey: May 2008

Weighting matrix - unweighted respondents**Base: All adults**

	Total	North	Midlands	South
Total	1019	325	336	358
Men ABC1 : 16-24	33 3%	4 1%	13 4%	16 4%
Men ABC1 : 25-44	65 6%	17 5%	16 5%	32 9%
Men ABC1 : 45-64	64 6%	20 6%	21 6%	23 6%
Men ABC1 : 65+	59 6%	19 6%	18 5%	22 6%
Men C2 : 16-24	11 1%	5 2%	3 1%	3 1%
Men C2 : 25-44	34 3%	9 3%	14 4%	11 3%
Men C2 : 45-64	28 3%	10 3%	7 2%	11 3%
Men C2 : 65+	27 3%	9 3%	7 2%	11 3%
Men DE : 16-24	19 2%	3 1%	10 3%	6 2%
Men DE : 25-44	34 3%	7 2%	14 4%	13 4%
Men DE : 45-64	43 4%	12 4%	14 4%	17 5%
Men DE : 65+	50 5%	19 6%	21 6%	10 3%
Female ABC1 : 16-24	21 2%	9 3%	5 1%	7 2%
Female ABC1 : 25-44	70 7%	22 7%	19 6%	29 8%
Female ABC1 : 45-64	72 7%	24 7%	21 6%	27 8%
Female ABC1 : 65+	53 5%	21 6%	17 5%	15 4%
Female C2 : 16-24	10 1%	1 *	7 2%	2 1%
Female C2 : 25-44	38 4%	13 4%	9 3%	16 4%

Fieldwork : 28/05/2008 - 01/06/2008 (Week 22)

Nutrition Omnibus Survey: May 2008

Weighting matrix - unweighted respondents**Base: All adults**

	Total	North	Midlands	South
Total	1019	325	336	358
Female C2 : 45-64	41 4%	14 4%	14 4%	13 4%
Female C2 : 65+	24 2%	8 2%	7 2%	9 3%
Female DE : 16-24	21 2%	6 2%	10 3%	5 1%
Female DE : 25-44	62 6%	21 6%	21 6%	20 6%
Female DE : 45-64	52 5%	18 6%	16 5%	18 5%
Female DE : 65+	88 9%	34 10%	32 10%	22 6%

Nutrition Omnibus Survey: May 2008**Weighting matrix - weights**
Base: All adults

	Total	North	Midlands	South
Total	0.98	1.02	0.93	0.99
Men ABC1 : 16-24	1.10	2.95	0.81	0.87
Men ABC1 : 25-44	1.42	1.53	1.63	1.25
Men ABC1 : 45-64	1.22	1.18	1.16	1.31
Men ABC1 : 65+	0.61	0.55	0.63	0.65
Men C2 : 16-24	1.39	1.09	1.69	1.59
Men C2 : 25-44	1.16	1.46	0.92	1.22
Men C2 : 45-64	1.33	1.34	1.81	1.01
Men C2 : 65+	0.69	0.74	0.88	0.53
Men DE : 16-24	1.03	2.57	0.59	0.99
Men DE : 25-44	1.23	2.24	0.89	1.06
Men DE : 45-64	0.92	1.32	0.89	0.66
Men DE : 65+	0.62	0.60	0.51	0.90
Female ABC1 : 16-24	1.61	1.18	1.96	1.90
Female ABC1 : 25-44	1.39	1.29	1.49	1.40
Female ABC1 : 45-64	1.15	1.07	1.20	1.18
Female ABC1 : 65+	0.78	0.57	0.73	1.14
Female C2 : 16-24	1.39	1.20	1.20	2.15
Female C2 : 25-44	0.91	0.90	1.27	0.72
Female C2 : 45-64	0.79	0.83	0.79	0.76
Female C2 : 65+	0.61	0.62	0.72	0.52
Female DE : 16-24	1.02	1.45	0.64	1.25
Female DE : 25-44	0.73	0.84	0.63	0.73
Female DE : 45-64	0.85	0.96	0.89	0.70
Female DE : 65+	0.60	0.59	0.54	0.68

Questionnaire

Q.1 We are carrying out a piece of work to look at what nutritional information is provided at major burger and pizza chain restaurants. Thinking now if you were to go to a pizza or burger take away restaurant or were going to have a delivery from these, would you expect to find healthy options on their menus?

01: Yes

02: No

SHOW SCREEN

Q.2 Research has found that there are some healthy options available. How useful or not would it be to have clear, upfront nutritional information on calories, salt, sugar and fat on the menu or menu board before you buy?

01: Very useful

02: Fairly useful

03: Not very useful

04: Not at all useful

(DK)

SHOW SCREEN

Q.3 If this information was available, how likely or not would you be to use this information to help you pick healthier options?

01: Very likely

02: Fairly likely

03: Not very likely

04: Not at all likely

(DK)

TNS Omnibus Random Location Sampling Method

The TNS CAPI Omnibus employs a random location methodology, using sampling points which are sub samples of those determined in a sampling system developed by TNS for its internal use.

SAMPLING FRAME

2001 Census small area statistics and the Postal Address File (PAF) were used to define sample points. These are areas of similar population sizes formed by the combination of wards, with the constraint that each point must be contained within a single Government Office Region (GOR). In addition, geographic systems were employed to minimise the drive time required to cover each area as optimally as possible.

600 points were defined south of the Caledonian Canal in Great Britain (GB), and, for UK samples, another 25 points were defined in a similar fashion in Northern Ireland. A further 5 points were defined north of the Caledonian Canal. These differ in size from the other points and each other to meet the need to separately cover the different parts of the Highlands and Islands.

STRATIFICATION AND SAMPLE POINT SELECTION

285 points were selected south of the Caledonian Canal for use by the Omnibus after stratification by Government Office Region and Social Grade. They were also checked to ensure they are representative by an urban and rural classification. Those points are divided into two replicates. Each set is used in alternate weeks. A further point north of the Caledonian Canal is issued every other week.

16 of the points in Northern Ireland were selected and divided into four replicates. Those replicates are used in rotation to give a wide spread across the Province over time in the UK samples. Similarly the statistical accuracy of the GB sampling is maximised by issuing sequential waves of fieldwork systematically across the sampling frame to provide maximum geographical dispersion. This ensures that the sample point selection remains representative for any specific fieldwork wave.

SELECTION OF CLUSTERS WITHIN SAMPLING POINTS

All the sample points in the sampling frame have been divided into two geographically distinct segments each containing, as far as possible, equal populations. The segments comprise aggregations of complete wards. For the Omnibus alternate A and B halves are worked each wave of fieldwork. Each week different wards are selected in each required half and Census Output Areas selected within those wards. Then, groups of Output Areas containing a minimum of 125 addresses are sampled in those areas from the PAF.

INTERVIEWING AND QUOTA CONTROLS

Assignments are conducted over two days of fieldwork and are carried out on weekdays from 2 p.m. – 8 p.m. and at the weekend. Quotas are set by sex (male, female housewife, female non-housewife); within female housewife, presence of children and working status, and within men, working status, to ensure a balanced sample of adults within effective contacted addresses. Interviewers are instructed to leave 3 doors between each successful interview.