

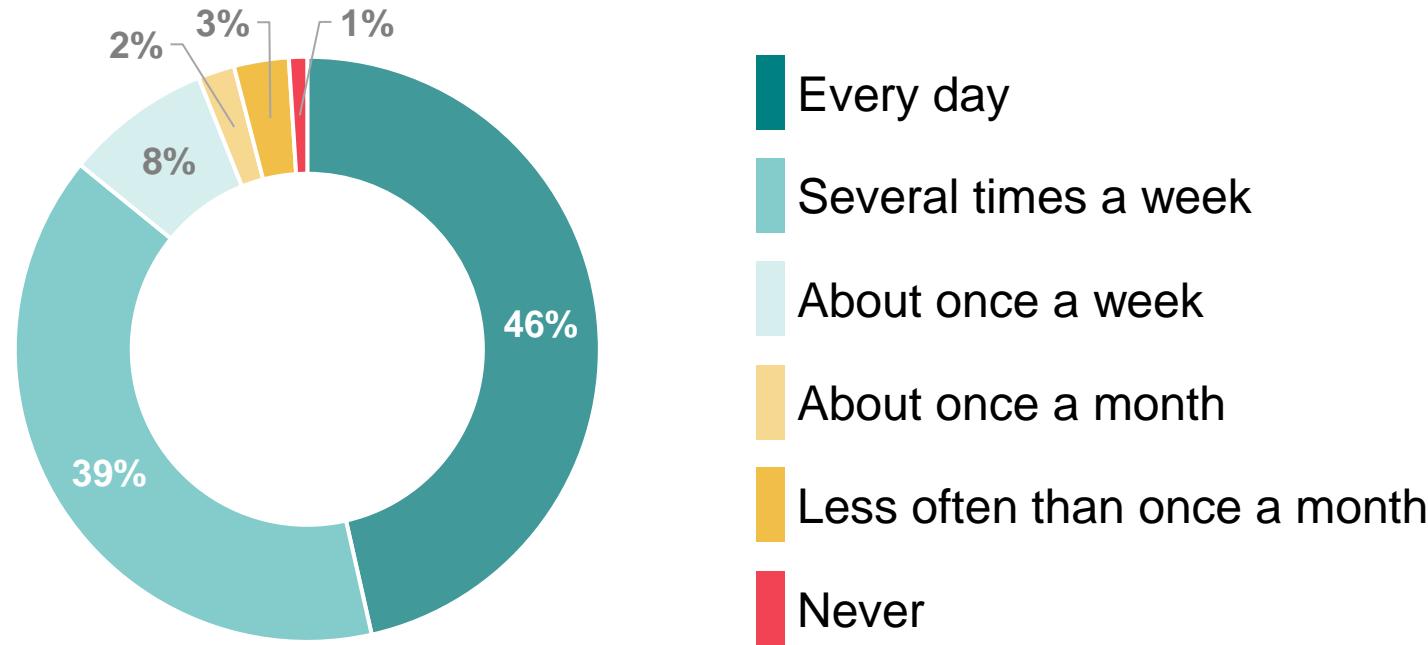


Ipsos Observer Food hygiene and myths

March 2024

85% of adults say they personally cook or prepare food at home at least several times a week.

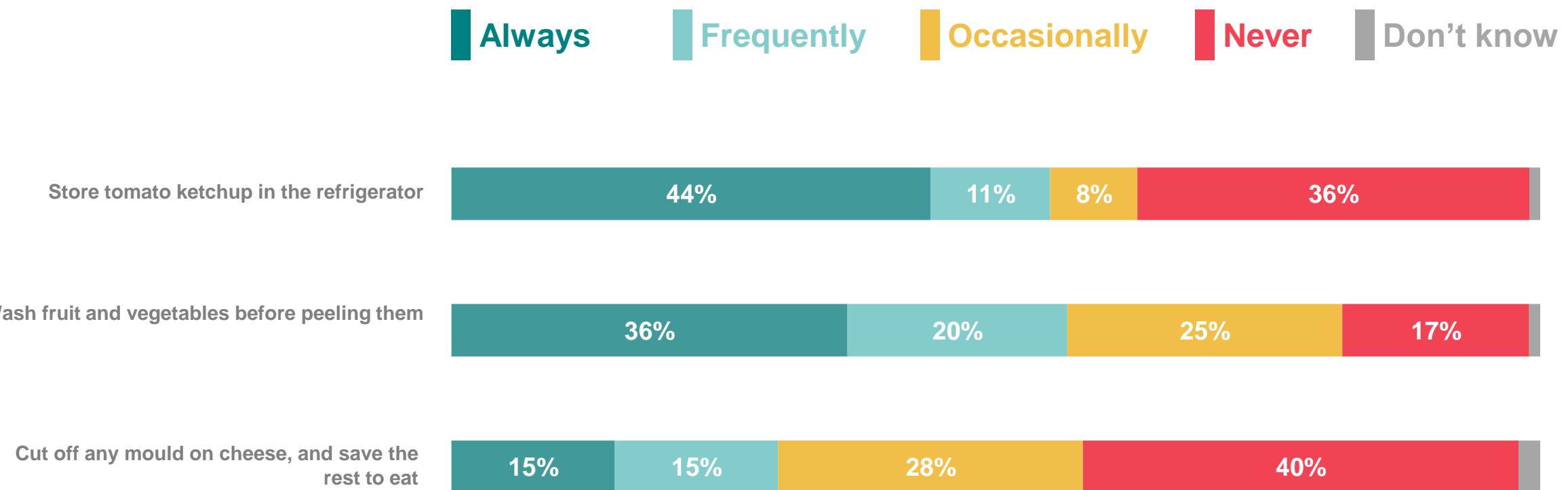
How often, if at all, do you personally cook or prepare food at home?



Base: 2,231 UK adults aged 16-75 interviewed online, 15th - 19th March 2024

Over a third of adults always wash fruits and vegetables before peeling them, but a similar proportion never store tomato ketchup in the fridge

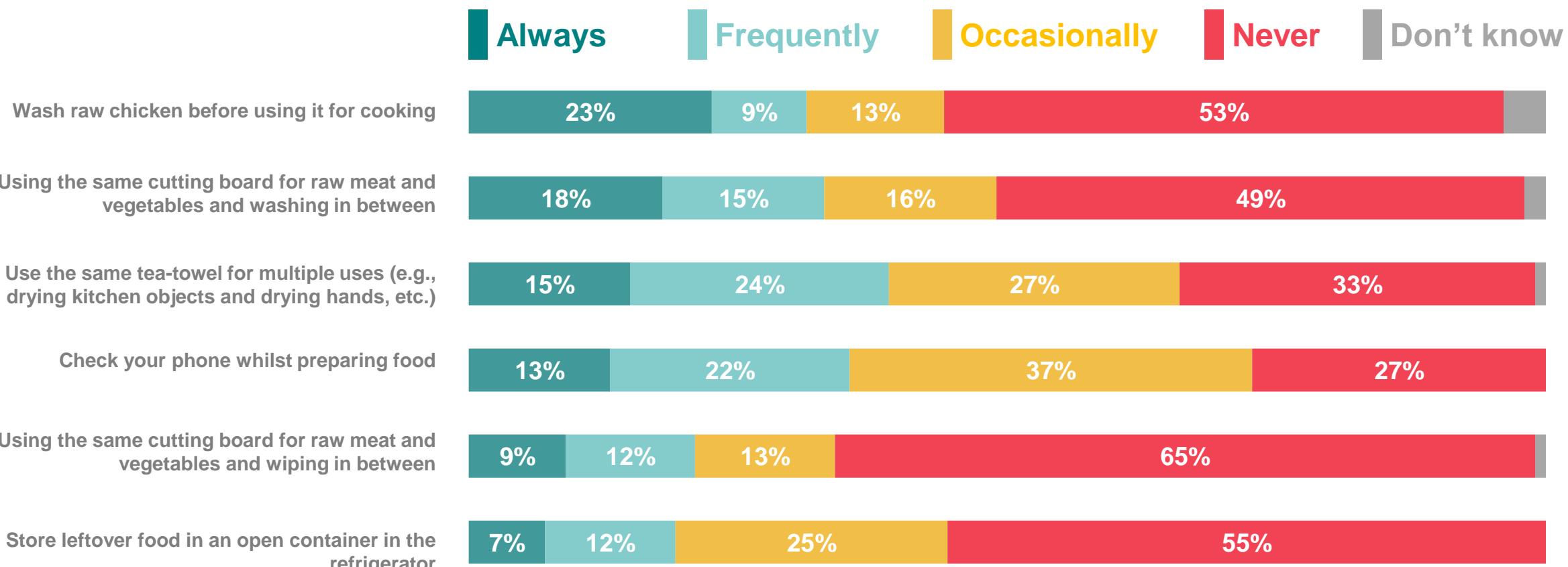
When preparing food at home, how often, if at all, do you personally do each of the following?
(healthier habits)



Base: 2,231 UK adults aged 16-75 interviewed online, 15th - 19th March 2024

Four in ten adults always or frequently use the same tea-towel for multiple purposes and three in ten wash raw chicken before cooking it

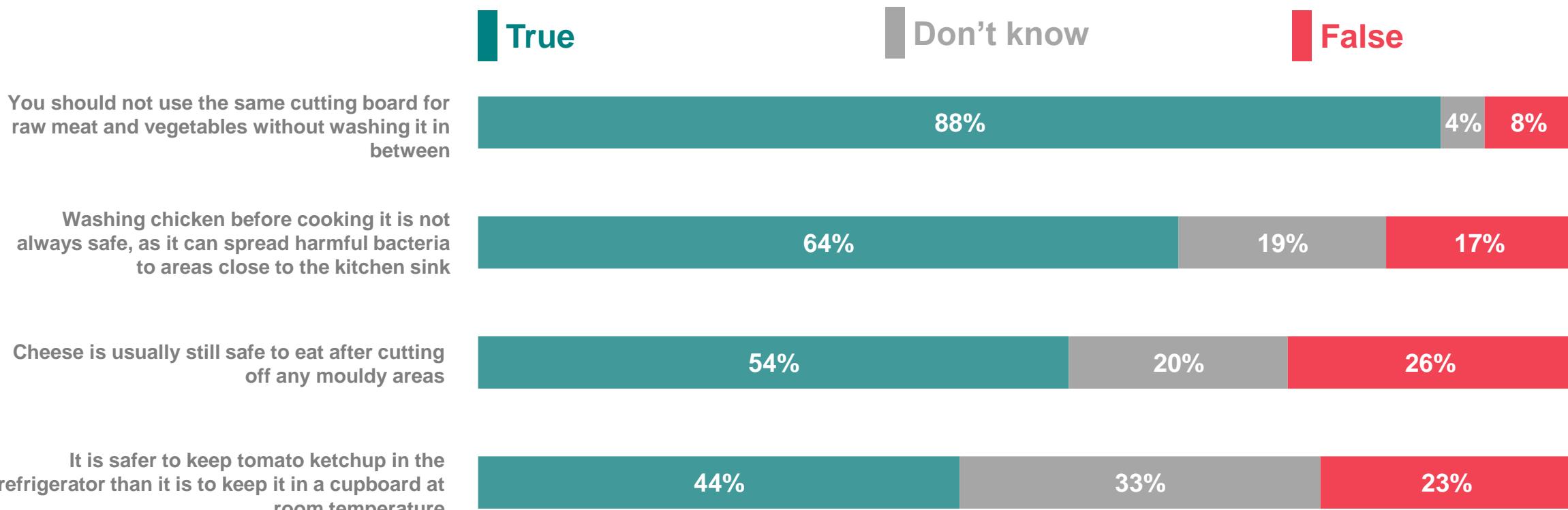
When preparing food at home, how often, if at all, do you personally do each of the following?
(unhealthier habits)



Base: 2,231 UK adults aged 16-75 interviewed online, 15th - 19th March 2024

Almost nine in ten adults know that you should not use the same cutting board for raw meat and vegetables without washing it in between

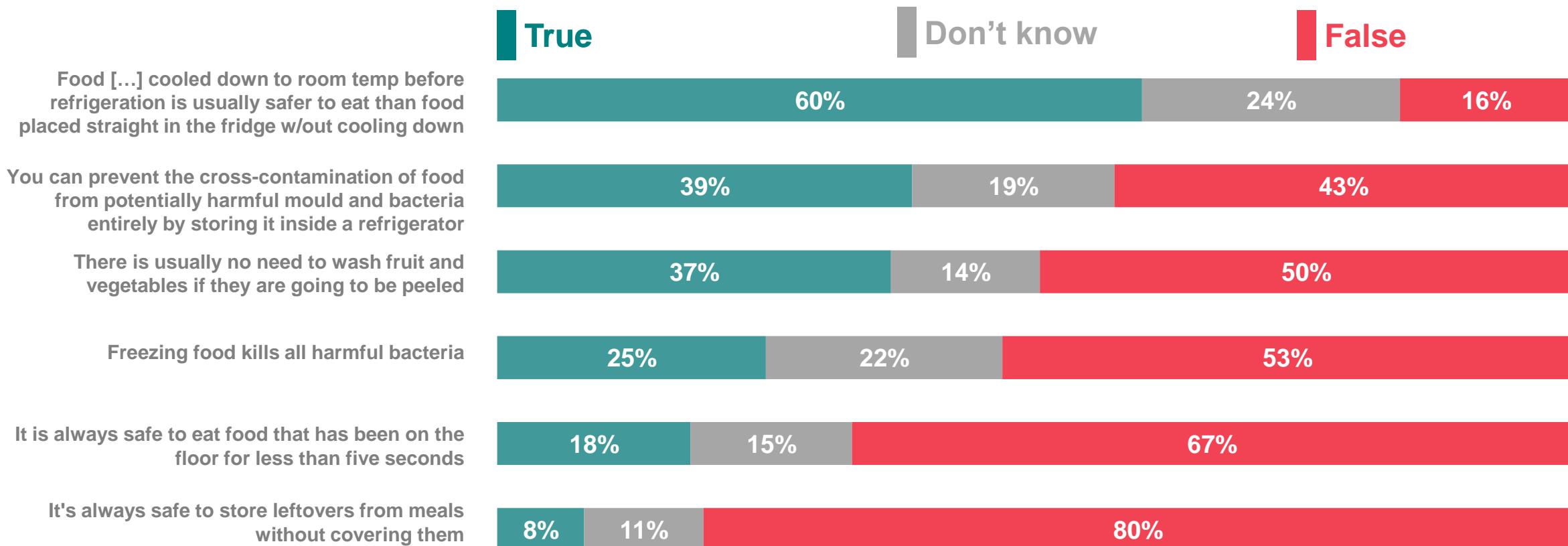
Please look at the following food hygiene statements. For each one, please select whether you think they are true or false (*true statements*)



Base: 2,231 UK adults aged 16-75 interviewed online, 15th - 19th March 2024

Six in ten adults thought that it's safer to eat food gradually cooled down before refrigerating it than it is to eat food placed straight in the refrigerator

Please look at the following food hygiene statements. For each one, please select whether you think they are true or false (*false statements*)



Base: 2,231 UK adults aged 16-75 interviewed online, 15th - 19th March 2024

Technical note

- The research was carried out by Ipsos.
- Ipsos interviewed a representative quota sample of 2,231 adults aged 16-75 in the United Kingdom using its online i:omnibus between 15th – 19th March 2024.
- The sample obtained is representative of the population with quotas on:
 - Age
 - Gender
 - Region
 - Working Status
- The data has been weighted to the known offline population proportions for age and working status within gender, and for government office region, social grade and education, to reflect the adult population of the United Kingdom.

For more information, please contact the team at ipsos.com/en-uk/omnibus-surveys



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For more information

Peter Cooper
Director
peter.cooper@ipsos.com

Ben Glanville
Director
ben.glanville@ipsos.com

Federica Curcurú
Associate Director
federica.curcuru@ipsos.com

