

[illegible]



23-085423-11 - FOOD HYGIENE AND MYTHS
15TH - 19TH MARCH 2024
PUBLIC
IPSOs

26 Mar 2024

Table 1
QXPREP - How often, if at all, do you personally cook or prepare food at home?

Base: All adults aged 16-75 in the UK

	GENDER			AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		EMPLOYMENT STATUS		REGION													
	TOTAL	MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BOOMER (n)	ABC1 (o)	C2DE (p)	WORKING (q)	NOT WORKING (r)	NORTH EAST (s)	NORTH WEST (t)	YORKS & HUMBER (u)	WEST MIDLANDS (v)	EAST MIDLANDS (w)	EAST OF ENGLAND (x)	SOUTH WEST (y)	SOUTH EAST (z)	LONDON (aa)	WALES (ab)	SCOTLAND (ac)	NI (ad)		
UNWEIGHTED BASE	2231	1059	1182	278	425	391	432	705	703	823	705	342	657	595	637	1352	879	1470	761	92	249	188	199	164	208	190	308	311	107	155	60		
WEIGHTED BASE	2231	1089	1112	319	410	388	397	718	729	784	718	376	644	552	659	1258	973	1480	751	89*	244	181	196	162	204	184	306	313	105*	186	62*		
100%	49%	50%	50%	14%	18%	17%	18%	32%	33%	35%	32%	17%	26%	25%	30%	55%	44%	68%	34%	4%	11%	8%	9%	7%	9%	8%	14%	14%	5%	8%	3%	3%	
Everyday	1018	436	570	112	185	156	164	361	298	360	361	137	293	251	337	563	455	622	396	36	114	81	92	77	94	97	133	130	46	88	34	31	
46%	40%	51%	35%	45%	42%	49%	50%	41%	46%	50%	36%	46%	45%	51%	45%	47%	42%	53%	40%	47%	45%	47%	47%	46%	52%	44%	42%	44%	44%	47%	50%		
		a	c	a	c	c	ce	h				k	k	k	k					q					B	B							
Several times a week	870	441	414	119	169	157	152	273	288	309	273	141	253	232	244	511	359	630	241	39	95	70	84	56	81	62	123	121	40	74	25		
39%	41%	37%	37%	41%	40%	38%	38%	38%	40%	39%	38%	37%	39%	42%	37%	41%	37%	43%	32%	44%	39%	39%	43%	34%	40%	34%	42%	40%	39%	38%	40%	39%	
About once a week	174	107	68	42	37	36	25	34	79	61	34	48	61	33	32	102	73	125	50	5	21	10	11	15	18	11	25	34	10	11	4		
8%	10%	6%	13%	9%	9%	6%	5%	5%	11%	8%	5%	13%	9%	6%	5%	8%	7%	8%	7%	6%	9%	6%	6%	9%	9%	6%	8%	11%	9%	6%	7%		
		b		g	g	g			j	j		mn	mn																				
About once a month	53	32	20	25	6	12	6	4	28	12	4	28	12	9	4	34	19	41	12	2	6	5	3	4	5	2	7	9	3	5	1		
2%	3%	2%	8%	3%	1%	1%	1%	1%	7%	2%	1%	7%	2%	2%	1%	3%	2%	3%	2%	2%	3%	3%	2%	3%	2%	5%	2%	2%	3%	3%	3%	2%	
			defg						h	i		lmn																					
Less often than once a month	74	49	23	14	10	10	11	30	24	20	30	17	14	15	29	31	43	41	33	5	3	12	6	6	5	8	10	14	-	4	1		
3%	4%	2%	4%	2%	2%	3%	4%	4%	3%	3%	4%	4%	2%	3%	4%	3%	4%	3%	4%	6%	4%	1%	6%	3%	4%	2%	4%	3%	5%	-	2%	2%	
		b										j				o				ic		ic						ic					
Never	31	18	13	4	2	6	6	14	6	11	14	4	8	7	13	13	18	15	16	-	4	3	1	5	2	3	5	2	4	1	-		
1%	2%	1%	1%	*	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	2%	-	2%	2%	1%	3%	1%	2%	2%	1%	4%	-	-		
At least once a week (NET)	2063	984	1051	274	391	356	374	668	665	730	668	326	607	516	613	1176	887	1376	687	80	230	161	186	147	193	170	282	285	96	173	60		
92%	90%	95%	95%	86%	95%	92%	94%	93%	91%	93%	93%	87%	94%	94%	93%	93%	91%	93%	91%	90%	94%	89%	95%	91%	95%	92%	92%	91%	91%	93%	96%		
		a		c	c	c	c	c				k	k	k	k																		
At least once a month (NET)	2116	1016	1072	299	397	368	379	672	696	748	672	354	619	525	617	1210	906	1417	699	82	236	166	190	151	198	172	289	294	99	178	61		
95%	93%	96%	94%	94%	97%	95%	96%	94%	95%	95%	94%	94%	96%	95%	94%	96%	93%	96%	93%	93%	97%	92%	97%	93%	97%	93%	95%	94%	95%	96%	98%		
				e	e	e	e	e				p	p	p	p																		
Ever (NET)	2190	1065	1095	313	407	378	390	702	720	768	702	371	633	540	646	1241	949	1458	731	87	240	178	195	157	202	180	299	308	99	182	62		
98%	98%	98%	98%	98%	99%	97%	98%	98%	99%	99%	98%	98%	98%	98%	98%	99%	98%	99%	97%	98%	98%	98%	99%	97%	99%	98%	98%	98%	98%	95%	98%	100%	
Less often than once a month/never (NET)	105	67	36	18	12	15	16	43	30	32	43	21	22	21	41	44	61	56	49	5	8	15	7	11	6	11	15	16	4	5	1		
5%	6%	3%	6%	3%	4%	4%	6%	6%	4%	4%	6%	5%	3%	4%	6%	4%	6%	4%	6%	6%	3%	8%	3%	7%	3%	6%	5%	5%	4%	3%	2%		
		b					d	d				i				e						ixd											
Don't know	7	4	2	1	4	1	2	3	3	5	2	2	4	5	-	5	6	7	4	1	-	-	-	-	-	-	1	1	3	2	2	-	
*	1%	*	1%	*	1%	*	*	*	*	1%	*	*	1%	1%	-	*	1%	*	*	2%	-	-	-	-	-	-	1%	*	1%	1%	1%	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B/C/D/E
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



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26 Mar 2024

Table 2
QXPREP - How often, if at all, do you personally cook or prepare food at home?

Base: All adults aged 16-75 in the UK

		INCOME					EDUCATION		ETHNICITY		HOUSEHOLD SIZE				MARITAL STATUS			CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		FREQUENCY OF COOKING OR PREPARING FOOD AT HOME										NET: LESS OFTEN THAN ONCE A MONTH/ NEVER		
		UP TO £19,999	£20,000 - £34,999	£35,000 - £54,999	£55,000+ REFUSED	GRADUATES	NON GRADUATES	WHITE	ETHNIC MINORITY	1	2	3	4+	MARRIED /LIVING AS	SINGLE	WID/ DIV/ SEP	YES	NO	CONSERVATI VE	LABOUR	LIBERAL DEMOCRATS	OTHER	REMAIN	LEAVE	EVERYDAY	SEVERAL TIMES A WEEK	ABOUT ONCE A WEEK	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER	NET: AT LEAST ONCE A WEEK	NET: AT LEAST ONCE A MONTH	NET: EVER	NET: EVER				
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)		
UNWEIGHTED BASE	2231	448	583	544	525	131	1136	1095	1903	304	475	747	488	521	1207	783	241	690	1541	616	576	163	273	904	698	1048	858	171	49	66	29	2077	2116	2192	95			
WEIGHTED BASE	2231	447	602	562	479	141	760	1471	1353	284	460	764	477	520	1199	784	248	678	1553	624	540	146	289	843	740	1018	870	174	53*	74**	31**	2063	2116	2190	105*			
Everyday	1018	225	289	237	189	78	360	658	906	105	253	344	192	230	547	347	124	298	720	284	240	71	138	400	346	1018	-	-	-	-	-	1018	1018	1018	-			
	46%	50%	48%	42%	39%	55%	47%	45%	47%	37%	55%	45%	40%	43%	46%	44%	50%	44%	46%	45%	44%	48%	48%	47%	47%	100%	ABCFGHI	-	-	-	-	-	49%	48%	46%	-		
Several times a week	870	144	224	244	216	43	296	575	744	116	173	308	186	202	482	282	106	264	607	250	226	49	106	346	280	-	870	-	-	-	-	-	870	870	870	-		
	39%	32%	37%	43%	45%	30%	39%	39%	39%	41%	38%	40%	39%	38%	40%	36%	43%	39%	39%	40%	42%	33%	37%	41%	38%	-	100%	yBCFGHI	-	-	-	-	-	42%	41%	40%	-	
About once a week	174	37	39	50	41	8	66	109	134	37	19	56	47	53	84	83	8	67	108	41	45	16	23	56	49	-	-	174	-	-	-	-	-	174	174	174	-	
	8%	8%	6%	9%	9%	6%	9%	7%	7%	13%	4%	7%	10%	1%	7%	11%	3%	10%	7%	7%	8%	11%	8%	7%	7%	-	-	-	100%	-	-	-	-	-	8%	8%	-	
About once a month	53	9	15	12	14	3	16	37	44	9	4	11	17	21	26	27	1	25	28	10	7	3	10	15	10	-	-	-	yACDFGHI	53	-	-	-	-	53	53	-	
	2%	2%	3%	2%	3%	2%	2%	2%	2%	3%	1%	1%	3%	4%	2%	3%	*	4%	2%	2%	1%	2%	4%	2%	1%	-	-	-	-	100%	-	-	-	-	-	3%	2%	-
Less often than once a month	74	21	23	8	17	5	16	58	58	14	6	25	26	16	40	29	6	16	58	26	14	5	8	21	30	-	-	-	-	yABDFGHI	-	74	-	-	-	-	74	74
	3%	5%	4%	1%	3%	3%	2%	4%	3%	5%	1%	3%	5%	3%	3%	4%	2%	2%	4%	4%	3%	3%	3%	3%	4%	-	-	-	-	-	100%	-	-	-	-	-	3%	71%
Never	31	5	9	10	2	5	4	27	28	1	5	15	5	5	17	12	1	7	24	11	5	3	3	2	20	-	-	-	-	-	-	31	-	-	-	31		
	1%	1%	1%	2%	*	3%	*	2%	1%	*	1%	2%	1%	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%	*	3%	-	-	-	-	-	-	100%	-	-	-	29%		
At least once a week (NET)	2063	406	552	530	446	128	721	1342	1784	258	445	709	424	485	1113	711	238	628	1434	574	511	135	267	802	676	1018	870	174	-	-	-	2063	2063	2063	-			
	92%	91%	92%	94%	93%	91%	95%	91%	93%	91%	97%	93%	89%	91%	93%	91%	96%	93%	92%	92%	95%	92%	93%	*	95%	91%	100%	100%	100%	-	-	-	100%	97%	94%	-		
At least once a month (NET)	2116	415	567	542	460	131	737	1378	1828	267	448	720	441	506	1139	738	239	653	1463	585	518	138	278	818	686	1018	870	174	53	-	-	2063	2116	2116	-			
	95%	93%	94%	96%	96%	93%	97%	94%	95%	94%	98%	94%	92%	95%	95%	94%	96%	96%	94%	94%	96%	95%	96%	*	97%	93%	100%	100%	100%	100%	100%	-	100%	100%	97%	-		
Ever (NET)	2190	437	590	550	477	136	753	1437	1886	282	455	746	467	523	1178	767	244	669	1521	611	532	143	285	839	716	1018	870	174	53	74	-	2063	2116	2190	74			
	98%	98%	98%	98%	99%	97%	99%	98%	98%	99%	99%	98%	98%	99%	98%	98%	98%	99%	98%	98%	99%	98%	99%	100%	97%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	71%	
Less often than once a month/never (NET)	105	27	32	18	18	10	19	86	86	15	11	40	32	22	57	41	7	22	83	36	18	7	11	24	50	-	-	-	-	-	74	31	-	-	74	105		
	5%	6%	5%	3%	4%	7%	3%	6%	4%	5%	2%	5%	7%	4%	5%	5%	3%	3%	5%	6%	3%	5%	4%	3%	7%	-	-	-	-	-	100%	-	-	-	3%	100%		
Don't know	10	*	5	3	2	1	4	7	9	2	-	4	5	2	3	5	3	3	8	3	3	1	-	2	4	-	-	-	-	-	-	-	-	-	-	-		
	*	1%	1%	*	*	-	*	*	*	1%	-	*	1%	*	*	1%	1%	1%	1%	*	1%	1%	-	*	1%	-	-	-	-	-	-	-	-	-	-	-		

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k/l/m - n/o/p - q/r - s/t/u/v - w/x - y/A/B/C/D/E/F/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 3

Q1 - Summary Table Regardless of how often you do it personally, please think about preparing food at home. When preparing food at home, how often, if at all, do you personally do each of the following?

Base: All adults aged 16-75 in the UK

	Wash raw chicken before using it for cooking	Using the same cutting board for raw meat and vegetables and wiping it in between	Using the same cutting board for raw meat and vegetables and washing it in between	Wash fruit and vegetables before peeling them	Cut off any mould on cheese, and save the rest to eat	Store leftover food in an open container in the refrigerator	Store tomato ketchup in the refrigerator	Use the same tea-towel for multiple purposes (e.g., drying kitchen objects and drying hands, etc.)	Check your phone whilst preparing food
UNWEIGHTED BASE	2231	2231	2231	2231	2231	2231	2231	2231	2231
WEIGHTED BASE	2231	2231	2231	2231	2231	2231	2231	2231	2231
(4) Always	502	196	402	809	326	155	973	329	300
	23%	9%	18%	36%	15%	7%	44%	15%	13%
(3) Frequently	191	265	342	457	343	279	250	535	493
	9%	12%	15%	20%	15%	12%	11%	24%	22%
(2) Occasionally	279	301	365	562	616	564	189	604	832
	13%	13%	16%	25%	28%	25%	8%	27%	37%
(1) Never	1173	1440	1084	386	901	1225	802	746	595
	53%	65%	49%	17%	40%	55%	36%	33%	27%
Always/ Frequently (NET)	693	461	744	1266	668	434	1224	865	793
	31%	21%	33%	57%	30%	19%	55%	39%	36%
Always/ Frequently/ Occasionally (NET)	972	762	1109	1828	1285	998	1412	1469	1626
	44%	34%	50%	82%	58%	45%	63%	66%	73%
Mean	2.01	1.64	2.03	2.76	2.04	1.71	2.63	2.2	2.22
Don't know	86	29	38	18	45	8	17	16	10
	4%	1%	2%	1%	2%	*	1%	1%	*

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Table 4
Q1_1 - Regardless of how often you do it personally, please think about preparing food at home. When preparing food at home, how often, if at all, do you personally do each of the following? Wash raw chicken before using it for cooking

Base: All adults aged 16-75 in the UK

		GENDER		AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		EMPLOYMENT STATUS		REGION															
		TOTAL	MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BOOMER (n)	ABC1 (o)	C2DE (p)	WORKING (q)	NOT WORKING (r)	NORTH EAST (s)	NORTH WEST (t)	YORKS & HUMBER (u)	WEST MIDLANDS (v)	EAST MIDLANDS (w)	EAST OF ENGLAND (x)	SOUTH WEST (y)	SOUTH EAST (z)	LONDON (aa)	WALES (ab)	SCOTLAND (ac)	NI (ad)			
UNWEIGHTED BASE	2231	1059	1142	278	425	391	432	705	703	823	705	342	657	595	637	1352	879	1470	761	92	249	188	199	164	208	180	308	311	107	155	60				
	WEIGHTED BASE	1089	1112	319	410	388	397	718	729	784	718	376	644	552	659	1258	973	1480	751	89*	244	181	196	162	204	184	306	313	105*	186	62*				
100%	49%	50%	14%	18%	17%	18%	32%	33%	33%	38%	32%	17%	29%	25%	30%	56%	44%	66%	34%	4%*	11%	8%	9%	7%	9%	8%	14%	14%	5%*	8%	3%*				
(4) Always	902	293	206	106	109	81	65	141	215	147	141	129	154	90	129	282	220	330	172	12	57	44	41	42	37	35	58	104	27	34	10				
	23%	27%	19%	33%	27%	21%	17%	20%	29%	19%	20%	34%	24%	16%	20%	22%	23%	22%	23%	14%	23%	24%	21%	26%	18%	19%	33%	26%	19%	15%					
(3) Frequently	191	114	76	41	44	40	24	42	85	64	42	50	64	37	39	107	83	150	40	8	23	17	20	21	12	9	28	32	5	13	4				
	9%	10%	7%	13%	11%	10%	6%	6%	12%	8%	6%	13%	10%	7%	6%	9%	9%	10%	5%	9%	9%	9%	10%	13%	6%	5%	9%	10%	5%	7%	6%				
(2) Occasionally	279	152	121	42	58	44	38	97	100	83	97	50	82	60	87	155	124	190	89	11	27	24	33	15	21	18	39	44	13	27	8				
	13%	14%	11%	13%	14%	11%	10%	13%	14%	11%	13%	13%	13%	11%	13%	12%	13%	13%	12%	12%	11%	13%	17%	9%	10%	10%	13%	14%	12%	14%	13%				
(1) Never	1173	486	670	108	186	218	254	407	294	472	407	125	328	346	374	668	505	764	409	55	131	93	95	76	129	114	167	116	54	103	39				
	53%	45%	60%	34%	45%	56%	64%	57%	40%	60%	57%	33%	51%	63%	57%	53%	52%	52%	55%	62%	54%	51%	49%	47%	63%	62%	55%	37%	52%	56%	62%				
Always/ Frequently (NET)	693	407	282	147	152	121	89	183	300	210	183	179	218	127	169	389	304	481	212	20	79	61	61	63	50	45	86	135	32	48	13				
	31%	37%	25%	46%	37%	31%	23%	25%	41%	27%	25%	48%	34%	23%	26%	31%	31%	32%	28%	22%	33%	34%	31%	39%	24%	24%	28%	43%	31%	26%	21%				
Always/ Frequently/ Occasionally (NET)	972	559	403	189	211	165	128	279	400	293	279	229	300	187	256	545	428	670	302	31	106	84	94	78	70	63	125	180	46	74	21				
44%	51%	36%	59%	51%	f	43%	32%	39%	55%	37%	39%	61%	47%	34%	39%	43%	44%	45%	40%	35%	43%	47%	48%	48%	35%	34%	41%	57%	43%	40%	34%				
Mean	2.2	1.83	2.49	2.19	1.96	1.74	1.88	2.32	1.85	1.88	1.88	2.52	2.07	1.76	1.88	2	2.02	2.03	1.96	1.73	2.02	2.07	2.04	2.19	1.79	1.81	1.92	2.42	2.06	1.88	1.74				
		b		defg	efg	f			ij			lmn	mn							x		xy	xy	xy	xy	xy	xy	xy	xy	xy	xy	xy			
Don't know	86	44	39	22	13	5	15	31	35	20	31	23	16	19	29	46	40	46	40	3	7	4	7	8	4	8	13	17	5	8	2				
	4%	4%	3%	7%	3%	1%	4%	4%	5%	2%	4%	6%	2%	3%	4%	4%	4%	3%	5%	3%	3%	2%	4%	5%	2%	4%	4%	5%	5%	4%	4%				

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - s/t/u/v/w/x/y/A/B/C/D/E
Overlap formulae used. * small base

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Table 5
Q1.1 - Regardless of how often you do it personally, please think about preparing food at home. When preparing food at home, how often, if at all, do you personally do each of the following? Wash raw chicken before using it for cooking
Base: All adults aged 16-75 in the UK

		INCOME					EDUCATION		ETHNICITY		HOUSEHOLD SIZE				MARITAL STATUS			CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		FREQUENCY OF COOKING OR PREPARING FOOD AT HOME										NET: LESS OFTEN THAN ONCE A MONTH/ NEVER
		UP TO £19,999	£20,000 - £34,999	£35,000 - £54,999	£55,000+ (d)	REFUSED (e)	GRADUATES (f)	NON- GRADUATES (g)	WHITE (h)	ETHNIC MINORITY (i)	1 (j)	2 (k)	3 (l)	4+ (m)	MARRIED /LIVING AS (n)	SINGLE (o)	WID/ DIV/ SEP (p)	YES (q)	NO (r)	CONSERVATI VE (s)	LABOUR (t)	LIBERAL DEMOCRATS (u)	OTHER (v)	REMAIN (w)	LEAVE (x)	EVERYDAY (y)	SEVERAL TIMES A WEEK (z)	ABOUT ONCE A WEEK (aa)	ABOUT ONCE A MONTH (ab)	LESS OFTEN THAN ONCE A MONTH (ac)	NEVER (ad)	NET: AT LEAST ONCE A WEEK (ae)	NET: AT LEAST ONCE A MONTH (af)	NET: EVER (ag)		
UNWEIGHTED BASE	2231	448	583	544	525	131	1136	1095	1903	304	475	747	488	521	1207	783	241	690	1541	616	576	163	273	904	698	1048	858	171	49	66	19	2077	2126	2192	95	
WEIGHTED BASE	2231	447	602	562	479	141	760	1471	1823	284	460	764	477	520	1189	784	248	678	1553	624	640	146	289	843	740	1018	870	174	53*	74*	31**	2063	2116	2180	105*	
100%		20%	27%	25%	21%	6%	34%	66%	86%	13%	21%	34%	21%	24%	54%	35%	11%	30%	70%	28%	24%	7%	13%	38%	33%	46%	39%	8%	25*	31**	1%	92%	95%	98%	5%	
(4) Always	502	102	131	133	107	29	179	323	351	143	89	149	115	149	266	190	47	186	316	148	118	24	50	174	154	211	186	53	20	18	12	451	470	488	30	
23%		23%	23%	22%	24%	22%	20%	24%	22%	18%	50%	19%	19%	24%	28%	22%	24%	19%	28%	20%	24%	22%	17%	17%	21%	21%	21%	21%	30%	37%	24%	38%	22%	22%	22%	28%
(3) Frequently	191	36	55	49	43	7	78	113	150	39	39	48	54	50	98	76	17	82	109	40	58	18	32	70	56	67	83	19	11	11	-	169	179	190	11	
9%		8%	9%	9%	9%	5%	10%	8%	8%	14%	8%	6%	11%	10%	8%	10%	7%	12%	7%	6%	11%	12%	11%	8%	8%	7%	9%	9%	11%	20%	15%	-	8%	8%	9%	10%
(2) Occasionally	279	63	66	74	65	10	102	178	244	34	54	101	59	65	147	103	30	79	200	71	69	22	55	93	105	112	127	28	2	8	1	267	269	278	9	
13%		14%	11%	13%	14%	7%	13%	12%	13%	12%	12%	13%	12%	12%	12%	13%	12%	12%	13%	11%	13%	15%	19%	11%	14%	11%	15%	16%	4%	11%	3%	13%	13%	13%	9%	
(1) Never	1173	220	323	296	250	83	379	794	1100	62	259	437	224	252	652	375	145	311	861	352	276	79	140	478	403	594	448	65	17	26	17	1107	1124	1150	43	
e		49%	54%	53%	52%	59%	50%	54%	57%	22%	56%	57%	47%	48%	54%	48%	59%	46%	55%	56%	51%	54%	48%	57%	54%	58%	51%	37%	32%	35%	57%	54%	52%	41%		
Always/ (frequently) NET	693	138	186	182	150	36	257	436	501	182	128	196	169	200	364	265	64	268	425	187	176	43	81	244	211	278	269	73	30	29	12	619	650	678	40	
31%		31%	31%	32%	31%	25%	34%	30%	26%	64%	28%	26%	35%	38%	30%	34%	26%	40%	27%	30%	33%	29%	28%	29%	28%	27%	31%	42%	57%	39%	38%	30%	31%	31%	39%	
Always/ (frequently) Occasionally (NET)	972	202	253	256	216	46	359	614	745	216	182	297	228	265	511	368	93	348	624	258	245	65	136	337	316	390	395	101	33	37	13	886	919	956	50	
44%		45%	42%	46%	45%	32%	47%	42%	39%	76%	40%	39%	48%	50%	43%	47%	38%	51%	40%	41%	45%	44%	47%	40%	43%	38%	45%	58%	61%	50%	42%	43%	43%	44%	47%	
Mean	2.01	2.05	1.99	2.03	2.02	1.86	2.08	1.98	1.87	2.95	1.91	1.87	2.13	2.19	1.98	2.11	1.85	2.22	1.92	1.97	2.04	1.92	1.97	1.93	1.95	1.89	2.01	2.37	2.66	2.34	2.2	1.98	2	2.01	2.29	
Don't know	86	25	27	9	13	12	23	63	78	6	19	29	25	13	36	40	10	19	67	14	19	2	13	28	22	34	27	8	3	12	1	69	73	84	12	
4%		6%	4%	2%	3%	9%	3%	4%	4%	2%	4%	4%	5%	2%	3%	5%	4%	3%	4%	2%	4%	2%	4%	3%	3%	3%	3%	5%	6%	10%	2%	3%	3%	4%	12%	
cd		cd	c		cd							m			n																					

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k/l/m - n/o/p - q/r - s/t/u/v - w/x - y/A/B/C/D/E/F/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 6
Q1_2 - Regardless of how often you do it personally, please think about preparing food at home. When preparing food at home, how often, if at all, do you personally do each of the following? Using the same cutting board for raw meat and vegetables and wiping it in between

Base: All adults aged 16-75 in the UK

		GENDER		AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		EMPLOYMENT STATUS		REGION														
		MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BOOMER (n)	ABC1 (o)	C2DE (p)	WORKING (q)	NOT WORKING (r)	NORTH EAST (s)	NORTH WEST (t)	YORKS & HUMBER (u)	WEST MIDLANDS (v)	EAST MIDLANDS (w)	EAST OF ENGLAND (x)	SOUTH WEST (y)	SOUTH EAST (z)	LONDON (aa)	WALES (ab)	SCOTLAND (ac)	NI (ad)			
UNWEIGHTED BASE	2231	1059	1142	278	425	391	432	705	703	823	705	342	657	595	637	1352	879	1470	761	92	249	188	199	164	208	150	308	311	107	155	60			
	2231	1089	1112	319	410	388	397	718	729	784	718	376	644	552	659	1258	973	1480	751	89*	244	181	196	162	204	184	306	313	105*	186	62			
WEIGHTED BASE	100%	49%	50%	14%	18%	17%	18%	32%	33%	32%	17%	29%	25%	30%	56%	44%	66%	34%	4%*	11%	8%	9%	7%	9%	8%	14%	14%	14%	5%*	8%	3%	3%*		
(4) Always	196	102	91	46	45	24	36	46	91	59	46	53	54	45	43	108	88	133	62	9	21	17	15	15	14	26	38	12	12	5				
	9%	9%	8%	15%	11%	6%	9%	6%	12%	8%	6%	14%	8%	8%	6%	9%	9%	8%	10%	9%	9%	8%	9%	7%	7%	8%	12%	12%	6%	7%				
(3) Frequently	265	154	109	65	55	64	28	53	120	92	53	79	92	44	49	140	125	200	65	11	29	29	31	19	17	11	48	41	8	17	3			
	12%	14%	10%	20%	14%	16%	7%	7%	16%	12%	7%	21%	14%	8%	8%	11%	13%	14%	9%	13%	12%	16%	16%	12%	9%	6%	16%	13%	7%	9%	5%			
(2) Occasionally	301	175	123	38	72	58	43	91	109	101	91	53	104	66	79	178	123	211	90	9	37	24	22	26	21	25	35	50	16	29	7			
	13%	16%	11%	12%	17%	15%	11%	13%	15%	13%	13%	14%	16%	12%	12%	14%	13%	14%	12%	10%	15%	13%	11%	16%	10%	13%	12%	16%	15%	15%	11%			
(1) Never	1440	643	778	168	229	239	285	519	397	524	519	188	384	391	478	821	619	918	522	60	155	111	128	99	150	133	194	171	68	125	47			
	65%	59%	70%	53%	56%	62%	72%	72%	55%	67%	72%	50%	60%	71%	73%	65%	64%	62%	70%	67%	63%	61%	65%	61%	74%	72%	64%	55%	65%	67%	76%			
Always/ Frequently (NET)	461	256	199	111	100	88	64	98	210	152	98	132	146	90	92	248	212	333	127	20	50	46	45	34	31	25	74	79	20	29	8			
	21%	24%	18%	35%	24%	23%	16%	14%	29%	19%	14%	35%	23%	16%	14%	20%	22%	23%	17%	23%	21%	25%	23%	21%	15%	14%	24%	25%	19%	15%	13%			
Always/ Frequently/ Occasionally (NET)	762	431	322	148	171	146	107	189	320	253	189	185	250	156	171	427	335	545	217	29	87	70	68	60	52	50	109	129	36	57	15			
	34%	40%	29%	47%	42%	38%	27%	26%	44%	32%	26%	49%	39%	28%	26%	34%	34%	37%	29%	33%	36%	39%	35%	37%	25%	27%	36%	41%	35%	31%	24%			
Mean	1.64	1.73	1.56	1.97	1.79	1.67	1.53	1.47	1.87	1.6	1.47	1.99	1.71	1.53	1.47	1.63	1.67	1.69	1.55	1.66	1.66	1.74	1.65	1.68	1.48	1.48	1.69	1.82	1.66	1.54	1.44			
Don't know	29	16	11	3	9	2	5	10	12	7	10	4	10	5	10	11	19	18	12	-	3	*	1	3	2	1	2	13	1	4	-			
	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	2%	1%	2%	-	1%	*	*	2%	1%	1%	1%	4%	1%	2%	-			
																												tuexyA						

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B/C/D/E
Overlap formulae used. * small base

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Table 7
Q1. 2 - Regardless of how often you do it personally, please think about preparing food at home. When preparing food at home, how often, if at all, do you personally do each of the following? Using the same cutting board for raw meat and vegetables and wiping it in between
Base: All adults aged 16-75 in the UK

		INCOME					EDUCATION		ETHNICITY		HOUSEHOLD SIZE				MARITAL STATUS			CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		FREQUENCY OF COOKING OR PREPARING FOOD AT HOME										
	TOTAL	UP TO £19,999	£20,000 - £34,999	£35,000 - £54,999	£55,000+	REFUSED	GRADUATES	NON GRADUATES	WHITE	ETHNIC MINORITY	1	2	3	4+	MARRIED /LIVING AS	SINGLE	WID/ DIV/ SEP	YES	NO	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	OTHER	REMAIN	LEAVE	EVERYDAY	SEVERAL TIMES A WEEK	ABOUT ONCE A WEEK	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER	NET: AT LEAST ONCE A WEEK	NET: AT LEAST ONCE A MONTH	NET: EVER	NET: LESS OFTEN THAN ONCE A MONTH/ NEVER	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)
UNWEIGHTED BASE	2231	447	583	544	525	131	1136	1095	1903	304	475	747	488	521	1207	783	241	690	1541	616	576	163	273	904	698	1048	858	171	49	66	19	2077	2126	2192	96	
WEIGHTED BASE	2231	447	602	562	479	141	760	1471	1923	284	460	764	477	520	1159	784	248	678	1553	624	540	146	289	843	740	1018	870	174	53*	74*	31**	2063	2116	2180	105*	
	100%	20%	27%	25%	21%	6%	34%	66%	86%	13%	21%	34%	21%	24%	54%	35%	11%	30%	70%	28%	24%	7%	13%	38%	33%	46%	39%	8%	25*	31*	1%**	92%	95%	98%	5%*	
(4) Always	196	45	51	52	36	10	65	131	146	47	38	53	48	58	96	76	24	75	121	58	41	11	22	52	69	87	78	13	6	6	2	178	184	191	9	
	9%	10%	9%	9%	8%	7%	9%	9%	8%	17%	8%	7%	10%	11%	8%	10%	10%	11%	8%	9%	8%	8%	8%	6%	9%	9%	9%	8%	8%	11%	9%	7%	9%	9%	9%	8%
(3) Frequently	265	56	74	62	64	8	100	165	224	38	51	63	77	74	124	115	27	114	151	72	63	18	44	109	70	98	99	39	16	8	3	236	252	260	11	
	12%	13%	12%	11%	13%	6%	13%	11%	12%	13%	11%	8%	16%	14%	10%	15%	11%	17%	10%	12%	12%	12%	15%	13%	9%	10%	11%	10%	22%	30%	10%	10%	11%	12%	12%	10%
(2) Occasionally	301	56	83	70	77	14	104	197	253	44	64	92	61	84	166	108	26	109	192	81	77	33	48	114	102	113	119	38	12	15	3	269	281	296	18	
	13%	13%	14%	13%	16%	10%	14%	13%	13%	16%	14%	12%	13%	16%	14%	14%	11%	16%	12%	13%	14%	23%	17%	14%	14%	11%	14%	22%	22%	20%	9%	13%	13%	14%	17%	
(1) Never	1440	283	385	372	298	102	483	957	1274	152	301	549	282	308	803	470	167	374	1066	406	353	81	172	560	492	710	564	82	19	39	23	1356	1375	1414	62	
	65%	63%	64%	66%	62%	72%	63%	65%	66%	54%	66%	72%	59%	58%	67%	60%	67%	55%	69%	65%	65%	55%	60%	66%	66%	70%	65%	47%	37%	52%	74%	66%	65%	65%	59%	
Always/ Frequently (NET)	461	101	125	114	101	19	165	296	370	86	88	115	125	132	220	190	50	189	272	130	104	29	65	161	139	185	178	52	22	14	5	415	437	451	19	
	21%	23%	21%	20%	21%	13%	22%	20%	19%	30%	19%	15%	26%	25%	18%	24%	20%	28%	17%	21%	19%	20%	23%	19%	19%	18%	20%	30%	41%	19%	16%	20%	21%	21%	18%	
Always/ Frequently/ Occasionally (NET)	762	157	209	184	178	33	269	493	623	130	152	207	186	216	386	299	77	298	464	211	182	62	113	275	241	298	296	90	34	29	8	684	717	747	37	
	34%	35%	35%	33%	37%	24%	35%	34%	32%	46%	33%	27%	39%	41%	32%	38%	31%	44%	30%	34%	34%	42%	39%	33%	33%	29%	34%	51%	63%	39%	26%	33%	34%	34%	35%	
	e	e	e	e	e						k	k	k	k	k	n	n	r	s	t	u	v	w	x	y	z	aa	ab	ac	ad	ae	af	ag	ah	ai	
Mean	1.64	1.69	1.65	1.63	1.66	1.46	1.66	1.63	1.6	1.93	1.61	1.5	1.77	1.78	1.59	1.73	1.62	1.84	1.56	1.65	1.61	1.72	1.7	1.58	1.61	1.56	1.64	1.9	2.16	1.73	1.48	1.63	1.64	1.64	1.66	
	e	e	e	e	e				h	k	k	k	k	k	n	n	n	r	s	t	u	v	w	x	y	z	aa	ab	ac	ad	ae	af	ag	ah	ai	
Don't know	29	6	9	5	3	6	9	21	26	2	6	8	9	6	10	15	5	6	24	7	5	3	3	8	7	10	10	3	-	6	-	23	23	29	6	
	1%	1%	1%	1%	1%	4%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	-	8%	-	1%	1%	1%	6%
						cd																								abefgh			fg	abefgh		

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k/l/m - n/o/p - q/r - s/t/u/v - w/x - y/A/B/C/D/E/F/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 8
Q1_3 - Regardless of how often you do it personally, please think about preparing food at home. When preparing food at home, how often, if at all, do you personally do each of the following? Using the same cutting board for raw meat and vegetables and washing it in between

Base: All adults aged 16-75 in the UK

		GENDER		AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		EMPLOYMENT STATUS		REGION														
		MAN	WOMAN	16-24	25-34	35-44	45-54	55-75	16-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BOOMER	ABC1	C2DE	WORKING	NOT WORKING	NORTH EAST	NORTH WEST	YORKS & HUMBER	WEST MIDLANDS	EAST MIDLANDS	EAST OF ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI			
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)			
UNWEIGHTED BASE	2231	1059	1142	278	425	391	432	705	703	823	705	342	657	595	637	1352	879	1470	761	92	249	188	199	164	208	190	308	311	107	155	60			
WEIGHTED BASE	2231	1089	1112	319	410	388	397	718	729	784	718	376	644	552	659	1258	973	1480	751	89*	244	181	196	162	204	184	306	313	105*	186	62*			
	100%	49%	50%	14%	18%	17%	18%	32%	33%	35%	32%	17%	29%	25%	30%	56%	44%	66%	34%	4%*	11%	8%	9%	7%	9%	8%	14%	14%	5%*	8%	3%*			
(4) Always	402	214	181	88	83	61	64	105	171	126	105	107	113	83	97	199	202	267	135	17	54	29	32	34	28	26	57	58	16	37	14			
	18%	20%	16%	28%	20%	16%	16%	15%	23%	16%	15%	28%	18%	15%	15%	16%	21%	18%	18%	19%	22%	16%	16%	21%	14%	14%	19%	19%	15%	20%	22%			
				defg					ij			lmn				o			xy															
(3) Frequently	342	184	154	63	77	75	37	90	140	112	90	75	124	60	83	207	135	245	97	16	39	32	33	24	37	24	47	46	15	22	7			
	15%	17%	14%	20%	19%	19%	9%	12%	19%	14%	12%	20%	19%	11%	13%	16%	14%	17%	13%	18%	16%	18%	17%	15%	18%	13%	15%	14%	15%	12%	11%			
				fg	fg	fg			il			mn						r																
(2) Occasionally	365	183	178	48	93	72	46	106	142	117	106	61	136	80	89	208	157	258	107	10	36	27	16	26	29	28	61	69	13	41	9			
	16%	17%	16%	15%	23%	18%	11%	15%	19%	15%	15%	16%	21%	14%	13%	17%	16%	17%	14%	12%	15%	15%	8%	16%	14%	15%	20%	22%	13%	22%	14%			
				cfg	f				ij			mn											v	v		v	stvx							
(1) Never	1084	490	581	112	149	176	243	404	261	419	404	126	261	322	374	626	457	693	391	45	113	90	113	73	108	105	136	129	58	82	33			
	49%	45%	52%	35%	36%	45%	61%	56%	36%	53%	56%	33%	41%	58%	57%	50%	47%	47%	52%	51%	46%	49%	57%	45%	53%	57%	45%	41%	55%	44%	53%			
			a	def	def	def	def	def	def	def	def	def	def	def	def	def	def	def	def				twABD				twABD							
Always/ Frequently (NET)	744	398	335	151	160	137	101	195	311	238	195	182	237	143	182	407	337	512	232	33	93	61	65	58	65	50	104	104	31	59	20			
33%	37%	30%	47%	39%	35%	26%	27%	43%	30%	27%	48%	37%	26%	28%	32%	35%	35%	31%	37%	38%	34%	33%	36%	32%	27%	34%	33%	29%	32%	33%				
			b	defg	fg	fg			ij			lmn							y															
Always/ Frequently/ Occasionally (NET)	1109	581	513	199	254	208	147	301	453	355	301	243	373	223	271	615	494	771	338	43	129	88	81	84	94	78	165	173	44	100	29			
50%		53%	46%	63%	62%	54%	37%	42%	62%	45%	42%	64%	58%	40%	41%	49%	51%	52%	45%	49%	53%	49%	41%	52%	46%	42%	54%	55%	42%	54%	47%			
		b		efg	efg	fg			il			mn						r								vvC	vvC							
Mean	2.03	2.11	1.94	2.41	2.23	2.06	1.8	1.85	2.31	1.93	1.85	2.44	2.14	1.82	1.86	1.98	2.09	2.06	1.97	2.05	2.14	2	1.92	2.12	1.93	1.84	2.08	2.11	1.89	2.08	2.02			
		b		efg	efg	fg			il			lmn								v						v	v							
Don't know	38	18	18	8	7	3	7	13	15	10	13	8	10	7	13	18	21	17	22	-	3	3	3	2	5	2	1	4	11	3	4	-		
2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	1%	2%	1%	2%	1%	3%	-	1%	2%	1%	3%	1%	1%	3%	3%	2%	-	-			
																			q															

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B/C/D/E
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



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Table 9
Q1.3 - Regardless of how often you do it personally, please think about preparing food at home. When preparing food at home, how often, if at all, do you personally do each of the following? Using the same cutting board for raw meat and vegetables and washing it in between
Base: All adults aged 16-75 in the UK

		INCOME					EDUCATION		ETHNICITY		HOUSEHOLD SIZE				MARITAL STATUS			CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		FREQUENCY OF COOKING OR PREPARING FOOD AT HOME										NET: LESS OFTEN THAN ONCE A MONTH/ NEVER
		UP TO £19,999	£20,000 - £34,999	£35,000 - £54,999	£55000+ (d)	REFUSED (e)	GRADUATES (f)	NON GRADUATES (g)	WHITE (h)	ETHNIC MINORITY (i)	1 (j)	2 (k)	3 (l)	4+ (m)	MARRIED /LIVING AS (n)	SINGLE (o)	WID/ DIV/ SEP (p)	YES (q)	NO (r)	CONSERVATI VE (s)	LABOUR (t)	LIBERAL DEMOCRATS (u)	OTHER (v)	REMAIN (w)	LEAVE (x)	EVERYDAY (y)	SEVERAL TIMES A WEEK (z)	ABOUT ONCE A WEEK (aa)	ABOUT ONCE A MONTH (ab)	LESS OFTEN THAN ONCE A MONTH (ac)	NEVER (ad)	NET: AT LEAST ONCE A WEEK (ae)	NET: AT LEAST ONCE A MONTH (af)	NET: EVER (ag)	NET: EVER (ah)	
UNWEIGHTED BASE	2231	448	583	544	525	131	1136	1095	1903	304	475	747	488	521	1207	783	241	690	1541	616	576	163	273	904	698	1048	858	171	49	66	19	2077	2116	2192	96	
WEIGHTED BASE	2231	447	602	562	479	141	760	1471	1823	284	460	764	477	530	1189	784	248	678	1553	624	640	146	289	843	740	1018	870	174	53*	74*	31**	2063	2116	2190	105*	
100%		20%	27%	25%	21%	6%	34%	66%	86%	13%	21%	34%	21%	24%	54%	35%	11%	30%	70%	28%	24%	7%	13%	38%	33%	46%	39%	8%	25*	31*	1%**	92%	95%	98%	5%*	
(4) Always	402	88	111	98	87	18	147	255	325	74	82	118	83	118	222	146	34	143	259	116	83	24	55	140	129	184	152	35	8	18	2	371	378	397	20	
18%		20%	18%	17%	18%	13%	19%	17%	17%	26%	18%	15%	17%	22%	19%	19%	14%	21%	17%	19%	15%	17%	19%	17%	17%	18%	17%	20%	14%	25%	7%	18%	18%	18%	19%	
(3) Frequently	342	58	81	89	91	24	129	213	296	41	59	104	90	90	185	125	32	135	207	92	67	24	47	123	93	130	153	26	21	9	3	309	330	339	11	
15%		13%	13%	16%	19%	17%	17%	15%	15%	15%	13%	14%	19%	17%	15%	16%	13%	20%	13%	15%	12%	17%	16%	15%	13%	13%	18%	15%	39%	12%	9%	15%	16%	15%	11%	
(2) Occasionally	365	64	94	104	85	18	147	218	305	56	85	117	73	91	184	148	33	122	243	92	102	23	60	150	111	141	160	42	9	11	*	343	353	364	11	
16%		14%	16%	18%	18%	13%	19%	15%	16%	20%	18%	15%	15%	17%	15%	19%	13%	18%	16%	15%	19%	16%	21%	18%	15%	14%	18%	24%	18%	15%	1%	17%	17%	17%	11%	
(1) Never	1084	231	300	264	216	73	327	757	964	109	227	416	221	220	596	343	144	272	812	315	278	71	124	422	396	551	394	66	14	30	24	1011	1025	1055	55	
49%		52%	50%	47%	45%	52%	43%	51%	50%	39%	49%	54%	46%	42%	50%	44%	58%	40%	52%	51%	52%	49%	43%	50%	53%	54%	45%	38%	26%	41%	79%	49%	48%	48%	52%	
Always/ Frequently (NET)	744	146	192	187	177	42	276	468	621	115	142	222	172	208	407	271	66	278	466	208	151	48	103	263	222	314	305	61	29	27	5	680	708	735	32	
33%		33%	32%	33%	37%	30%	36%	32%	32%	41%	31%	29%	36%	39%	34%	35%	27%	41%	30%	33%	28%	33%	36%	31%	30%	31%	35%	35%	54%	36%	16%	33%	33%	34%	30%	
Always/ Frequently/ Occasionally (NET)	1109	209	286	291	263	60	423	686	926	171	227	339	245	298	591	419	99	401	708	300	253	72	163	413	333	455	464	104	38	38	5	1023	1061	1099	43	
50%		47%	48%	52%	55%	43%	56%	47%	48%	60%	49%	44%	51%	56%	49%	53%	40%	59%	46%	48%	47%	49%	56%	49%	45%	45%	53%	59%	72%	51%	17%	50%	50%	50%	41%	
Mean	2.03	2.01	2.01	2.04	2.1	1.9	2.13	1.98	1.99	2.28	1.99	1.9	2.07	2.2	2.03	2.1	1.82	2.22	1.94	2.01	1.92	2.01	2.12	1.98	1.94	1.95	2.07	2.18	2.43	2.22	1.41	2.02	2.03	2.04	1.97	
Don't know	38	7	16	7	1	8	11	28	33	4	6	10	11	12	11	23	5	33	33	9	9	4	1	9	12	12	12	4	1	8	1	28	29	36	7	
2%		1%	3%	1%	*	6%	3%	2%	2%	1%	1%	1%	2%	2%	1%	3%	2%	1%	2%	1%	2%	2%	*	1%	2%	1%	1%	1%	2%	2%	3%	1%	1%	1%	2%	7%
		d	d	d	d	and																														

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k/l/m - n/o/p - q/r - s/t/u/v - w/x - y/A/B/C/D/E/F/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 10
Q1_4 - Regardless of how often you do it personally, please think about preparing food at home. When preparing food at home, how often, if at all, do you personally do each of the following? Wash fruit and vegetables before peeling them

Base: All adults aged 16-75 in the UK

		GENDER		AGE					AGGREGATED AGE					GENERATION				SOCIAL GRADE		EMPLOYMENT STATUS		REGION													
		MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BOOMER (n)	ABC1 (o)	C2DE (p)	WORKING (q)	NOT WORKING (r)	NORTH EAST (s)	NORTH WEST (t)	YORKS & HUMBER (u)	WEST MIDLANDS (v)	EAST MIDLANDS (w)	EAST OF ENGLAND (x)	SOUTH WEST (y)	SOUTH EAST (z)	LONDON (aa)	WALES (ab)	SCOTLAND (ac)	NI (ad)				
UNWEIGHTED BASE	TOTAL	2231	1059	1142	278	425	391	432	705	703	823	705	342	657	595	637	1352	879	1470	761	92	249	188	199	164	208	190	308	311	107	155	60			
	WEIGHTED BASE	2231	1089	1112	319	410	388	397	718	718	729	784	718	376	644	552	658	1258	973	1480	751	89*	244	181	196	162	204	184	306	313	105*	186	62*		
(4) Always	200%	809	398	401	162	151	136	123	236	313	259	236	192	228	176	212	464	345	526	283	23	90	63	74	50	61	61	106	146	35	78	22			
	36%	37%	37%	36%	51%	37%	35%	31%	33%	43%	33%	33%	51%	35%	32%	32%	37%	35%	36%	38%	26%	37%	35%	38%	31%	30%	33%	35%	47%	33%	42%	36%			
(3) Frequently	457	248	201	67	104	91	84	111	172	175	111	81	158	117	101	286	171	332	126	25	49	29	38	40	52	29	56	71	15	36	16				
	20%	23%	18%	21%	25%	24%	21%	15%	24%	24%	22%	15%	21%	25%	21%	15%	23%	18%	22%	17%	28%	20%	16%	19%	25%	26%	16%	18%	23%	14%	20%	26%			
(2) Occasionally	562	264	290	50	95	99	106	212	145	205	212	57	161	144	200	321	241	359	203	22	58	48	55	46	54	57	78	62	26	45	12				
	25%	24%	26%	16%	23%	25%	27%	30%	20%	26%	30%	15%	25%	26%	30%	26%	25%	24%	27%	25%	24%	26%	28%	28%	29%	26%	31%	25%	20%	25%	24%	19%			
(1) Never	386	168	214	35	57	57	80	156	93	137	156	42	91	109	144	180	206	256	130	17	47	41	29	24	35	38	64	27	27	26	11				
	17%	15%	19%	11%	14%	15%	20%	22%	13%	17%	22%	11%	14%	20%	22%	14%	21%	17%	17%	19%	19%	22%	15%	15%	17%	21%	9%	25%	14%	14%	18%				
Always/ Frequently (NET)	1266	646	602	229	256	227	207	347	485	434	347	273	387	294	313	750	516	858	408	48	139	92	112	90	114	90	162	217	50	115	39				
	57%	59%	54%	72%	62%	59%	52%	48%	67%	67%	55%	48%	73%	60%	53%	47%	60%	53%	58%	54%	54%	57%	51%	57%	56%	56%	49%	53%	69%	47%	62%	62%			
Always/ Frequently/ Occasionally (NET)	1828	910	892	279	351	326	313	559	630	639	559	331	548	438	512	1071	757	1217	611	70	196	140	167	136	168	146	240	279	75	160	51				
	82%	84%	80%	88%	86%	84%	79%	78%	86%	86%	81%	78%	88%	85%	79%	78%	85%	78%	82%	81%	79%	80%	77%	85%	84%	82%	79%	78%	89%	72%	86%	82%			
Mean	2.76	2.81	2.71	3.13	2.86	2.8	2.64	2.6	2.98	2.72	2.6	3.14	2.82	2.66	2.58	2.83	2.68	2.77	2.76	2.62	2.75	2.63	2.8	2.72	2.69	2.61	2.67	3.09	2.56	2.9	2.8				
				defg	fg	g			ij	lmn			lmn	mn			p											stuvwxyAC		yC					
Don't know	18	11	6	4	2	5	4	2	6	9	2	4	5	6	2	8	10	8	10	2	1	*	1	1	1	1	-	3	7	3	-	-			
	1%	1%	1%	1%	*	1%	1%	*	1%	1%	*	1%	1%	1%	*	1%	1%	1%	1%	2%	*	*	*	1	1	1	1	1	2%	3%	-	-			

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B/C/D/E
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



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Table 11
Q1. 4 - Regardless of how often you do it personally, please think about preparing food at home. When preparing food at home, how often, if at all, do you personally do each of the following? Wash fruit and vegetables before peeling them
Base: All adults aged 16-75 in the UK

		INCOME					EDUCATION		ETHNICITY		HOUSEHOLD SIZE				MARITAL STATUS			CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		FREQUENCY OF COOKING OR PREPARING FOOD AT HOME										NET: LESS OFTEN THAN ONCE A MONTH/ NEVER
	TOTAL	UP TO £19,999	£20,000 - £34,999	£35,000 - £54,999	£55,000+ (d)	REFUSED (e)	GRADUATES (f)	NON- GRADUATES (g)	WHITE (h)	ETHNIC MINORITY (i)	1 (j)	2 (k)	3 (l)	4+ (m)	MARRIED /LIVING AS (n)	SINGLE (o)	WID/ DIV/ SEP (p)	YES (q)	NO (r)	CONSERVATI VE (s)	LABOUR (t)	LIBERAL DEMOCRATS (u)	OTHER (v)	REMAIN (w)	LEAVE (x)	EVERY DAY (y)	SEVERAL TIMES A WEEK (z)	ABOUT ONCE A WEEK (aa)	ABOUT ONCE A MONTH (ab)	LESS OFTEN THAN ONCE A MONTH (ac)	NEVER (ad)	NET: AT LEAST ONCE A WEEK (ae)	NET: AT LEAST ONCE A MONTH (af)	NET: EVER (ag)		
UNWEIGHTED BASE	2231	447	602	562	479	141	760	1471	1503	284	460	764	477	530	1189	784	248	678	1553	624	540	146	289	843	740	1018	870	174	53*	74**	31**	2063	2116	2190	105*	
WEIGHTED BASE	100%	20%	27%	25%	21%	6%	34%	66%	86%	13%	21%	34%	21%	24%	54%	35%	11%	30%	70%	28%	24%	7%	13%	38%	33%	46%	39%	8%	2%	3%	1%	92%	95%	98%	5%	
(4) Always	809	165	209	206	172	58	283	526	622	173	154	257	168	230	428	309	73	269	540	199	212	43	90	307	230	384	297	61	22	26	15	742	764	791	41	
36%		37%	35%	37%	36%	41%	37%	36%	32%	61%	33%	34%	35%	43%	36%	39%	29%	40%	35%	32%	39%	29%	31%	30%	31%	38%	34%	35%	41%	35%	47%	36%	36%	36%	39%	
(3) Frequently	457	81	122	117	110	28	172	285	390	60	89	149	108	112	238	176	43	154	303	120	111	37	68	174	147	196	184	52	9	12	2	432	440	452	14	
20%		18%	20%	21%	23%	20%	23%	19%	20%	21%	19%	19%	23%	21%	20%	22%	17%	23%	20%	19%	21%	25%	23%	21%	21%	19%	19%	21%	16%	17%	7%	21%	21%	21%	14%	
(2) Occasionally	562	117	157	141	117	29	177	385	525	35	116	217	114	115	313	170	78	154	408	178	135	46	70	228	198	252	226	44	16	18	3	522	538	556	21	
25%		26%	26%	25%	24%	21%	23%	26%	27%	12%	25%	28%	24%	22%	26%	22%	32%	23%	26%	28%	25%	32%	24%	27%	27%	25%	26%	25%	30%	25%	9%	25%	25%	25%	20%	
(1) Never	386	81	113	96	77	18	127	258	371	13	96	138	79	73	212	119	54	98	287	122	81	19	60	131	162	179	156	16	7	15	11	351	358	373	26	
17%		18%	19%	17%	16%	13%	17%	18%	19%	5%	21%	18%	16%	14%	18%	15%	22%	15%	18%	20%	15%	13%	21%	16%	22%	18%	18%	9%	13%	20%	36%	17%	17%	25%		
Always/ Frequently (NET)	1266	246	330	322	282	86	455	811	1012	233	242	406	276	342	666	485	116	422	844	319	324	80	158	481	377	580	481	113	31	39	17	1174	1204	1243	55	
57%		55%	55%	57%	59%	61%	60%	55%	53%	82%	53%	53%	58%	64%	56%	62%	47%	62%	54%	51%	60%	55%	55%	57%	51%	57%	55%	57%	55%	57%	54%	57%	57%	57%	53%	
Always/ Frequently/ Occasionally (NET)	1828	363	487	464	399	115	632	1196	1537	268	359	622	390	457	979	655	194	576	1252	497	459	126	228	709	575	832	707	157	46	57	20	1696	1742	1799	77	
82%		81%	81%	82%	83%	82%	83%	81%	80%	94%	78%	81%	82%	86%	82%	84%	78%	85%	81%	80%	85%	86%	79%	84%	78%	82%	81%	90%	87%	77%	64%	82%	82%	82%	73%	
Mean	2.76	2.74	2.71	2.77	2.79	2.94	2.8	2.74	2.66	3.4	2.66	2.69	2.78	2.94	2.74	2.87	2.54	2.88	2.71	2.64	2.84	2.72	2.65	2.78	2.6	2.78	2.72	2.92	2.86	2.69	2.65	2.76	2.77	2.76	2.68	
Don't know	18	3	2	2	3	8	1	16	15	3	5	4	9	-	7	10	-	3	14	5	-	1	*	3	3	7	7	1	-	2	-	16	16	18	2	
1%		1%	*	*	1%	5%	*	1%	1%	1%	1%	1%	2%	-	1%	1%	-	*	1%	1%	-	1%	*	*	*	1%	1%	1%	-	3%	-	1%	1%	1%	1%	2%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k/l/m - n/o/p - q/r - s/t/u/v - w/x - y/A/B/C/D/E/F/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



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Table 12
Q1_5 - Regardless of how often you do it personally, please think about preparing food at home. When preparing food at home, how often, if at all, do you personally do each of the following? Cut off any mould on cheese, and save the rest to eat

Base: All adults aged 16-75 in the UK

	GENDER			AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		EMPLOYMENT STATUS		REGION													
	TOTAL	MAN (a)	WOMAN (b)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-75 (h)	16-34 (i)	35-54 (j)	55-75 (k)	GEN Z (l)	MILLENNIALS (m)	GEN X (n)	BOOMER (o)	ABC1 (p)	C2DE (q)	WORKING (r)	NOT WORKING (s)	NORTH EAST (t)	NORTH WEST (u)	YORKS & HUMBER (v)	WEST MIDLANDS (w)	EAST MIDLANDS (x)	EAST OF ENGLAND (y)	SOUTH WEST (z)	SOUTH EAST (aa)	LONDON (ab)	WALES (ac)	SCOTLAND (ad)	NI (ae)		
UNWEIGHTED BASE	2231	1089	1142	278	425	391	432	705	703	823	705	342	657	595	637	1252	879	1470	761	92	249	188	199	164	208	190	308	311	107	155	60	60	
WEIGHTED BASE	2231	1089	1112	319	410	388	397	718	729	784	718	376	644	552	659	1258	973	1480	751	89*	244	181	196	162	204	184	306	313	105*	186	62*	62*	
100%	49%	50%	50%	14%	18%	17%	18%	32%	33%	35%	32%	29%	29%	25%	30%	50%	44%	66%	34%	4%	11%	8%	9%	7%	9%	8%	14%	5%	8%	3%	3%	3%	
(4) Always	326	166	156	44	47	48	67	119	92	115	119	48	75	92	111	173	153	211	115	10	40	25	32	23	28	29	50	40	19	24	6	6	
15%	15%	15%	14%	14%	12%	12%	17%	17%	13%	15%	17%	13%	12%	17%	17%	14%	16%	14%	15%	11%	16%	14%	16%	14%	14%	16%	16%	13%	18%	13%	10%	10%	
(3) Frequently	343	174	168	47	67	65	53	111	114	118	111	57	105	76	104	192	151	244	99	15	28	28	35	26	33	32	45	61	14	19	5	5	
15%	16%	15%	15%	15%	16%	17%	13%	15%	16%	15%	15%	15%	16%	14%	16%	15%	15%	16%	13%	17%	12%	15%	18%	16%	16%	18%	15%	20%	13%	10%	9%	9%	
(2) Occasionally	616	290	319	57	89	108	121	242	146	228	242	68	162	167	220	376	240	389	228	23	67	48	51	47	63	62	71	87	27	53	18	18	
28%	27%	27%	29%	18%	22%	28%	30%	34%	20%	29%	34%	18%	25%	30%	33%	30%	25%	26%	30%	26%	28%	26%	26%	26%	29%	31%	34%	23%	28%	26%	28%	29%	
(1) Never	901	430	456	158	198	161	147	237	356	308	237	190	292	205	215	493	408	603	298	39	104	75	77	64	77	57	138	114	42	81	32	32	
40%	40%	40%	41%	50%	48%	42%	37%	33%	49%	39%	33%	50%	45%	37%	33%	39%	42%	41%	40%	45%	43%	41%	39%	40%	38%	31%	45%	36%	40%	44%	52%	52%	
Always/ Frequently (NET)	668	340	324	92	114	113	119	230	206	233	230	105	180	168	215	365	304	455	213	25	69	53	67	48	61	62	95	101	33	43	12	12	
30%	31%	29%	29%	29%	28%	29%	30%	32%	28%	30%	32%	28%	28%	31%	33%	29%	31%	31%	28%	28%	28%	28%	29%	34%	30%	30%	33%	31%	32%	31%	23%	19%	
Always/ Frequently/ Occasionally (NET)	1285	630	643	149	203	221	240	472	352	461	472	173	342	335	435	741	544	844	441	47	136	101	118	96	124	124	165	188	60	95	30	30	
58%	58%	58%	58%	47%	49%	57%	61%	66%	48%	59%	66%	46%	53%	61%	66%	59%	56%	57%	59%	53%	56%	56%	60%	59%	61%	67%	54%	60%	58%	51%	48%	48%	
Mean	2.04	2.07	2.02	1.93	1.91	2	2.1	2.16	1.92	2.05	2.16	1.9	1.94	2.1	2.17	2.04	2.05	2.04	2.04	1.94	2.02	2.02	2.11	2.04	2.06	2.19	2.02	2.09	2.1	1.92	1.77	1.77	
Don't know	45	29	13	12	9	6	9	9	21	15	9	14	11	11	9	25	20	33	12	2	4	5	2	2	2	4	2	11	11	2	9	-	
2%	3%	3%	1%	4%	2%	2%	2%	2%	3%	2%	1%	4%	2%	2%	1%	2%	2%	2%	2%	2%	2%	3%	1%	1%	1%	2%	1%	3%	2%	5%	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/z/A/B/C/D/E
Overlap formulae used. * small base



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Table 13
Q1. 5 - Regardless of how often you do it personally, please think about preparing food at home. When preparing food at home, how often, if at all, do you personally do each of the following? Cut off any mould on cheese, and save the rest to eat
Base: All adults aged 16-75 in the UK

		INCOME					EDUCATION		ETHNICITY		HOUSEHOLD SIZE				MARITAL STATUS			CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		FREQUENCY OF COOKING OR PREPARING FOOD AT HOME										NET: LESS OFTEN THAN ONCE A MONTH/ NEVER
		UP TO £19,999	£20,000 - £34,999	£35,000 - £54,999	£55,000+ (d)	REFUSED (e)	GRADUATES (f)	NON GRADUATES (g)	WHITE (h)	ETHNIC MINORITY (i)	1 (j)	2 (k)	3 (l)	4+ (m)	MARRIED /LIVING AS (n)	SINGLE (o)	WID/ DIV/ SEP (p)	YES (q)	NO (r)	CONSERVATIVE (s)	LABOUR (t)	LIBERAL DEMOCRATS (u)	OTHER (v)	REMAIN (w)	LEAVE (x)	EVERYDAY (y)	SEVERAL TIMES A WEEK (z)	ABOUT ONCE A WEEK (aa)	ABOUT ONCE A MONTH (ab)	LESS OFTEN THAN ONCE A MONTH (ac)	NEVER (ad)	NET: AT LEAST ONCE A WEEK (ae)	NET: AT LEAST ONCE A MONTH (af)	NET: EVER (ag)		
UNWEIGHTED BASE	2231	448	583	544	525	131	1136	1095	1903	304	475	747	488	521	1207	783	241	690	1541	616	576	163	273	904	698	1048	858	171	49	66	19	2077	2126	2192	96	
WEIGHTED BASE	2231	447	602	562	479	141	760	1471	1923	284	460	764	477	530	1159	784	248	678	1553	624	640	146	289	843	740	1015	870	174	53*	74*	31**	2063	2116	2180	105*	
100%		20%	27%	25%	21%	6%	34%	66%	86%	13%	21%	34%	21%	24%	54%	35%	11%	30%	70%	28%	24%	7%	13%	38%	33%	46%	39%	8%	2%	3%	1%	92%	95%	98%	5%	
(4) Always	326	67	88	83	69	18	111	215	287	39	76	116	64	70	171	116	39	92	234	121	65	20	42	122	125	173	115	19	4	9	5	307	311	320	14	
15%		15%	15%	15%	14%	13%	15%	15%	15%	14%	16%	15%	13%	13%	14%	15%	16%	14%	15%	19%	12%	14%	14%	15%	17%	17%	13%	11%	8%	12%	17%	15%	15%	15%	13%	
(3) Frequently	343	69	88	98	76	11	150	192	292	46	64	105	88	85	197	114	32	119	224	92	86	28	55	145	109	139	136	38	13	13	3	313	325	338	15	
15%		15%	15%	17%	16%	8%	20%	13%	15%	16%	14%	14%	18%	16%	16%	15%	13%	18%	14%	15%	16%	19%	19%	17%	15%	14%	16%	22%	24%	17%	8%	15%	15%	15%	15%	
(2) Occasionally	616	121	169	140	144	43	211	405	554	55	117	240	119	140	372	171	73	175	441	186	147	48	85	230	229	275	253	31	17	26	9	559	576	603	35	
28%		27%	28%	25%	30%	30%	28%	28%	29%	19%	25%	31%	25%	26%	31%	22%	30%	26%	28%	30%	27%	32%	29%	27%	31%	27%	29%	18%	13%	36%	29%	27%	27%	28%	33%	
(1) Never	901	187	233	233	183	65	270	631	754	136	193	282	200	226	445	356	100	282	620	218	230	47	101	331	267	418	346	80	17	26	13	844	861	887	39	
40%		42%	39%	41%	38%	46%	36%	43%	39%	48%	42%	37%	42%	43%	37%	45%	40%	42%	40%	35%	43%	32%	35%	39%	36%	41%	40%	46%	32%	36%	41%	41%	41%	41%	37%	
Always/ Frequently (NET)	668	136	175	182	146	30	261	407	578	86	140	222	151	155	368	231	70	210	458	213	151	48	97	268	234	312	250	58	17	21	8	619	636	657	29	
30%		31%	29%	32%	30%	21%	34%	28%	30%	30%	30%	29%	32%	29%	31%	29%	28%	31%	29%	34%	28%	33%	34%	32%	32%	31%	29%	33%	31%	29%	25%	30%	30%	30%	28%	
Always/ Frequently/ Occasionally (NET)	1285	257	344	322	289	72	473	812	1132	140	257	462	270	295	739	402	144	385	899	399	298	95	181	498	463	586	503	89	34	48	16	1178	1212	1260	64	
58%		58%	58%	57%	57%	60%	51%	62%	55%	59%	49%	56%	60%	57%	56%	62%	51%	58%	57%	58%	64%	55%	65%	63%	59%	63%	58%	58%	51%	64%	64%	54%	57%	57%	58%	61%
Mean	2.04	2.04	2.05	2.06	2.07	1.88	2.14	1.99	2.06	1.96	2.05	2.07	2.03	2	2.08	1.99	2.03	2.03	2.05	2.19	1.97	2.15	2.13	2.07	2.13	2.07	2.02	1.98	2.07	2.05	2.01	2.04	2.04	2.04	2.04	
Don't know	45	2	25	7	7	4	17	28	36	8	9	19	7	9	15	26	4	11	34	7	12	4	6	15	11	14	22	5	2	-	2	41	43	43	2	
2%		1%	4%	1%	3%		2%	2%	2%	3%	2%	3%	1%	2%	1%	3%	2%	2%	2%	1%	2%	3%	2%	2%	1%	1%	3%	3%	4%	-	5%	2%	2%	2%	2%	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k/l/m - n/o/p - q/r - s/t/u/v - w/x - y/A/B/C/D/E/F/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 14
Q1_6 - Regardless of how often you do it personally, please think about preparing food at home. When preparing food at home, how often, if at all, do you personally do each of the following? Store leftover food in an open container in the refrigerator

Base: All adults aged 16-75 in the UK

	GENDER		AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		EMPLOYMENT STATUS		REGION													
	MAN	WOMAN	16-24	25-34	35-44	45-54	55-75	16-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BOOMER	ABC1	C2DE	WORKING	NOT WORKING	NORTH EAST	NORTH WEST	YORKS & HUMBER	WEST MIDLANDS	EAST MIDLANDS	EAST OF ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI		
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(A)	(B)	(C)	(D)	(E)
UNWEIGHTED BASE	2231	1059	1142	278	425	391	432	705	703	823	705	342	657	595	637	1352	879	1470	761	92	249	188	199	164	208	190	308	311	107	155	60	
WEIGHTED BASE	2231	1089	1112	319	410	388	397	718	729	784	718	376	644	552	659	1258	973	1480	751	89*	244	181	196	162	204	184	306	313	105*	186	62*	
100%	100%	63%	50%	14%	18%	17%	17%	32%	35%	32%	17%	29%	25%	30%	56%	44%	66%	34%	4%	11%	8%	9%	7%	9%	8%	14%	14%	5%*	8%	3%*		
(4) Always	155	91	63	43	40	29	26	18	83	55	18	52	56	31	16	87	69	117	39	5	19	9	22	10	13	5	20	29	9	12	2	
7%	8%	6%	13%	10%	7%	6%	6%	2%	11%	7%	2%	14%	9%	6%	2%	7%	7%	8%	5%	6%	8%	5%	11%	6%	6%	3%	7%	9%	8%	7%	3%	
	b			efg	g	g	g		ij	j		lmn	n	n		r	r			y		y				y						
(3) Frequently	279	162	116	54	80	62	36	46	134	98	46	72	114	55	37	158	121	232	47	14	22	28	25	19	20	22	40	51	18	16	2	
12%	15%	10%	17%	19%	16%	9%	6%	18%	16%	13%	6%	18%	10%	6%	13%	12%	16%	6%	16%	9%	16%	13%	12%	10%	12%	13%	16%	17%	9%	3%		
	b			fg	fg	fg		il	l		mn	mn	n			r				E		IE				E	IDE	IE				
(2) Occasionally	564	304	253	93	84	104	87	196	177	192	196	105	153	130	177	335	229	376	188	17	72	47	56	39	56	50	67	70	24	49	17	
25%	28%	23%	29%	20%	27%	22%	27%	24%	24%	27%	28%	24%	24%	27%	27%	24%	25%	25%	19%	29%	26%	29%	24%	28%	27%	22%	23%	22%	26%	27%		
	b			d	d																											
(1) Never	1225	530	675	126	204	190	247	457	331	437	457	145	317	335	428	676	549	753	472	53	131	96	92	94	114	106	177	161	52	106	42	
55%	49%	61%	40%	50%	49%	62%	64%	45%	45%	56%	64%	39%	49%	61%	65%	54%	56%	51%	63%	60%	54%	53%	47%	58%	56%	58%	51%	50%	57%	67%		
	a			c	c	c		dne	h	h		i	k	kl	l																	
Always/ Frequently (NET)	434	253	179	97	119	91	62	64	216	153	64	124	170	87	53	244	189	349	85	19	41	38	47	29	33	27	61	80	27	29	4	
19%	23%	16%	30%	29%	24%	16%	9%	30%	30%	20%	9%	33%	26%	16%	8%	19%	19%	24%	11%	22%	17%	21%	24%	18%	16%	15%	20%	26%	15%	6%		
	b			fg	fg	fg	g		ij	j		lmn	mn	n				r		E	E	E	yE	E			tyvDE	yE				
Always/ Frequently/ Occasionally (NET)	998	556	432	190	203	196	149	260	393	345	260	229	323	216	230	580	418	725	273	36	112	85	103	68	89	78	128	151	50	77	20	
45%	51%	39%	60%	50%	51%	38%	36%	54%	44%	36%	61%	50%	39%	35%	46%	43%	49%	36%	40%	46%	47%	53%	42%	44%	42%	42%	48%	48%	42%	33%		
	b			defg	fg	fg		il	i		lmn	mn						r				AE					E					
Mean	1.71	1.83	1.61	2.04	1.89	1.82	1.6	1.48	1.96	1.71	1.48	2.08	1.86	1.61	1.45	1.73	1.7	1.81	1.53	1.68	1.7	1.73	1.88	1.66	1.66	1.6	1.68	1.84	1.84	1.64	1.42	
	b			efg	fg	fg	a		il	i		lmn	mn	n				r			E	E	wwwADE					yE	yE			
Don't know	8	3	5	3	2	2	1	*	5	2	*	3	4	1	*	2	6	2	6	-	1	*	1	-	-	*	-	1	2	2	-	
*	*	*	*	1%	1%	*	*	*	1%	*	*	1%	1%	*	*	*	1%	*	1%	-	*	*	1%	-	-	*	-	*	2%	1%	-	
																		q									A					

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/z/A/B/C/D/E
Overlap formulae used. * small base

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Table 15
Q1. 6 - Regardless of how often you do it personally, please think about preparing food at home. When preparing food at home, how often, if at all, do you personally do each of the following? Store leftover food in an open container in the refrigerator
Base: All adults aged 16-75 in the UK

		INCOME					EDUCATION		ETHNICITY		HOUSEHOLD SIZE				MARITAL STATUS			CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		FREQUENCY OF COOKING OR PREPARING FOOD AT HOME										NET: LESS OFTEN THAN ONCE A MONTH/ NEVER
		UP TO £19,999	£20,000 - £34,999	£35,000 - £54,999	£55000+ (d)	REFUSED	GRADUATES (f)	NON- GRADUATES (g)	WHITE (h)	ETHNIC MINORITY (i)	1 (j)	2 (k)	3 (l)	4+ (m)	MARRIED /LIVING AS (n)	SINGLE (o)	WID/ DIV/ SEP (p)	YES (q)	NO (r)	CONSERVATI VE (s)	LABOUR (t)	LIBERAL DEMOCRATS (u)	OTHER (v)	REMAIN (w)	LEAVE (x)	EVERYDAY (y)	SEVERAL TIMES A WEEK (z)	ABOUT ONCE A WEEK (aa)	ABOUT ONCE A MONTH (ab)	LESS OFTEN THAN ONCE A MONTH (ac)	NEVER (ad)	NET: AT LEAST ONCE A WEEK (ae)	NET: AT LEAST ONCE A MONTH (af)	NET: EVER (ag)	NET: NEVER (ah)	
	TOTAL	2231 (a)	448 (b)	583 (c)	544 (d)	525 (e)	1136 (f)	1095 (g)	1903 (h)	304 (i)	475 (j)	747 (k)	488 (l)	521 (m)	1207 (n)	783 (o)	241 (p)	690 (q)	1541 (r)	616 (s)	576 (t)	163 (u)	273 (v)	904 (w)	698 (x)	1048 (y)	858 (z)	171 (aa)	49 (ab)	66 (ac)	19 (ad)	2077 (ae)	2126 (af)	2192 (ag)	96 (ah)	
UNWEIGHTED BASE	2231	447	602	562	479	141	760	1471	1523	284	460	764	477	530	1199	784	248	678	1553	624	640	146	289	843	740	1018	870	174	53*	74*	31**	2063	2116	2190	105*	
WEIGHTED BASE	100%	20%	27%	25%	21%	6%	34%	66%	86%	13%	21%	34%	21%	24%	54%	35%	11%	30%	70%	28%	24%	7%	13%	38%	33%	46%	39%	8%	25*	31*	1%**	92%	95%	98%	5%*	
(4) Always	155 7%	35 8%	38 6%	37 7%	40 8%	6 5%	62 8%	93 6%	113 6%	40 14%	24 5%	42 6%	41 9%	47 jk	75 6%	70 9%	10 4%	69 10%	86 6%	35 6%	40 7%	6 4%	21 7%	57 7%	39 5%	74 7%	54 6%	13 8%	7 13%	5 7%	1 4%	142 7%	149 7%	154 7%	6 6%	
(3) Frequently	279 12%	43 10%	72 12%	75 13%	77 16%	12 9%	126 17%	153 10%	230 12%	45 16%	47 10%	73 9%	79 17%	80 15%	138 12%	120 15%	20 8%	117 17%	162 10%	68 11%	72 13%	30 21%	42 14%	105 12%	79 11%	113 11%	102 12%	41 24%	16 30%	3 4%	1 5%	257 12%	272 13%	275 13%	4 4%	
(2) Occasionally	564 25%	114 25%	162 27%	142 25%	121 25%	26 18%	173 23%	391 27%	494 26%	67 24%	112 24%	191 25%	129 27%	133 25%	287 24%	200 26%	77 31%	163 24%	402 26%	163 26%	128 24%	37 25%	74 26%	201 24%	190 26%	222 22%	244 28%	56 32%	12 23%	21 29%	5 16%	521 25%	534 25%	555 25%	26 25%	
(1) Never	1225 55%	253 57%	328 54%	307 55%	242 51%	95 67%	397 52%	828 56%	1080 56%	131 46%	276 60%	457 60%	224 47%	269 51%	697 58%	388 50%	140 56%	326 48%	899 58%	356 57%	298 55%	71 48%	151 52%	480 57%	427 58%	608 60%	469 54%	61 35%	18 33%	44 59%	23 76%	1138 55%	1156 55%	1199 55%	67 64%	
Always/ Frequently (NET)	434 19%	78 17%	110 18%	112 20%	116 24%	19 13%	188 25%	246 17%	343 18%	85 30%	71 15%	115 15%	120 25%	127 24%	213 18%	190 24%	30 12%	186 27%	248 16%	103 17%	112 21%	37 25%	63 22%	162 19%	119 16%	187 18%	157 32%	55 43%	23 11%	8 8%	3 11%	399 20%	422 20%	430 20%	11 10%	
Always/ Frequently/ Occasionally (NET)	998 45%	191 43%	272 45%	254 45%	237 49%	45 32%	361 47%	637 43%	837 44%	152 53%	183 40%	306 40%	249 52%	260 49%	500 42%	390 50%	107 43%	349 51%	649 42%	266 43%	241 45%	74 50%	137 47%	363 43%	309 42%	409 40%	401 46%	401 64%	401 66%	111 40%	35 24%	35 45%	920 24%	955 45%	985 45%	37 35%
Mean	1.71	1.68	1.7	1.72	1.82	1.5	1.81	1.67	1.67	1.98	1.61	1.61	1.87	1.82	1.66	1.84	1.6	1.9	1.63	1.65	1.73	1.81	1.76	1.69	1.63	1.66	1.7	2.04	2.24	1.58	1.36	1.71	1.72	1.52		
Don't know	8 *	3 1%	3 *	1 *	-	1	2 *	6 *	6 *	2 *	1 *	2 *	4 *	1 *	1 *	5 *	1 *	3 *	5 *	2 *	1 *	2 *	*	*	4 *	1 *	1 *	2 *	4 *	1 *	-	5 *	5 *	6 *	1 *	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k/l/m - n/o/p - q/r - s/t/u/v - w/x - y/A/B/C/D/E/F/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 16
Q1_7 - Regardless of how often you do it personally, please think about preparing food at home. When preparing food at home, how often, if at all, do you personally do each of the following? Store tomato ketchup in the refrigerator

Base: All adults aged 16-75 in the UK

		GENDER		AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		EMPLOYMENT STATUS		REGION															
		MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BOOMER (n)	ABC1 (o)	C2DE (p)	WORKING (q)	NOT WORKING (r)	NORTH EAST (s)	NORTH WEST (t)	YORKS & HUMBER (u)	WEST MIDLANDS (v)	EAST MIDLANDS (w)	EAST OF ENGLAND (x)	SOUTH WEST (y)	SOUTH EAST (z)	LONDON (A)	WALES (B)	SCOTLAND (C)	NI (E)				
	TOTAL																																		
UNWEIGHTED BASE	2231	1059	1142	278	425	391	432	705	703	823	705	342	657	595	637	1352	879	1470	761	92	249	188	199	164	208	190	308	311	107	155	60	60			
WEIGHTED BASE	2231	1089	1112	319	410	388	397	718	729	784	718	376	644	552	659	1258	973	1480	751	89*	244	181	196	162	204	184	306	313	105*	186	62*	62*			
100%	49%	50%	50%	13%	18%	17%	18%	32%	33%	35%	32%	17%	29%	25%	30%	56%	44%	66%	34%	4%	11%	8%	9%	7%	9%	8%	14%	14%	5%*	8%	3%	19%			
(4) Always	973	454	505	138	166	187	185	297	305	372	297	165	283	255	270	569	404	639	334	40	96	64	78	62	102	93	143	148	53	76	19	19			
44%	42%	45%	43%	41%	48%	47%	41%	42%	47%	41%	44%	44%	44%	46%	41%	45%	42%	43%	44%	45%	39%	35%	40%	38%	50%	51%	47%	47%	51%	41%	30%	30%			
	250	142	108	59	60	55	25	51	119	81	51	69	95	40	46	136	115	186	64	8	29	17	18	20	21	12	38	56	9	17	5	5			
(3) Frequently	11%	13%	10%	19%	15%	14%	6%	7%	16%	10%	7%	18%	15%	7%	7%	11%	12%	13%	9%	9%	12%	10%	9%	12%	10%	6%	12%	18%	9%	9%	8%	8%			
	b	b	fg	fg	fg	fg	fg	fg	i	i	mn	mn	mn	mn	mn	mn	mn	r	r	4	22	14	20	12	15	14	23	37	5	19	3	3			
(2) Occasionally	189	106	82	27	55	35	21	50	82	56	50	33	79	32	45	118	71	141	48	4	22	14	20	12	15	14	23	37	5	19	3	3			
8%	10%	7%	8%	14%	9%	5%	7%	11%	7%	7%	9%	12%	6%	7%	9%	7%	9%	6%	r	4%	9%	8%	10%	7%	7%	8%	8%	12%	5%	10%	5%	5%			
	fg	fg	fg	fg	fg	fg	fg	fg	ij	ij	mn	mn	mn	mn	mn	mn	mn	r	r	4	22	14	20	12	15	14	23	37	5	19	3	3			
(1) Never	802	385	404	91	124	109	163	315	215	272	315	106	181	222	292	425	377	501	301	37	95	81	78	68	66	63	102	67	36	73	35	35			
36%	35%	36%	28%	30%	28%	41%	44%	30%	35%	44%	30%	28%	28%	40%	44%	34%	39%	34%	40%	42%	39%	45%	40%	42%	32%	34%	33%	22%	35%	39%	57%	57%			
	fg	fg	fg	fg	fg	fg	fg	fg	h	h	il	il	il	il	il	il	il	il	il	il	il	il	il	il	il	il	il	il	il	il	il	il	il		
Always/ Frequently (NET)	1224	595	613	198	226	242	210	347	424	452	347	233	378	295	317	705	519	826	398	48	125	81	96	82	123	105	180	204	62	93	24	24			
55%	55%	55%	62%	55%	62%	53%	48%	58%	58%	58%	48%	62%	59%	53%	48%	56%	53%	56%	53%	54%	51%	45%	49%	50%	60%	57%	59%	65%	60%	50%	38%	38%			
	fg	g	fg	fg	fg	fg	fg	fg	j	j	mn	mn	n	n	n	mn	n	mn	n	uvE	uvE	uvE	uvE	uvE	uvE	uvE	uvE	uvE	uvE	uvE	uvE	uvE			
Always/ Frequently/ Occasionally (NET)	1412	701	695	225	282	277	231	397	506	509	397	266	457	327	361	823	590	966	446	51	147	95	116	93	137	120	204	242	68	112	27	27			
63%	64%	63%	70%	69%	72%	58%	55%	69%	65%	55%	71%	71%	59%	55%	65%	61%	65%	59%	r	58%	60%	52%	59%	58%	67%	65%	67%	77%	64%	61%	43%	43%			
	fg	fg	fg	fg	fg	fg	fg	fg	l	i	mn	mn	mn	mn	mn	o	o	r	r	E	E	E	E	E	uE	uE	uE	uE	uE	uE	uE	uE			
Mean	2.63	2.61	2.65	2.78	2.66	2.83	2.59	2.46	2.71	2.71	2.46	2.78	2.75	2.6	2.45	2.68	2.56	2.66	2.58	2.57	2.52	2.36	2.5	2.47	2.78	2.74	2.72	2.92	2.76	2.52	2.12				
	g	g	g	g	g	g	g	g	j	j	n	n	n	n	n	n	n	n	n	-	2	5	2	-	1	2	-	4	1	-	-	-			
Don't know	17	3	12	4	4	1	2	5	8	4	5	4	5	2	5	11	6	13	4	-	2	5	2	-	1	2	-	4	1	-	-	-			
1%	*	1%	1%	1%	1%	*	1%	1%	1%	*	1%	1%	1%	*	1%	1%	1%	1%	1%	-	1%	3%	1%	-	1%	1%	-	1%	1%	-	-	-			
	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a			

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B/C/D/E
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



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Table 17
Q1. 7 - Regardless of how often you do it personally, please think about preparing food at home. When preparing food at home, how often, if at all, do you personally do each of the following? Store tomato ketchup in the refrigerator
Base: All adults aged 16-75 in the UK

		INCOME					EDUCATION		ETHNICITY		HOUSEHOLD SIZE				MARITAL STATUS			CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		FREQUENCY OF COOKING OR PREPARING FOOD AT HOME										NET: LESS OFTEN THAN ONCE A MONTH/ NEVER
		UP TO £19,999	£20,000 - £34,999	£35,000 - £54,999	£55,000+ (d)	REFUSED (e)	GRADUATES (f)	NON- GRADUATES (g)	WHITE (h)	ETHNIC MINORITY (i)	1 (j)	2 (k)	3 (l)	4+ (m)	MARRIED /LIVING AS (n)	SINGLE (o)	WID/ DIV/ SEP (p)	YES (q)	NO (r)	CONSERVATI- VE (s)	LABOUR (t)	LIBERAL DEMOCRATS (u)	OTHER (v)	REMAIN (w)	LEAVE (x)	EVERYDAY (y)	SEVERAL TIMES A WEEK (A)	ABOUT ONCE A WEEK (B)	ABOUT ONCE A MONTH (C)	LESS OFTEN THAN ONCE A MONTH (D)	NEVER (E)	NET: AT LEAST ONCE A WEEK (F)	NET: AT LEAST ONCE A MONTH (G)	NET: EVER (H)		
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	
UNWEIGHTED BASE	2231	448	583	544	525	131	1136	1095	1903	304	475	747	488	521	1207	783	241	690	1541	616	576	163	273	904	698	1048	858	171	49	66	19	2077	2126	2192	96	
WEIGHTED BASE	2231	447	602	562	479	141	760	1471	1503	284	460	764	477	520	1189	784	248	678	1553	624	640	145	298	845	740	1018	870	174	53*	74*	31**	2063	2116	2180	105*	
100%		20%	27%	25%	21%	6%	34%	66%	86%	13%	21%	34%	21%	24%	54%	35%	11%	30%	70%	28%	26%	7%	13%	38%	33%	46%	39%	8%	2%	3%	1%	92%	95%	98%	5%	
(4) Always	973	184	254	252	221	62	344	629	828	131	192	332	202	247	546	322	106	310	663	267	247	62	114	383	313	469	387	57	19	25	12	913	932	957	37	
44%		41%	42%	42%	45%	46%	44%	45%	43%	43%	46%	42%	43%	42%	47%	46%	41%	43%	46%	43%	43%	46%	43%	40%	45%	42%	46%	44%	32%	35%	34%	39%	44%	44%	44%	36%
(3) Frequently	250	45	76	55	63	10	100	150	195	54	47	70	65	69	115	109	26	98	152	48	73	20	38	99	64	88	88	45	10	15	1	221	232	247	17	
11%		10%	13%	10%	13%	7%	8	13%	10%	19%	10%	9%	14%	13%	10%	14%	10%	15%	10%	8%	14%	14%	13%	12%	9%	9%	9%	10%	26%	20%	21%	5%	11%	11%	11%	16%
(2) Occasionally	189	34	45	47	52	11	80	109	155	32	39	50	42	58	102	67	20	82	107	42	47	17	32	73	53	79	73	21	7	5	1	174	181	186	6	
8%		8%	8%	7%	8%	11%	8%	11%	7%	8%	11%	8%	6%	9%	11%	9%	9%	8%	12%	7%	7%	9%	12%	11%	9%	7%	8%	8%	12%	14%	7%	3%	8%	9%	9%	6%
(1) Never	802	178	225	202	142	54	229	573	732	62	178	305	166	154	428	280	95	186	616	264	167	46	104	283	309	372	320	48	15	28	16	739	755	783	45	
36%		40%	37%	36%	30%	39%	30%	39%	38%	22%	39%	40%	35%	29%	36%	36%	38%	27%	40%	42%	31%	32%	36%	34%	42%	37%	37%	37%	27%	28%	38%	53%	36%	36%	43%	
Always/ Frequently (NET)	1224	229	331	307	284	73	445	779	1023	185	239	402	267	316	661	431	131	409	815	315	320	82	152	482	376	558	474	102	29	41	13	1134	1163	1204	54	
55%		51%	55%	55%	59%	52%	58%	53%	53%	65%	52%	53%	56%	60%	55%	55%	53%	60%	52%	50%	59%	56%	53%	57%	51%	55%	54%	58%	55%	55%	44%	55%	55%	55%	52%	
Always/ Frequently/ Occasionally (NET)	1412	263	375	354	336	84	525	887	1179	218	278	451	309	374	763	498	151	491	921	357	368	99	184	554	429	637	548	123	36	46	14	1308	1344	1390	60	
63%		59%	62%	63%	70%	59%	69%	60%	61%	77%	60%	59%	65%	71%	64%	64%	61%	72%	59%	57%	68%	68%	64%	66%	58%	63%	63%	71%	69%	62%	47%	63%	64%	63%	57%	
Mean	2.63	2.53	2.6	2.64	2.76	2.58	2.74	2.57	2.59	2.91	2.56	2.57	2.64	2.77	2.65	2.61	2.58	2.79	2.56	2.51	2.75	2.67	2.57	2.69	2.52	2.65	2.62	2.65	2.64	2.51	2.29	2.64	2.64	2.63	2.45	
Don't know	17	5	2	5	1	3	6	10	12	4	4	8	2	2	8	6	3	1	16	2	5	1	1	6	2	8	3	4	2	-	-	15	17	17	-	
1%		1%	+	1%	+	2%	1%	1%	1%	1%	1%	1%	+	+	1%	1%	1%	+	1%	+	1%	+	+	1%	+	1%	+	2%	3%	-	-	1%	1%	1%	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k/l/m - n/o/p - q/r - s/t/u/v - w/x - y/A/B/C/D/E/F/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



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Table 18
Q1_8 - Regardless of how often you do it personally, please think about preparing food at home. When preparing food at home, how often, if at all, do you personally do each of the following? Use the same tea-towel for multiple purposes (e.g., drying kitchen objects and drying hands, etc.)

Base: All adults aged 16-75 in the UK

		GENDER		AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		EMPLOYMENT STATUS		REGION														
		MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BOOMER (n)	ABC1 (o)	C2DE (p)	WORKING (q)	NOT WORKING (r)	NORTH EAST (s)	NORTH WEST (t)	YORKS & HUMBER (u)	WEST MIDLANDS (v)	EAST MIDLANDS (w)	EAST OF ENGLAND (x)	SOUTH WEST (y)	SOUTH EAST (z)	LONDON (aa)	WALES (ab)	SCOTLAND (ac)	NI (ad)			
UNWEIGHTED BASE	TOTAL	1059	1142	278	425	391	432	705	703	823	705	342	657	595	637	1352	879	1470	761	92	249	188	199	164	208	190	308	311	107	155	60			
WEIGHTED BASE	TOTAL	1089	1112	319	410	388	397	718	729	784	718	376	644	552	659	1258	973	1480	751	89*	244	181	196	162	204	184	306	313	105*	186	62*			
	100%	49%	50%	14%	17%	15%	17%	32%	35%	32%	32%	17%	29%	25%	30%	56%	44%	66%	34%	4%*	11%	8%	9%	7%	9%	8%	14%	14%	5%*	8%	3%*			
(4) Always	329	144	181	86	87	58	56	43	173	114	43	103	112	74	40	186	143	231	99	12	49	27	33	27	28	26	50	32	13	28	5			
	15%	13%	16%	27%	21%	15%	14%	6%	24%	14%	6%	27%	17%	13%	6%	15%	15%	16%	13%	13%	20%	15%	17%	17%	14%	14%	16%	16%	10%	13%	15%	8%		
				fg	efg				g	j		mm	n	n						BE			B											
(3) Frequently	535	251	275	98	115	105	86	132	212	191	132	104	194	117	120	304	231	394	141	22	42	42	40	34	46	30	96	85	39	44	15			
	24%	23%	25%	31%	28%	27%	22%	18%	29%	24%	18%	28%	30%	21%	18%	24%	24%	28%	19%	25%	17%	23%	20%	21%	23%	16%	31%	27%	37%	24%	23%			
				fg	fg				i	i		mm	n	n													twvwy	tv	twvwyO					
(2) Occasionally	604	306	290	69	108	124	107	196	177	231	196	84	188	154	177	340	264	412	192	27	72	54	61	40	56	63	61	85	17	53	15			
	27%	28%	26%	22%	26%	32%	27%	27%	24%	29%	27%	22%	29%	28%	27%	27%	27%	27%	28%	26%	30%	29%	30%	31%	25%	28%	34%	20%	27%	16%	29%	24%		
				c					h	h								AC	AC	C	AC	AC	AC	C	AC	C	C	C	C	C				
(1) Never	746	380	357	63	99	94	146	344	162	240	344	80	146	199	320	423	324	431	315	28	80	57	63	60	73	63	95	106	35	60	28			
	33%	35%	32%	20%	24%	24%	37%	48%	22%	31%	48%	21%	23%	36%	49%	34%	33%	29%	42%	32%	33%	31%	32%	37%	36%	34%	31%	34%	33%	32%	45%			
				cde	cde				h	hi		kl	klm	kl					a															
Always/ Frequently (NET)	865	395	456	183	201	163	142	175	385	305	175	207	306	191	160	490	374	625	239	34	91	69	73	61	75	56	146	117	52	72	19			
	39%	36%	41%	57%	49%	42%	36%	24%	53%	42%	39%	48%	35%	24%	39%	38%	42%	32%	38%	37%	38%	37%	38%	37%	30%	37%	30%	37%	50%	39%	31%			
				defg	fg	g			j	j		mm	n														twyBfE		twyBfE					
Always/ Frequently/ Occasionally (NET)	1469	702	746	252	309	287	248	371	562	536	371	291	494	345	337	830	638	1037	432	60	163	124	134	101	131	118	207	69	125	34				
	66%	64%	67%	79%	75%	74%	63%	52%	77%	68%	52%	77%	77%	63%	51%	66%	66%	70%	57%	68%	67%	68%	68%	63%	64%	64%	68%	65%	66%	67%	54%			
				fg	fg				i	i		mm	n	n																				
Mean	2.2	2.15	2.25	2.65	2.46	2.33	2.13	1.82	2.55	2.23	1.82	2.62	2.42	2.12	1.82	2.2	2.2	2.29	2.03	2.19	2.25	2.22	2.22	2.17	2.15	2.1	2.33	2.14	2.3	2.22	1.94			
Don't know	16	7	9	4	2	6	2	2	6	9	2	5	3	7	1	6	11	13	4	-	1	1	-	1	-	3	5	1	1	1	*			
	1%	1%	1%	*	2%	1%	*	*	1%	1%	*	1%	1%	1%	*	*	1%	1%	1%	-	*	*	-	*	-	2%	1%	2%	1%	1%	1%	1%		

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B/C/D/E
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



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Table 19
Q1.8 - Regardless of how often you do it personally, please think about preparing food at home. When preparing food at home, how often, if at all, do you personally do each of the following? Use the same tea-towel for multiple purposes (e.g., drying kitchen objects and drying hands, etc.)
Base: All adults aged 16-75 in the UK

		INCOME					EDUCATION		ETHNICITY		HOUSEHOLD SIZE				MARITAL STATUS			CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		FREQUENCY OF COOKING OR PREPARING FOOD AT HOME										NET: LESS OFTEN THAN ONCE A MONTH/ NEVER
		UP TO £19,999	£20,000 - £34,999	£35,000 - £54,999	£55,000+ (d)	REFUSED (e)	GRADUATES (f)	NON- GRADUATES (g)	WHITE (h)	ETHNIC MINORITY (i)	1 (j)	2 (k)	3 (l)	4+ (m)	MARRIED /LIVING AS (n)	SINGLE (o)	WID/ DIV/ SEP (p)	YES (q)	NO (r)	CONSERVATI VE (s)	LABOUR (t)	LIBERAL DEMOCRATS (u)	OTHER (v)	REMAIN (w)	LEAVE (x)	EVERYDAY (y)	SEVERAL TIMES A WEEK (z)	ABOUT ONCE A WEEK (aa)	ABOUT ONCE A MONTH (ab)	LESS OFTEN THAN ONCE A MONTH (ac)	NEVER (ad)	NET: AT LEAST ONCE A WEEK (ae)	NET: AT LEAST ONCE A MONTH (af)	NET: EVER (ag)		
UNWEIGHTED BASE	2231	447	602	562	479	141	760	1471	1823	284	460	764	477	520	1189	784	248	678	1553	624	540	146	289	843	740	1018	870	174	53*	74*	31**	2063	2063	2116	2190	105*
WEIGHTED BASE	100%	20%	27%	25%	21%	6%	34%	66%	86%	13%	21%	34%	21%	24%	54%	35%	11%	30%	70%	28%	24%	7%	13%	38%	33%	46%	39%	8%	25*	31*	1%**	92%	92%	95%	98%	5%*
(4) Always	329	63	90	84	83	10	115	215	296	32	67	92	69	102	156	147	26	126	203	80	92	20	34	118	94	162	129	15	11	8	5	306	316	325	13	
	15%	14%	15%	15%	17%	7%	15%	15%	15%	11%	15%	12%	14%	19%	13%	19%	11%	19%	13%	13%	17%	14%	12%	14%	13%	16%	15%	9%	20%	11%	15%	15%	15%	15%	15%	12%
		e	e	e	e										k	l	mp	r								B							B	B		
(3) Frequently	535	112	125	134	134	30	203	332	468	63	99	189	117	130	281	201	53	190	345	137	120	34	89	192	161	202	228	70	11	17	5	500	512	528	22	
	24%	25%	21%	24%	28%	21%	27%	23%	24%	22%	22%	25%	25%	25%	23%	26%	21%	28%	22%	22%	22%	23%	31%	23%	22%	20%	26%	40%	21%	22%	17%		24%	24%	21%	
							g										f									y	z	aa	ab	ac				y	y	
(2) Occasionally	604	125	170	148	127	34	211	393	524	75	116	209	137	142	346	195	63	184	420	167	148	43	66	231	200	254	252	59	18	11	4	565	583	594	15	
	27%	28%	28%	26%	26%	24%	28%	27%	27%	26%	25%	27%	29%	27%	29%	25%	25%	27%	27%	27%	27%	30%	23%	27%	27%	25%	29%	34%	33%	15%	13%		27%	28%	27%	14%
																	no									i	z	aa	ab	ac				y	y	
(1) Never	746	142	213	194	130	67	227	519	624	110	174	271	148	154	409	234	103	170	576	238	177	46	96	295	283	397	256	29	12	33	17	682	694	727	49	
	33%	32%	35%	35%	27%	47%	30%	35%	32%	39%	38%	35%	31%	29%	34%	30%	42%	25%	37%	38%	33%	31%	33%	35%	38%	39%	29%	16%	22%	ABC	55%		33%	33%	33%	47%
			d	d		abcd		f		h	im	m						q								ABCFGH	B	z	aa	ab	ac			AB	AB	ABCFGH
Always/ Frequently (NET)	865	176	215	218	216	40	318	547	765	95	166	280	186	232	436	349	80	316	548	217	213	54	123	310	255	363	357	86	22	25	10	806	828	853	35	
	39%	39%	36%	39%	45%	28%	42%	37%	40%	33%	36%	37%	39%	44%	36%	44%	32%	47%	35%	35%	39%	37%	43%	37%	34%	36%	41%	49%	41%	34%	33%		39%	39%	39%	33%
		e	e	e	ba		g								h	np		r		s						y	z	aa	ab	ac			y	y	y	H
Always/ Frequently/ Occasionally (NET)	1469	300	385	366	343	74	528	940	1289	170	282	489	324	374	782	543	143	501	968	384	360	97	189	541	455	618	609	145	40	36	14	1372	1411	1448	50	
	66%	67%	64%	65%	72%	53%	69%	64%	67%	60%	61%	64%	68%	71%	65%	69%	58%	74%	62%	61%	67%	67%	66%	64%	61%	61%	70%	83%	75%	49%	45%		67%	67%	66%	48%
		e	e	e	bce		i								p	p		r								l	y	z	aa	ab	ac			y	y	y
Mean	2.2	2.22	2.15	2.19	2.36	1.88	2.27	2.17	2.23	2.06	2.13	2.13	2.23	2.34	2.15	2.34	2.01	2.41	2.11	2.1	2.24	2.2	2.22	2.16	2.09	2.13	2.27	2.42	2.4	2.01	1.93	2.21	2.21	2.21	1.99	
		e	e	e	bce		i								rp			r									y	z	aa	ab	ac			y	y	y
Don't know	16	5	4	2	7	-	6	11	11	4	4	4	6	2	8	7	2	8	9	3	2	3	4	7	2	3	5	1	2	5	-	9	10	16	5	
	1%	1%	1%	*	1%	-	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	*	*	2%	1%	1%	*	*	1%	1%	3%	7%	-	*	*	1%	5%	
																											yFG	yABFGH		yFG	yABFGH		F	yFG	yABFG	H

Proportions/Means: Columns Tested (5% risk level) - a/h/i/d/e - f/g - h/i - j/k/l/m - n/o/p - q/r - s/t/u/v - w/x - y/A/B/C/D/E/F/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig. testing

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Table 20
Q1_9 - Regardless of how often you do it personally, please think about preparing food at home. When preparing food at home, how often, if at all, do you personally do each of the following? Check your phone whilst preparing food

Base: All adults aged 16-75 in the UK

	GENDER		AGE						AGGREGATED AGE			GENERATION				SOCIAL GRADE		EMPLOYMENT STATUS		REGION															
	MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BOOMER (n)	ABC1 (o)	C2DE (p)	WORKING (q)	NOT WORKING (r)	NORTH EAST (s)	NORTH WEST (t)	YORKS & HUMBER (u)	WEST MIDLANDS (v)	EAST MIDLANDS (w)	EAST OF ENGLAND (x)	SOUTH WEST (y)	SOUTH EAST (z)	LONDON (A)	WALES (B)	SCOTLAND (C)	NI (E)					
UNWEIGHTED BASE	2231	1059	1142	278	425	391	432	705	703	823	705	342	657	595	637	1352	879	1470	761	92	249	188	199	164	208	140	308	311	107	155	60				
WEIGHTED BASE	2231	1089	1112	319	410	388	397	718	729	784	718	376	644	552	659	1258	973	1480	751	89*	244	181	196	162	204	184	306	313	105*	186	62*				
100%	49%	50%	14%	18%	17%	18%	32%	33%	35%	32%	17%	29%	25%	30%	52%	44%	66%	34%	4%*	11%	8%	9%	7%	9%	8%	14%	14%	5%*	8%	3%	3%*				
(4) Always	300	144	156	96	106	58	34	6	202	92	6	118	130	46	6	170	130	224	77	8	28	23	29	24	21	14	50	62	14	21	6				
13%	13%	14%	30%	26%	15%	8%	1%	28%	12%	1%	31%	20%	8%	1%	14%	13%	15%	10%	9%	12%	13%	15%	15%	10%	8%	16%	20%	14%	11%	10%					
			efg	efg	fg	g			ij	j		lmn	mn	n			r					y			y	stvwD									
(3) Frequently	493	242	239	113	142	122	61	55	255	183	55	132	227	88	46	296	198	370	124	22	41	45	41	29	38	29	72	83	28	44	22				
22%	22%	21%	35%	35%	31%	15%	8%	35%	23%	8%	35%	35%	16%	7%	24%	20%	25%	16%	25%	17%	25%	21%	18%	18%	16%	23%	27%	27%	24%	35%					
			fr	fr	fr	g		mn	mn	n		mn	mn	n			r				fr	fr	fr	fr	fr	fr	fr	fr	fr	fr	fr	fr			
(2) Occasionally	832	391	430	91	133	152	191	265	224	343	265	105	228	258	241	405	337	586	246	31	113	61	81	62	83	73	108	101	33	67	18				
37%	36%	39%	29%	32%	39%	48%	37%	31%	44%	37%	28%	35%	47%	37%	39%	35%	40%	33%	35%	46%	34%	41%	38%	41%	40%	35%	32%	32%	36%	29%					
			c	cdeg	c				h			k	klm	k		p		r			UABCE														
(1) Never	595	311	279	17	26	54	111	388	43	165	388	19	56	157	364	296	299	293	302	27	61	51	46	46	62	68	74	65	27	53	16				
27%	29%	25%	5%	6%	14%	28%	54%	6%	21%	54%	5%	9%	28%	55%	24%	31%	20%	40%	31%	25%	28%	23%	28%	30%	37%	24%	21%	26%	29%	26%					
			cd	cde	cdef				h	hi		lm		k	klm		q									h	lmn								
Always/ Frequently (NET)	793	385	394	209	248	180	95	62	457	275	62	250	358	134	51	466	328	593	200	30	69	69	69	53	59	43	121	145	42	65	28				
36%	35%	35%	65%	61%	46%	24%	9%	63%	35%	9%	67%	56%	24%	8%	37%	34%	40%	27%	34%	28%	38%	35%	33%	29%	23%	40%	46%	40%	35%	45%					
			efg	efg	fg	g			ij	j		lmn	mn	n			r					y	y				txy	twxyD	ty	y	txy				
Always/ Frequently/ Occasionally (NET)	1626	777	824	300	381	332	285	326	681	618	326	356	586	392	292	961	665	1180	446	61	182	130	151	115	142	116	229	246	75	132	46				
73%	71%	74%	94%	93%	86%	72%	45%	93%	79%	45%	94%	91%	71%	44%	76%	68%	80%	59%	69%	74%	72%	77%	71%	70%	63%	75%	79%	72%	71%	74%					
			efg	efg	fr	g			li	i		mn	mn	n		o		r			v	v	v	v	2.19	2.09	1.94	2.32	2.45	2.29	2.17	2.3			
Mean	2.22	2.2	2.25	2.91	2.81	2.48	2.04	1.55	2.85	2.26	1.55	2.94	2.67	2.04	1.53	2.27	2.16	2.36	1.97	2.12	2.15	2.23	2.26	2.19	2.09	1.94	2.32	2.45	2.29	2.17	2.3				
			efg	efg	fr	g			li	i		mn	mn	n		o		r			v	v	v	v	v	v	stuvwD	v	v	v	v	v			
Don't know	10	2	8	2	2	2	-	4	5	2	4	2	2	3	3	1	9	7	3	-	2	*	-	1	-	-	3	2	-	-	-	-			
*	*	1%	1%	1%	1%	*	-	1%	1%	*	1%	1%	*	*	*	*	1%	*	*	-	1%	*	-	1%	-	-	1%	1%	2%	-	-	-			

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/z/A/B/C/D/E
Overlap formulae used. * small base

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Table 21
Q1. 9 - Regardless of how often you do it personally, please think about preparing food at home. When preparing food at home, how often, if at all, do you personally do each of the following? Check your phone whilst preparing food
Base: All adults aged 16-75 in the UK

		INCOME					EDUCATION		ETHNICITY		HOUSEHOLD SIZE				MARITAL STATUS			CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		FREQUENCY OF COOKING OR PREPARING FOOD AT HOME										NET: LESS OFTEN THAN ONCE A MONTH/ NEVER
		TOTAL	UP TO £19,999	£20,000 - £34,999	£35,000 - £54,999	£55,000+ (d)	REFUSED (e)	GRADUATES (f)	NON- GRADUATES (g)	WHITE (h)	ETHNIC MINORITY (i)	1 (j)	2 (k)	3 (l)	4+ (m)	MARRIED /LIVING AS (n)	SINGLE (o)	WID/ DIV/ SEP (p)	YES (q)	NO (r)	CONSERVATI VE (s)	LABOUR (t)	LIBERAL DEMOCRATS (u)	OTHER (v)	REMAIN (w)	LEAVE (x)	EVERYDAY (y)	SEVERAL TIMES A WEEK (z)	ABOUT ONCE A WEEK (aa)	ABOUT ONCE A MONTH (ab)	LESS OFTEN THAN ONCE A MONTH (ac)	NEVER (ad)	NET: AT LEAST ONCE A WEEK (ae)	NET: AT LEAST ONCE A MONTH (af)	NET: EVER (ag)	
UNWEIGHTED BASE	2231	448	583	544	525	131	1136	1095	1903	304	475	747	488	521	1207	783	241	690	1541	616	576	163	273	904	698	1048	858	171	49	66	29	2077	2126	2192	96	
WEIGHTED BASE	2231	447	602	562	470	141	760	1471	1523	284	460	764	477	530	1189	784	248	678	1553	624	640	146	289	845	740	1016	870	174	53*	74*	31**	2063	2116	2180	105*	
100%		20%	27%	25%	21%	6%	34%	66%	86%	13%	21%	34%	21%	24%	54%	35%	11%	30%	70%	28%	24%	7%	13%	38%	33%	46%	39%	8%	25*	31*	1%**	92%	95%	98%	5%*	
(4) Always	300	55	68	90	73	15	109	191	228	67	58	67	56	119	122	162	16	136	164	56	75	8	40	103	67	147	101	30	9	8	4	279	288	295	12	
	13%	12%	11%	16%	15%	10%	14%	13%	12%	24%	13%	9%	12%	22%	10%	21%	6%	20%	11%	9%	14%	6%	14%	12%	9%	14%	12%	17%	17%	10%	14%	14%	14%	13%	11%	
(3) Frequently	493	79	128	121	142	24	213	281	400	88	68	140	136	149	258	206	29	214	280	77	133	35	69	191	98	196	208	45	22	19	1	450	472	491	20	
	22%	18%	21%	21%	30%	17%	28%	19%	21%	31%	15%	18%	28%	28%	22%	26%	12%	32%	18%	12%	25%	24%	24%	23%	13%	19%	19%	24%	26%	41%	26%	3%	22%	22%	22%	19%
(2) Occasionally	832	145	221	221	185	59	297	535	728	91	165	296	179	192	482	248	103	240	592	243	223	56	93	333	277	371	353	65	16	19	4	789	805	824	23	
	37%	32%	37%	39%	39%	42%	39%	36%	38%	32%	36%	39%	37%	36%	40%	32%	41%	35%	38%	39%	41%	38%	32%	39%	37%	36%	41%	37%	30%	26%	12%	12%	8%	38%	38%	22%
(1) Never	595	163	185	130	76	41	139	456	557	37	165	257	103	70	333	163	99	86	509	244	109	45	85	214	294	301	205	32	4	28	20	539	544	571	48	
	27%	36%	31%	23%	16%	29%	18%	31%	29%	13%	36%	34%	22%	13%	28%	21%	40%	13%	33%	39%	20%	31%	30%	25%	40%	30%	24%	19%	8%	37%	66%	26%	26%	26%	46%	
		cd		cd		d		f		i	lm	lm	m		o		q		q	tv		t	t		w		ABCEFGH						HI	HI	I	
Always/ Frequently (NET)	793	134	196	210	215	38	322	472	628	156	126	207	192	268	380	368	45	350	444	133	209	43	109	294	165	343	310	75	31	27	5	728	759	786	32	
	36%	30%	32%	37%	45%	27%	42%	32%	33%	55%	27%	27%	40%	51%	32%	47%	18%	52%	29%	21%	39%	29%	38%	35%	22%	34%	36%	43%	58%	36%	17%	35%	35%	36%	31%	
Always/ Frequently/ Occasionally (NET)	1626	279	417	432	401	97	618	1007	1356	247	291	504	371	460	862	616	147	589	1036	376	431	99	201	627	443	714	663	140	47	47	9	1517	1564	1611	56	
	73%	62%	69%	77%	84%	69%	81%	68%	71%	87%	63%	66%	78%	87%	72%	79%	59%	87%	67%	60%	80%	68%	70%	74%	60%	70%	76%	80%	88%	63%	29%	74%	74%	74%	53%	
		a	ab	abc	abce		g			h	jk	jk	kl		p	np		r		s	uv	s	s	x	x		y	z	aa	ab	ac	ad	ae	af	ag	
Mean	2.22	2.06	2.13	2.3	2.45	2.09	2.38	2.14	2.16	2.66	2.04	2.02	2.31	2.6	2.14	2.47	1.85	2.59	2.06	1.91	2.33	2.04	2.22	2.22	1.92	2.19	2.24	2.43	2.7	2.1	1.63	2.23	2.24	2.23	1.96	
Don't know	10	5	-	-	3	3	3	7	10	*	3	4	3	-	3	5	2	3	7	4	-	2	2	3	4	2	2	2	2	2	-	1	6	8	8	1
	*	1%	-	-	1%	2%	*	1%	*	*	1%	1%	1%	-	*	1%	1%	*	*	1%	-	1%	1%	*	1%	*	*	*	1%	3%	-	5%	*	*	*	1%
		bc																		t								yAFGH				F	F	F	F	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k/l/m - n/o/p - q/r - s/t/u/v - w/x - y/A/B/C/D/E/F/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



23-085423-11 - FOOD HYGIENE AND MYTHS
15TH - 19TH MARCH 2024
PUBLIC
IPSOS

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Table 22
Q2 - Summary Table Please look at the following food hygiene statements. For each one, please select whether you think they are true or false.

Base: All adults aged 16-75 in the UK

	It is safer to keep tomato ketchup in the refrigerator than it is to keep it in a cupboard at room temperature	Freezing food kills all harmful bacteria	It is always safe to eat food that has been on the floor for less than five seconds	There is usually no need to wash fruit and vegetables if they are going to be peeled	Cheese is usually still safe to eat after cutting off any mouldy areas	Food which has been cooled down to room temperature before being stored in the refrigerator is usually safer to eat than food which has been placed straight in the refrigerator without cooling down first	You can prevent the crosscontamination of food from potentially harmful mould and bacteria entirely by storing it inside a refrigerator	It's always safe to store leftovers from meals without covering them	You should not use the same cutting board for raw meat and vegetables without washing it in between	Washing chicken before cooking it is not always safe, as it can spread harmful bacteria to areas close to the kitchen sink
UNWEIGHTED BASE	2231	2231	2231	2231	2231	2231	2231	2231	2231	2231
WEIGHTED BASE	2231	2231	2231	2231	2231	2231	2231	2231	2231	2231
True	982	561	399	822	1200	1334	859	189	1966	1434
	44%	25%	18%	37%	54%	60%	39%	8%	88%	64%
False	518	1188	1496	1105	575	367	955	1795	172	380
	23%	53%	67%	50%	26%	16%	43%	80%	8%	17%
Don't know	731	482	336	304	456	530	417	248	92	417
	33%	22%	15%	14%	20%	24%	19%	11%	4%	19%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 23
Q2_1 - Please look at the following food hygiene statements. For each one, please select whether you think they are true or false. It is safer to keep tomato ketchup in the refrigerator than it is to keep it in a cupboard at room temperature

Base: All adults aged 16-75 in the UK

	GENDER			AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		EMPLOYMENT STATUS		REGION														
	TOTAL	MAN (a)	WOMAN (b)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-75 (h)	16-34 (i)	35-54 (j)	55-75 (k)	GEN Z (l)	MILLENNIALS (m)	GEN X (n)	BOOMER (o)	ABC1 (p)	C2DE (q)	WORKING (r)	NOT WORKING (s)	NORTH EAST (t)	NORTH WEST (u)	YORKS & HUMBER (v)	WEST MIDLANDS (w)	EAST MIDLANDS (x)	EAST OF ENGLAND (y)	SOUTH WEST (z)	SOUTH EAST (aa)	LONDON (ab)	WALES (ac)	SCOTLAND (ad)	NI (ae)			
UNWEIGHTED BASE	2231	1059	1142	278	425	391	432	705	703	823	705	342	657	595	637	1352	879	1470	761	92	249	188	199	154	208	140	308	311	107	155	60			
WEIGHTED BASE	2231	1089	1112	319	410	388	397	718	729	784	718	376	644	552	659	1258	973	1480	751	89*	244	181	196	162	204	184	306	313	105*	186	62*			
100%	49%	50%	14%	18%	17%	18%	32%	33%	35%	32%	17%	29%	25%	30%	56%	44%	66%	34%	4%*	11%	8%	9%	7%	9%	8%	14%	14%	5%*	8%	3%*				
True	982	487	482	147	205	188	154	287	353	342	287	172	324	226	260	565	418	681	301	35	99	78	79	70	90	88	144	158	55	70	18			
44%	45%	43%	46%	50%	49%	39%	40%	48%	44%	40%	46%	50%	41%	40%	45%	43%	46%	40%	39%	41%	43%	40%	43%	44%	48%	47%	51%	52%	38%	29%				
False	518	258	255	52	82	81	101	201	134	182	201	66	125	145	181	286	232	339	178	29	57	47	50	25	43	37	67	72	22	50	21			
23%	24%	23%	16%	20%	21%	26%	28%	18%	23%	28%	18%	19%	26%	28%	23%	24%	23%	24%	32%	23%	26%	25%	15%	21%	20%	22%	23%	21%	27%	34%				
Don't know	731	344	374	119	122	118	141	230	242	259	230	138	195	181	217	407	323	459	272	25	88	57	68	67	71	60	94	83	28	65	23			
33%	32%	34%	37%	30%	31%	36%	32%	33%	33%	32%	37%	30%	33%	33%	32%	33%	31%	36%	28%	36%	31%	35%	41%	35%	32%	31%	27%	27%	35%	38%				

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B/C/D/E
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 24
Q2. 1 - Please look at the following food hygiene statements. For each one, please select whether you think they are true or false. It is safer to keep tomato ketchup in the refrigerator than it is to keep it in a cupboard at room temperature
Base: All adults aged 16-75 in the UK

		INCOME				EDUCATION		ETHNICITY		HOUSEHOLD SIZE				MARITAL STATUS			CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		FREQUENCY OF COOKING OR PREPARING FOOD AT HOME										
		UP TO £19,999	£20,000 - £34,999	£35,000 - £54,999	£55000+ REFUSED	GRADUATES	NON GRADUATES	WHITE	ETHNIC MINORITY	1	2	3	4+	MARRIED /LIVING AS	SINGLE	WID/ DIV/ SEP	YES	NO	CONSERVATI VE	LABOUR	LIBERAL DEMOCRATS	OTHER	REMAIN	LEAVE	EVERYDAY	SEVERAL TIMES A WEEK	ABOUT ONCE A WEEK	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER	NET-AT LEAST ONCE A WEEK	NET-AT LEAST ONCE A MONTH	NET: EVER	NET: LESS OFTEN THAN ONCE A MONTH/ NEVER	
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)
UNWEIGHTED BASE	2231	447	583	544	525	141	760	1471	1503	284	460	764	477	530	1199	784	248	678	1553	624	640	146	289	843	740	1018	870	174	53*	74*	31**	2063	2116	2180	105*
WEIGHTED BASE	100%	40%	27%	25%	21%	6%	34%	65%	30%	53%	21%	34%	21%	24%	54%	35%	11%	37%	70%	28%	24%	7%	15%	33%	33%	40%	39%	8%	25*	33*	11**	2062	203%	53%	58%
True	982	190	254	266	216	57	356	626	815	156	208	308	216	251	534	339	110	332	650	254	269	72	120	380	303	453	385	78	23	30	8	916	939	969	38
	44%	42%	42%	47%	45%	40%	47%	43%	42%	55%	45%	40%	45%	47%	45%	43%	44%	49%	42%	41%	50%	49%	42%	45%	41%	45%	44%	45%	42%	41%	25%	44%	44%	44%	36%
False	518	110	130	126	120	32	180	338	448	64	99	194	113	111	300	158	60	152	366	181	109	37	74	197	209	243	198	37	12	19	8	478	490	509	27
	23%	25%	22%	22%	25%	22%	24%	23%	23%	23%	22%	25%	24%	21%	25%	20%	24%	22%	24%	29%	20%	26%	26%	23%	28%	24%	23%	21%	22%	26%	27%	23%	23%	23%	26%
Don't know	731	147	218	170	143	52	224	506	660	64	153	262	149	167	365	287	79	194	537	189	162	37	95	266	228	322	288	59	19	25	15	668	687	712	40
	33%	33%	36%	30%	30%	37%	30%	34%	34%	23%	33%	34%	31%	32%	30%	37%	32%	29%	35%	30%	30%	25%	33%	32%	31%	32%	33%	34%	35%	34%	48%	32%	32%	33%	38%
		d					f		i						n			g		s			w												

Proportions/Mean: Columns Tested [5% risk level] - a/b/c/d/e - f/g - h/i - j/k/l/m - n/o/p - q/r - s/t/u/v - w/x - y/z/A/B/C/D/E/F/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 25
Q2_2 - Please look at the following food hygiene statements. For each one, please select whether you think they are true or false. Freezing food kills all harmful bacteria

Base: All adults aged 16-75 in the UK

		GENDER		AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		EMPLOYMENT STATUS		REGION													
		MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	ABC1 (o)	C2DE (p)	WORKING (q)	NOT WORKING (r)	NORTH EAST (s)	NORTH WEST (t)	YORKS & HUMBER (u)	WEST MIDLANDS (v)	EAST MIDLANDS (w)	EAST OF ENGLAND (x)	SOUTH WEST (y)	SOUTH EAST (z)	LONDON (aa)	WALES (ab)	SCOTLAND (ac)	NI (ad)		
UNWEIGHTED BASE WEIGHTED BASE	TOTAL	2231	1059	1142	278	425	391	432	705	703	823	705	342	657	595	637	1352	879	1470	761	92	249	188	199	164	208	180	308	311	107	155	60	60
	2231	1089	1112	319	410	388	397	718	729	784	718	376	644	552	659	1258	973	1480	751	89*	244	181	196	162	204	184	306	313	105*	186	62*	62*	
	100%	49%	51%	28%	41%	39%	40%	72%	73%	78%	72%	34%	67%	60%	64%	130%	87%	149%	76%	92*	25%	19%	18%	17%	14%	17%	16%	27%	28%	9%	24%	27%	24%
	961	282	275	84	106	103	114	154	190	216	154	100	171	153	137	303	258	395	166	21	73	50	47	43	51	39	76	83	24	36	17	17	
True	25%	26%	25%	26%	26%	26%	29%	22%	26%	28%	22%	26%	27%	28%	21%	24%	27%	27%	22%	24%	30%	27%	24%	27%	25%	21%	25%	27%	23%	19%	27%		
	1188	609	560	165	221	191	200	410	386	392	410	191	335	278	383	691	497	784	404	47	115	83	112	81	111	108	169	158	62	107	33	33	
	53%	56%	50%	52%	54%	49%	51%	57%	53%	50%	57%	51%	52%	50%	58%	55%	51%	53%	54%	53%	47%	46%	57%	50%	55%	59%	55%	51%	59%	58%	54%		
	b																																
Don't know	482	199	277	70	82	94	82	154	152	176	154	86	137	120	139	265	217	301	182	20	55	48	38	38	41	37	61	71	19	43	12	12	
	22%	18%	25%	22%	20%	24%	21%	21%	21%	22%	21%	23%	21%	22%	21%	21%	22%	20%	24%	23%	23%	27%	19%	23%	20%	20%	20%	23%	18%	23%	19%		
	a																																

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B/C/D/E
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



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PUBLIC
IPSO5

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Table 26
Q2. 2 - Please look at the following food hygiene statements. For each one, please select whether you think they are true or false. Freezing food kills all harmful bacteria
Base: All adults aged 16-75 in the UK

		INCOME					EDUCATION		ETHNICITY		HOUSEHOLD SIZE				MARITAL STATUS			CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		FREQUENCY OF COOKING OR PREPARING FOOD AT HOME											NET: LESS OFTEN THAN ONCE A MONTH/ NEVER
		UP TO £19,999	£20,000 - £34,999	£35,000 - £54,999	£55,000+ (d)	REFUSED (e)	GRADUATES (f)	NON GRADUATES (g)	WHITE (h)	ETHNIC MINORITY (i)	1 (j)	2 (k)	3 (l)	4+ (m)	MARRIED / LIVING AS (n)	SINGLE (o)	WID/ DIV/ SEP (p)	YES (q)	NO (r)	CONSERVATI VE (s)	LABOUR (t)	LIBERAL DEMOCRATS (u)	OTHER (v)	REMAIN (w)	LEAVE (x)	EVERYDAY (y)	SEVERAL TIMES A WEEK (z)	ABOUT ONCE A WEEK (aa)	ABOUT ONCE A MONTH (ab)	LESS OFTEN THAN ONCE A MONTH (ac)	NEVER (ad)	NET: AT LEAST ONCE A WEEK (ae)	NET: AT LEAST ONCE A MONTH (af)	NET: EVER (ag)			
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	
UNWEIGHTED BASE	2231	447	583	544	525	131	1136	1095	1903	304	475	747	488	521	1207	783	241	690	1541	616	576	163	273	904	698	1048	858	171	49	66	29	2077	2126	2192	96		
WEIGHTED BASE	2231	447	602	562	479	141	760	1471	1523	284	460	764	477	520	1189	784	248	678	1553	624	640	145	289	845	740	1018	870	174	53*	74*	31**	2063	2116	2180	105*		
	100%	20%	27%	25%	21%	6%	34%	66%	86%	13%	21%	34%	21%	24%	54%	35%	11%	30%	70%	28%	24%	7%	13%	38%	33%	46%	39%	8%	2%	3%	1%	92%	95%	98%	5%		
True	561	117	155	142	114	33	181	380	472	86	99	178	120	164	320	190	50	209	352	171	136	33	70	196	210	244	205	64	22	16	6	514	535	551	22		
	25%	26%	26%	25%	24%	23%	24%	26%	25%	30%	21%	23%	25%	31%	27%	24%	20%	31%	23%	27%	25%	22%	24%	23%	28%	24%	24%	37%	41%	21%	21%	25%	25%	25%	21%		
False	1188	230	318	304	259	76	432	755	1030	141	254	429	242	263	632	415	141	317	871	335	295	86	164	470	389	572	465	73	23	38	15	1110	1133	1171	53		
	53%	52%	53%	53%	54%	54%	57%	51%	54%	50%	55%	56%	51%	50%	53%	53%	57%	47%	56%	54%	55%	59%	57%	56%	53%	56%	53%	53%	42%	42%	51%	48%	54%	54%	53%	50%	
Don't know	482	100	129	116	106	32	147	336	421	57	107	157	115	104	246	179	57	152	330	118	108	28	55	177	142	202	200	37	9	21	9	439	448	468	30		
	22%	22%	21%	21%	22%	23%	19%	23%	22%	20%	23%	21%	24%	20%	21%	23%	23%	22%	21%	19%	20%	19%	19%	21%	19%	20%	20%	23%	21%	17%	28%	31%	21%	21%	21%	29%	

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d/e - f/g - h/i - j/k/l/m - n/o/p - q/r - s/t/u/v - w/x - y/z/A/B/C/D/E/F/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 27
Q2_3 - Please look at the following food hygiene statements. For each one, please select whether you think they are true or false. It is always safe to eat food that has been on the floor for less than five seconds

Base: All adults aged 16-75 in the UK

	GENDER			AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		EMPLOYMENT STATUS		REGION													
	TOTAL	MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BOOMER (n)	ABC1 (o)	C2DE (p)	WORKING (q)	NOT WORKING (r)	NORTH EAST (s)	NORTH WEST (t)	YORKS & HUMBER (u)	WEST MIDLANDS (v)	EAST MIDLANDS (w)	EAST OF ENGLAND (x)	SOUTH WEST (y)	SOUTH EAST (z)	LONDON (A)	WALES (B)	SCOTLAND (C)	NI (D)		
UNWEIGHTED BASE	2231	1059	1142	278	425	391	432	705	703	823	705	342	657	595	637	1352	879	1470	761	92	240	188	199	154	208	180	308	311	107	155	60		
WEIGHTED BASE	2231	1089	1112	319	410	388	397	718	729	784	718	376	644	552	659	1258	973	1480	751	89*	244	181	196	162	204	184	306	313	105*	186	62*		
100%	49%	50%	14%	18%	17%	18%	32%	33%	35%	32%	17%	29%	25%	30%	56%	44%	66%	34%	4%*	11%	8%	9%	7%	9%	8%	14%	14%	5%*	8%	3%*			
True	399	205	193	70	76	66	75	112	146	141	112	84	109	103	103	203	196	287	112	13	45	41	36	32	29	27	59	63	17	22	15		
18%	19%	17%	22%	19%	17%	19%	16%	20%	18%	16%	22%	17%	19%	16%	16%	20%	19%	15%	15%	15%	19%	23%	19%	20%	14%	14%	19%	20%	16%	12%	24%		
	8							j				n				o	f					u	v										
False	1496	730	740	200	284	273	260	478	485	534	478	238	456	363	439	865	631	990	506	60	154	113	122	106	148	127	205	208	74	143	37		
67%	67%	67%	63%	69%	71%	66%	67%	66%	68%	67%	63%	71%	66%	67%	69%	65%	67%	67%	68%	63%	62%	62%	66%	73%	69%	67%	67%	70%	77%	60%			
												k												tuw						tuwvABE			
Don't know	336	154	180	48	50	49	62	128	98	110	128	54	79	86	117	190	145	203	133	15	45	27	37	23	27	31	42	42	14	21	10		
15%	14%	16%	15%	12%	13%	16%	18%	18%	13%	14%	18%	14%	18%	16%	18%	15%	14%	18%	17%	17%	19%	15%	19%	14%	13%	17%	14%	13%	14%	12%	16%		
															i			g															

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/z/AA/BB/CC/DD/EE
Overlap formulae used. * small base



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Table 28
Q2.3 - Please look at the following food hygiene statements. For each one, please select whether you think they are true or false. It is always safe to eat food that has been on the floor for less than five seconds
Base: All adults aged 16-75 in the UK

		INCOME										EDUCATION		ETHNICITY		HOUSEHOLD SIZE				MARITAL STATUS			CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		FREQUENCY OF COOKING OR PREPARING FOOD AT HOME										NET: LESS OFTEN THAN ONCE A MONTH/ NEVER																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
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Proportions/Mean: Columns Tested [5% risk level] - a/b/c/d/e - f/g - h/i - j/k/l/m - n/o/p - q/r - s/t/u/v - w/x - y/a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 29
Q2_4 - Please look at the following food hygiene statements. For each one, please select whether you think they are true or false. There is usually no need to wash fruit and vegetables if they are going to be peeled

Base: All adults aged 16-75 in the UK

	GENDER			AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		EMPLOYMENT STATUS		REGION														
	TOTAL	MAN (a)	WOMAN (b)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-75 (h)	16-34 (i)	35-54 (j)	55-75 (k)	GEN Z (l)	MILLENNIALS (m)	GEN X (n)	BOOMER (o)	ABC1 (p)	C2DE (q)	WORKING (r)	NOT WORKING (s)	NORTH EAST (t)	NORTH WEST (u)	YORKS & HUMBER (v)	WEST MIDLANDS (w)	EAST MIDLANDS (x)	EAST OF ENGLAND (y)	SOUTH WEST (z)	SOUTH EAST (aa)	LONDON (ab)	WALES (ac)	SCOTLAND (ad)	NI (ae)			
UNWEIGHTED BASE	2231	1059	1142	278	425	391	432	705	703	823	705	342	657	595	637	1352	879	1470	761	92	249	188	199	164	208	140	308	311	107	155	60			
WEIGHTED BASE	2231	1089	1112	319	410	388	397	718	729	784	718	376	644	552	659	1258	973	1480	751	89*	244	181	196	162	204	184	306	313	105*	186	62*			
100%		49%	50%	14%	18%	17%	18%	32%	33%	35%	32%	17%	29%	25%	30%	56%	44%	66%	34%	4%*	11%	8%	9%	7%	9%	8%	14%	14%	5%*	8%	3%*			
True	822	379	435	84	127	121	165	324	211	287	324	97	198	226	300	437	385	538	284	36	102	81	74	51	77	69	119	98	40	49	26			
37%		35%	39%	26%	31%	31%	42%	45%	29%	37%	45%	26%	31%	41%	45%	35%	40%	36%	38%	40%	42%	45%	38%	32%	38%	37%	39%	31%	38%	26%	42%			
False	1105	559	531	193	228	210	175	299	421	385	299	232	357	247	270	645	460	756	349	37	112	81	99	90	98	89	135	174	52	111	27			
50%		51%	48%	61%	56%	54%	44%	42%	58%	49%	42%	62%	55%	45%	41%	51%	47%	51%	46%	42%	46%	45%	50%	56%	48%	48%	44%	56%	50%	60%	43%			
Don't know	304	152	146	42	55	57	56	95	97	113	95	47	89	79	89	177	127	186	118	16	31	19	23	20	29	27	52	41	12	25	9			
14%		14%	13%	13%	13%	15%	14%	13%	13%	14%	13%	13%	14%	14%	14%	14%	13%	13%	16%	18%	13%	11%	12%	13%	14%	14%	17%	13%	12%	14%	15%			

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/z/aa/bb/cc/dd/ee
Overlap formulae used. * small base



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Table 30
Q2. 4 - Please look at the following food hygiene statements. For each one, please select whether you think they are true or false. There is usually no need to wash fruit and vegetables if they are going to be peeled
Base: All adults aged 16-75 in the UK

		INCOME					EDUCATION		ETHNICITY		HOUSEHOLD SIZE				MARITAL STATUS			CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		FREQUENCY OF COOKING OR PREPARING FOOD AT HOME										
		UP TO £19,999	£20,000 - £34,999	£35,000 - £54,999	£55,000+ (d)	REFUSED (e)	GRADUATES (f)	NON- GRADUATES (g)	WHITE (h)	ETHNIC MINORITY (i)	1 (j)	2 (k)	3 (l)	4+ (m)	MARRIED /LIVING AS (n)	SINGLE (o)	WID/ DIV/ SEP (p)	YES (q)	NO (r)	CONSERVATI VE (s)	LABOUR (t)	LIBERAL DEMOCRATS (u)	OTHER (v)	REMAIN (w)	LEAVE (x)	EVERYDAY (y)	SEVERAL TIMES A WEEK (A)	ABOUT ONCE A WEEK (B)	ABOUT ONCE A MONTH (C)	LESS OFTEN THAN ONCE A MONTH (D)	NEVER (E)	NET-AT LEAST ONCE A WEEK (F)	NET-AT LEAST ONCE A MONTH (G)	NET- EVER (H)	NET-LESS OFTEN THAN ONCE A MONTH/ NEVER (I)	
UNWEIGHTED BASE	TOTAL	2231	447	602	562	479	141	760	1471	1923	284	460	764	477	520	1189	784	248	678	1553	624	640	146	289	843	740	1018	870	174	53*	74*	31**	2063	2116	2180	105*
	100%		20%	27%	25%	21%	6%	34%	66%	86%	13%	21%	34%	21%	24%	54%	35%	11%	30%	70%	28%	24%	7%	13%	38%	33%	46%	39%	8%	25*	31*	16**	92%	95%	98%	53*
True	822	163	228	204	180	47	275	546	760	57	168	315	159	180	483	232	106	231	590	273	191	64	113	319	315	385	323	54	23	20	12	762	785	806	32	
	37%	36%	38%	36%	38%	33%	36%	37%	40%	20%	37%	41%	33%	34%	40%	30%	43%	34%	38%	44%	35%	44%	39%	38%	43%	38%	37%	31%	44%	27%	39%	37%	37%	37%	31%	
False	1105	218	301	291	229	67	385	720	892	194	219	357	236	294	582	423	100	364	741	266	282	63	140	413	331	507	422	98	20	41	14	1026	1046	1087	55	
	50%	49%	50%	52%	48%	48%	51%	49%	46%	68%	48%	47%	49%	55%	49%	54%	40%	54%	48%	43%	52%	43%	49%	49%	45%	50%	48%	56%	38%	55%	45%	50%	50%	49%	50%	52%
Don't know	304	66	74	67	71	27	100	205	271	33	72	93	83	57	134	128	42	83	222	85	68	19	35	111	95	126	125	23	10	13	5	274	284	297	18	
	14%	15%	12%	12%	15%	19%	13%	14%	14%	12%	16%	12%	17%	11%	11%	16%	17%	12%	14%	14%	13%	13%	12%	13%	13%	12%	12%	14%	13%	18%	17%	16%	13%	14%	17%	

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d/e - f/g - h/i - j/k/l/m - n/o/p - q/r - s/t/u/v - w/x - y/A/B/C/D/E/F/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 31
Q2_5 - Please look at the following food hygiene statements. For each one, please select whether you think they are true or false. Cheese is usually still safe to eat after cutting off any mouldy areas

Base: All adults aged 16-75 in the UK

	GENDER			AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		EMPLOYMENT STATUS		REGION													
	TOTAL	MAN (a)	WOMAN (b)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-75 (h)	16-34 (i)	35-54 (j)	55-75 (k)	GEN Z (l)	MILLENNIALS (m)	GEN X (n)	BOOMER (o)	ABC1 (p)	C2DE (q)	WORKING (r)	NOT WORKING (s)	NORTH EAST (t)	NORTH WEST (u)	YORKS & HUMBER (v)	WEST MIDLANDS (w)	EAST MIDLANDS (x)	EAST OF ENGLAND (y)	SOUTH WEST (z)	SOUTH EAST (aa)	LONDON (ab)	WALES (ac)	SCOTLAND (ad)	NI (ae)		
UNWEIGHTED BASE	2231	1059	1142	278	425	391	432	705	703	823	705	342	657	595	637	1352	879	1470	761	92	249	188	199	154	208	140	308	311	107	155	60		
WEIGHTED BASE	2231	1089	1112	319	410	388	397	718	729	784	718	376	644	552	659	1258	973	1480	751	89*	244	181	196	162	204	184	306	313	105*	186	62*		
100%	49%	50%	14%	18%	17%	18%	32%	33%	35%	32%	17%	29%	25%	30%	56%	44%	66%	34%	4%	11%	8%	9%	7%	9%	8%	14%	14%	5%	8%	3%	3%		
True	1200	617	574	108	171	191	244	488	278	434	488	128	287	343	442	661	540	790	411	41	129	99	107	85	129	119	156	154	58	94	29		
54%	57%	52%	34%	42%	49%	61%	68%	68%	38%	55%	68%	34%	45%	62%	67%	53%	55%	53%	55%	46%	53%	55%	54%	53%	63%	65%	51%	49%	55%	51%	46%		
False	575	255	311	125	139	106	81	124	265	187	124	149	202	107	117	333	242	397	177	22	65	40	52	38	44	34	87	91	33	55	15		
26%	23%	28%	39%	34%	27%	20%	17%	36%	24%	17%	40%	31%	31%	19%	18%	26%	25%	27%	24%	25%	27%	22%	26%	24%	22%	18%	29%	29%	31%	30%	25%		
Don't know	456	217	227	86	100	91	72	107	186	163	107	99	155	102	100	264	191	293	163	26	50	42	38	39	31	32	62	68	14	36	18		
20%	20%	20%	27%	24%	23%	18%	15%	26%	21%	15%	26%	24%	18%	15%	21%	20%	20%	22%	29%	21%	23%	19%	24%	15%	17%	20%	22%	13%	20%	29%	29%		
				fg	fg	g			ij	j		mn	mn						xyC												xC		

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B/C/D/E
Overlap formulae used. * small base



Table 32
Q2. 5 - Please look at the following food hygiene statements. For each one, please select whether you think they are true or false. Cheese is usually still safe to eat after cutting off any mouldy areas
Base: All adults aged 16-75 in the UK

		INCOME					EDUCATION		ETHNICITY		HOUSEHOLD SIZE				MARITAL STATUS			CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		FREQUENCY OF COOKING OR PREPARING FOOD AT HOME										NET: LESS OFTEN THAN ONCE A MONTH/ NEVER	
		UP TO £19,999	£20,000 - £34,999	£35,000 - £54,999	£55,000+ (d)	REFUSED (e)	GRADUATES (f)	NON- GRADUATES (g)	WHITE (h)	ETHNIC MINORITY (i)	1 (j)	2 (k)	3 (l)	4+ (m)	MARRIED /LIVING AS (n)	SINGLE (o)	WID/ DIV/ SEP (p)	YES (q)	NO (r)	CONSERVATI VE (s)	LABOUR (t)	LIBERAL DEMOCRATS (u)	OTHER (v)	REMAIN (w)	LEAVE (x)	EVERYDAY (y)	SEVERAL TIMES A WEEK (A)	ABOUT ONCE A WEEK (B)	ABOUT ONCE A MONTH (C)	LESS OFTEN THAN ONCE A MONTH (D)	NEVER (E)	NET: AT LEAST ONCE A WEEK (F)	NET: AT LEAST ONCE A MONTH (G)	NET: EVER (H)			
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)		
UNWEIGHTED BASE	2231	447	602	562	479	141	760	1471	1923	284	460	764	477	520	1189	784	248	678	1553	624	640	146	289	843	740	1018	870	174	53*	74*	31**	2063	2116	2180	105*		
WEIGHTED BASE	100%	20%	27%	25%	21%	6%	34%	66%	86%	13%	21%	34%	21%	24%	54%	35%	11%	30%	70%	28%	24%	7%	13%	38%	33%	46%	39%	8%	25*	31*	1%**	92%	95%	98%	5%*		
True	1200	245	332	301	254	69	401	799	1085	106	259	461	225	255	682	375	143	318	882	401	274	79	162	467	468	563	478	77	28	34	15	1118	1146	1180	50		
54%		55%	55%	55%	54%	53%	49%	53%	54%	56%	37%	56%	60%	47%	48%	57%	48%	58%	47%	57%	64%	51%	54%	56%	55%	63%	55%	55%	44%	53%	46%	50%	54%	54%	54%	47%	
							i				lm				o		q	tuv						w	B	B	B	B					B	B	B		
False	575	117	140	156	127	35	203	372	461	106	118	165	139	153	293	223	59	206	369	126	166	41	70	214	158	269	218	56	12	12	7	543	554	567	19		
26%		26%	23%	28%	27%	25%	27%	25%	24%	37%	26%	22%	29%	29%	24%	28%	24%	30%	24%	20%	31%	28%	24%	25%	21%	26%	25%	32%	22%	17%	21%	26%	26%	26%	26%	18%	
											h							r		s	s			D													
Don't know	456	85	130	106	99	37	156	300	377	71	83	138	113	122	224	186	47	154	302	97	100	26	56	162	114	186	175	41	14	28	9	402	415	443	36		
20%		19%	22%	19%	21%	26%	20%	20%	20%	25%	18%	18%	24%	23%	19%	24%	19%	23%	19%	16%	19%	18%	19%	19%	15%	18%	20%	24%	26%	37%	28%	19%	20%	20%	35%		
																															vdFGH					vdG	vdFGH

Proportions/Mean: Columns Tested [5% risk level] - a/b/c/d/e - f/g - h/i - j/k/l/m - n/o/p - q/r - s/t/u/v - w/x - y/A/B/C/D/E/F/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 33
Q2_6 - Please look at the following food hygiene statements. For each one, please select whether you think they are true or false. Food which has been cooled down to room temperature before being stored in the refrigerator is usually safer to eat than food which has been placed straight in the refrigerator without cooling down first

Base: All adults aged 16-75 in the UK

	GENDER			AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		EMPLOYMENT STATUS		REGION													
	MAN	WOMAN		16-24	25-34	35-44	45-54	55-75	16-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BOOMER	ABC1	C2DE	WORKING	NOT WORKING	NORTH EAST	NORTH WEST	YORKS & HUMBER	WEST MIDLANDS	EAST MIDLANDS	EAST OF ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI		
	(a)	(b)		(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)		
UNWEIGHTED BASE	2231	1059	1142	278	425	391	432	705	703	823	705	342	657	595	637	1352	879	1470	761	92	249	188	199	164	208	180	308	311	107	155	60		
WEIGHTED BASE	2231	1089	1112	319	410	388	397	718	729	784	718	376	644	552	659	1258	973	1480	751	89*	244	181	196	162	204	184	306	313	105*	186	62*		
100%	49%	50%	14%	18%	17%	18%	32%	33%	35%	32%	17%	29%	25%	30%	56%	44%	66%	34%	4%*	11%	8%	9%	7%	9%	8%	14%	14%	14%	5%*	8%	3%*		
True	1334	623	696	194	242	232	239	427	436	471	427	230	377	337	390	741	593	885	449	47	157	101	113	98	115	124	182	194	49	119	35		
60%	57%	63%	a	61%	59%	60%	59%	60%	60%	60%	59%	61%	58%	61%	59%	59%	61%	60%	60%	53%	64%	56%	58%	61%	56%	67%	60%	62%	46%	64%	56%		
False	367	199	164	47	78	65	66	111	125	132	111	59	118	88	101	218	149	262	105	18	30	24	38	24	45	24	52	49	22	29	12		
16%	18%	15%	b	15%	19%	17%	17%	15%	17%	17%	15%	16%	18%	16%	15%	17%	15%	18%	14%	20%	12%	13%	19%	15%	22%	13%	17%	16%	21%	16%	19%		
Don't know	530	268	252	78	90	90	91	181	168	182	181	87	149	127	167	300	230	333	197	24	57	55	45	40	44	36	71	70	34	38	15		
24%	25%	23%	c	24%	22%	23%	23%	25%	23%	23%	25%	23%	23%	23%	25%	24%	24%	23%	26%	27%	23%	31%	23%	25%	22%	20%	23%	22%	yD	20%	25%		

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B/C/D/E
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



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Table 34
Q2. 6 - Please look at the following food hygiene statements. For each one, please select whether you think they are true or false. Food which has been cooled down to room temperature before being stored in the refrigerator is usually safer to eat than food which has been placed straight in the refrigerator without cooling down first
Base: All adults aged 16-75 in the UK

		INCOME					EDUCATION		ETHNICITY		HOUSEHOLD SIZE				MARITAL STATUS			CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		FREQUENCY OF COOKING OR PREPARING FOOD AT HOME										
		UP TO £19,999	£20,000 - £34,999	£35,000 - £49,999	£50,000+ (d)	REFUSED (e)	GRADUATES (f)	NON- GRADUATES (g)	WHITE (h)	ETHNIC MINORITY (i)	1 (j)	2 (k)	3 (l)	4+ (m)	MARRIED /LIVING AS (n)	SINGLE (o)	WID/ DIV/ SEP (p)	YES (q)	NO (r)	CONSERVATI VE (s)	LABOUR (t)	LIBERAL DEMOCRATS (u)	OTHER (v)	REMAIN (w)	LEAVE (x)	EVERYDAY (y)	SEVERAL TIMES A WEEK (A)	ABOUT ONCE A WEEK (B)	ABOUT ONCE A MONTH (C)	LESS OFTEN THAN ONCE A MONTH (D)	NEVER (E)	NET-AT LEAST ONCE A WEEK (F)	NET-AT LEAST ONCE A MONTH (G)	NET- EVER (H)	NET- LESS OFTEN THAN ONCE A MONTH/ NEVER (I)	
UNWEIGHTED BASE	TOTAL	448	583	544	525	131	1136	1095	1903	304	475	747	488	521	1207	783	241	690	1541	616	576	163	273	904	698	1048	858	171	49	66	29	2077	2126	2192	96	
WEIGHTED BASE	2231	447	602	562	479	141	760	1471	1523	284	460	764	477	520	1189	784	248	678	1553	624	640	145	289	845	740	1015	870	174	53*	74*	31**	2063	2116	2180	105*	
	100%	20%	27%	25%	21%	6%	34%	66%	86%	13%	21%	34%	21%	24%	54%	35%	11%	30%	70%	28%	24%	7%	13%	38%	33%	46%	39%	8%	25*	31*	1%**	92%	95%	98%	5%*	
True	1334	249	379	349	275	82	427	907	1146	173	277	451	274	332	729	469	135	418	916	367	339	80	173	505	458	622	533	90	28	40	15	1245	1273	1313	55	
	60%	56%	63%	62%	57%	58%	56%	62%	60%	61%	60%	59%	57%	63%	61%	60%	55%	62%	59%	59%	63%	55%	60%	60%	62%	61%	61%	61%	52%	52%	54%	48%	60%	60%	60%	52%
		a					f																		B	B	B	B	B					B	B	B
False	367	79	90	87	91	20	155	212	309	55	70	123	88	85	194	122	51	119	248	104	83	32	59	148	122	173	138	35	9	6	4	346	355	361	10	
	16%	18%	15%	15%	19%	14%	20%	14%	16%	19%	15%	16%	18%	16%	16%	16%	21%	18%	16%	17%	15%	22%	20%	18%	17%	17%	16%	20%	17%	8%	12%	17%	17%	17%	9%	
							g																													
Don't know	530	119	133	126	112	39	177	353	468	56	112	190	115	113	275	193	62	141	389	153	117	35	57	190	160	223	199	49	17	28	12	471	488	516	40	
	24%	27%	22%	22%	23%	28%	23%	24%	24%	20%	24%	25%	24%	21%	23%	25%	25%	21%	25%	25%	22%	24%	20%	23%	22%	22%	23%	28%	31%	38%	40%	23%	23%	24%	38%	
																		g												vdFGH				FG	vdFGH	

Proportions/Mean: Columns Tested [5% risk level] - a/h/k/d/e - f/g - h/i - j/k/l/m - n/o/p - q/r - s/t/u/v - w/x - y/A/B/C/D/E/F/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 35
Q2_7 - Please look at the following food hygiene statements. For each one, please select whether you think they are true or false. You can prevent the cross-contamination of food from potentially harmful mould and bacteria entirely by storing it inside a refrigerator

Base: All adults aged 16-75 in the UK

	GENDER			AGE								AGGREGATED AGE					GENERATION				SOCIAL GRADE		EMPLOYMENT STATUS		REGION													
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-75	16-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BOOMER	ABC1	C2DE	WORKING	NOT WORKING	NORTH EAST	NORTH WEST	YORKS & HUMBER	WEST MIDLANDS	EAST MIDLANDS	EAST OF ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI							
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)							
UNWEIGHTED BASE	2231	1059	1142	278	425	391	432	705	703	823	705	342	657	595	637	1352	879	1470	761	92	249	188	199	164	208	140	308	311	107	155	60							
WEIGHTED BASE	2231	1089	1112	319	410	388	397	718	729	784	718	376	644	552	659	1258	973	1480	751	89*	244	181	196	162	204	184	306	313	105*	186	62*							
100%	49%	50%	14%	18%	17%	18%	32%	33%	35%	32%	17%	29%	25%	30%	56%	44%	66%	34%	4%*	11%	8%	9%	7%	9%	8%	14%	14%	14%	5%*	8%	3%*							
True	859	440	413	143	181	149	154	232	324	303	232	165	269	215	210	471	388	613	246	37	104	73	79	51	86	61	114	130	47	59	18							
	39%	40%	37%	45%	44%	38%	39%	32%	44%	39%	32%	44%	42%	39%	32%	37%	40%	41%	33%	42%	42%	40%	40%	32%	42%	33%	37%	42%	45%	32%	30%							
				e	g			g		ij	j		n	n	n	n		r				w																
False	955	456	481	114	158	163	173	347	272	336	347	135	261	239	320	571	384	613	342	31	93	68	83	82	90	96	135	127	42	80	29							
	43%	42%	43%	36%	39%	42%	44%	48%	37%	43%	48%	36%	41%	43%	49%	45%	39%	41%	46%	35%	38%	37%	42%	51%	54%	52%	44%	41%	40%	43%	46%							
								cd			h	h		k	kl	p							stu			stu												
Don't know	417	193	218	62	71	76	69	139	133	145	139	77	114	97	129	217	200	254	163	21	48	41	35	28	28	28	56	55	16	47	15							
	19%	18%	20%	19%	17%	20%	17%	19%	18%	19%	19%	20%	18%	18%	20%	17%	21%	17%	22%	23%	20%	23%	18%	18%	14%	15%	18%	18%	15%	25%	24%							
																q						x							xy									

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B/C/D/E
Overlap formulae used. * small base



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Table 36
Q2. 7 - Please look at the following food hygiene statements. For each one, please select whether you think they are true or false. You can prevent the cross-contamination of food from potentially harmful mould and bacteria entirely by storing it inside a refrigerator
Base: All adults aged 16-75 in the UK

		INCOME					EDUCATION		ETHNICITY		HOUSEHOLD SIZE				MARITAL STATUS			CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		FREQUENCY OF COOKING OR PREPARING FOOD AT HOME										NET: LESS OFTEN THAN ONCE A MONTH/ NEVER
		UP TO £19,999	£20,000 - £34,999	£35,000 - £54,999	£55,000+ (d)	REFUSED (e)	GRADUATES (f)	NON- GRADUATES (g)	WHITE (h)	ETHNIC MINORITY (i)	1 (j)	2 (k)	3 (l)	4+ (m)	MARRIED /LIVING AS (n)	SINGLE (o)	WID/ DIV/ SEP (p)	YES (q)	NO (r)	CONSERVATI VE (s)	LABOUR (t)	LIBERAL DEMOCRATS (u)	OTHER (v)	REMAIN (w)	LEAVE (x)	EVERYDAY (y)	SEVERAL TIMES A WEEK (A)	ABOUT ONCE A WEEK (B)	ABOUT ONCE A MONTH (C)	LESS OFTEN THAN ONCE A MONTH (D)	NEVER (E)	NET: AT LEAST ONCE A WEEK (F)	NET: AT LEAST ONCE A MONTH (G)	NET: EVER (H)		
UNWEIGHTED BASE	TOTAL	2231	447	602	562	479	141	760	1471	1923	284	460	764	477	530	1189	784	248	678	1553	624	640	146	289	843	740	1018	870	174	53*	74*	31**	2063	2116	2180	105*
	100%	20%	27%	25%	21%	6%	34%	65%	80%	53%	21%	34%	21%	24%	24%	54%	35%	11%	70%	70%	28%	24%	7%	13%	83%	33%	40%	37%	8%	23*	34*	11**	52%	55%	51%	50*
True	859	170	226	228	188	48	297	562	706	142	169	279	178	234	475	312	72	292	567	243	221	52	105	328	275	387	335	78	20	26	12	800	820	846	38	
	39%	38%	37%	40%	39%	34%	39%	38%	37%	50%	37%	36%	37%	44%	40%	40%	29%	43%	36%	39%	41%	36%	36%	39%	37%	38%	38%	45%	37%	35%	39%	39%	39%	39%	39%	36%
False	955	185	270	234	207	59	341	614	846	96	207	339	203	206	528	308	119	259	695	282	217	68	129	367	334	466	377	60	16	28	7	903	919	947	35	
	43%	41%	45%	42%	43%	42%	45%	42%	44%	34%	45%	44%	43%	39%	44%	39%	48%	38%	45%	45%	40%	47%	45%	43%	45%	46%	43%	34%	30%	38%	23%	44%	43%	43%	34%	
Don't know	417	92	106	100	85	34	122	295	371	45	84	146	97	90	195	164	58	126	291	100	102	26	55	149	132	164	159	36	18	20	12	360	377	397	32	
	19%	21%	18%	18%	18%	24%	16%	20%	19%	16%	18%	19%	20%	17%	16%	21%	23%	19%	19%	16%	19%	18%	19%	18%	18%	16%	18%	21%	18%	27%	39%	17%	18%	18%	30%	
							f								n	n															y		F		yF	yFGH

Proportions/Mean: Columns Tested [5% risk level] - a/b/c/d/e - f/g - h/i - j/k/l/m - n/o/p - q/r - s/t/u/v - w/x - y/z/A/B/C/D/E/F/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 37
Q2_8 - Please look at the following food hygiene statements. For each one, please select whether you think they are true or false. It's always safe to store leftovers from meals without covering them

Base: All adults aged 16-75 in the UK

	GENDER			AGE								AGGREGATED AGE			GENERATION				SOCIAL GRADE		EMPLOYMENT STATUS		REGION													
	TOTAL	MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BOOMER (n)	ABC1 (o)	C2DE (p)	WORKING (q)	NOT WORKING (r)	NORTH EAST (s)	NORTH WEST (t)	YORKS & HUMBER (u)	WEST MIDLANDS (v)	EAST MIDLANDS (w)	EAST OF ENGLAND (x)	SOUTH WEST (y)	SOUTH EAST (z)	LONDON (A)	WALES (B)	SCOTLAND (C)	NI (D)					
UNWEIGHTED BASE	2231	1059	1142	278	425	391	432	705	703	823	705	342	657	595	637	1352	879	1470	761	92	249	188	199	154	208	140	308	311	107	155	60					
WEIGHTED BASE	2231	1089	1112	319	410	388	397	718	729	784	718	376	644	552	659	1258	973	1480	751	89*	244	181	196	162	204	184	306	313	105*	186	62*					
100%	49%	50%	14%	18%	17%	18%	32%	33%	35%	32%	17%	29%	25%	30%	56%	44%	66%	34%	4%*	11%	8%	9%	7%	9%	8%	14%	14%	5%*	8%	3%*						
True	189	117	71	35	51	34	34	35	86	68	35	47	68	43	30	95	93	149	39	7	23	19	16	14	19	13	20	34	12	12	1					
	8%	11%	6%	11%	12%	9%	9%	5%	12%	9%	5%	12%	11%	8%	5%	8%	10%	10%	5%	8%	10%	10%	8%	9%	9%	7%	7%	11%	11%	7%	1%					
False	1795	847	923	248	329	303	315	600	577	618	600	287	510	443	554	1024	771	1172	623	69	193	148	159	136	158	154	257	240	80	149	51					
	80%	78%	83%	78%	80%	78%	79%	84%	79%	79%	84%	76%	79%	80%	84%	81%	79%	79%	83%	77%	79%	81%	81%	84%	78%	84%	84%	77%	77%	77%	77%	82%				
Don't know	248	126	118	36	31	51	48	83	66	99	83	42	65	66	74	139	108	159	89	13	28	15	22	12	27	17	28	39	13	24	10					
	11%	12%	11%	11%	7%	13%	12%	d	9%	13%	12%	11%	10%	12%	11%	11%	11%	11%	12%	15%	11%	8%	11%	7%	13%	9%	9%	13%	12%	13%	17%					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B/C/D/E
Overlap formulae used. * small base

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Table B8
Q2. 8 - Please look at the following food hygiene statements. For each one, please select whether you think they are true or false. It's always safe to store leftovers from meals without covering them
Base: All adults aged 16-75 in the UK

		INCOME				EDUCATION		ETHNICITY		HOUSEHOLD SIZE				MARITAL STATUS			CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		FREQUENCY OF COOKING OR PREPARING FOOD AT HOME										NET: LESS OFTEN THAN ONCE A MONTH/ NEVER	
		UP TO £19,999	£20,000 - £34,999	£35,000 - £54,999	£55,000+ REFUSED	GRADUATES	NON GRADUATES	WHITE	ETHNIC MINORITY	1	2	3	4+	MARRIED /LIVING AS	SINGLE	WID/ DIV/ SEP	YES	NO	CONSERVATI VE	LABOUR	LIBERAL DEMOCRATS	OTHER	REMAIN	LEAVE	EVERYDAY	SEVERAL TIMES A WEEK	ABOUT ONCE A WEEK	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER	NET: AT LEAST ONCE A WEEK	NET: AT LEAST ONCE A MONTH	NET: EVER			
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)
UNWEIGHTED BASE	2231	447	602	562	479	141	760	1471	1923	284	460	764	477	520	1199	784	248	678	1553	624	640	146	289	845	740	1018	870	174	53*	74*	31**	2063	2116	2180	105*	
WEIGHTED BASE	100%	20%	27%	25%	21%	6%	34%	66%	86%	13%	21%	34%	21%	24%	54%	35%	11%	30%	70%	28%	24%	7%	13%	38%	33%	46%	39%	8%	25*	31*	1%**	92%	95%	98%	53*	
True	189	41	44	50	48	6	74	114	157	29	37	53	47	52	103	71	14	85	104	56	42	13	31	61	62	74	69	29	7	6	4	172	178	184	10	
	8%	9%	7%	9%	10%	5%	10%	8%	8%	10%	8%	7%	10%	10%	9%	9%	6%	13%	7%	9%	8%	9%	11%	7%	8%	7%	8%	17%	12%	8%	13%	8%	8%	8%	8%	10%
False	1795	349	491	460	382	112	598	1197	1547	232	363	632	372	428	983	612	200	524	1271	507	450	116	213	697	604	830	718	115	39	64	24	1663	1702	1767	88	
	80%	78%	82%	82%	80%	80%	79%	81%	80%	81%	79%	83%	78%	81%	82%	78%	81%	77%	82%	81%	83%	79%	74%	83%	82%	82%	83%	66%	74%	87%	79%	81%	80%	81%	84%	
Don't know	248	57	67	52	49	23	88	159	219	24	60	79	58	50	112	101	34	69	178	61	48	18	45	85	74	114	83	30	8	4	2	228	235	239	6	
	11%	13%	11%	9%	10%	16%	12%	11%	11%	8%	13%	10%	12%	9%	9%	13%	14%	10%	11%	10%	9%	12%	15%	10%	10%	11%	10%	17%	14%	5%	8%	11%	11%	11%	6%	

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d/e - f/g - h/i - j/k/l/m - n/o/p - q/r - s/t/u/v - w/x - y/z/A/B/C/D/E/F/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 39
Q2_9 - Please look at the following food hygiene statements. For each one, please select whether you think they are true or false. You should not use the same cutting board for raw meat and vegetables without washing it in between

Base: All adults aged 16-75 in the UK

	GENDER			AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		EMPLOYMENT STATUS		REGION													
	TOTAL	MAN (a)	WOMAN (b)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-75 (h)	16-34 (i)	35-54 (j)	55-75 (k)	GEN Z (l)	MILLENNIALS (m)	GEN X (n)	BOOMER (o)	ABC1 (p)	C2DE (q)	WORKING (r)	NOT WORKING (s)	NORTH EAST (t)	NORTH WEST (u)	YORKS & HUMBER (v)	WEST MIDLANDS (w)	EAST MIDLANDS (x)	EAST OF ENGLAND (y)	SOUTH WEST (z)	SOUTH EAST (aa)	LONDON (ab)	WALES (ac)	SCOTLAND (ad)	NI (ae)		
UNWEIGHTED BASE	2231	1059	1142	278	425	391	432	705	703	823	705	342	657	595	637	1352	878	1470	761	92	249	188	199	164	208	140	308	311	107	155	60		
WEIGHTED BASE	2231	1089	1112	319	410	388	397	718	729	784	718	376	644	552	659	1258	973	1480	751	89*	244	181	196	162	204	184	306	313	105*	186	62*		
	100%	49%	50%	14%	18%	17%	18%	32%	33%	35%	32%	17%	29%	25%	30%	56%	44%	66%	34%	4%*	11%	8%	9%	7%	9%	8%	14%	14%	5%*	8%	3%*		
True	1966	931	1009	254	351	338	363	661	605	701	661	306	554	499	607	1118	848	1285	682	73	214	160	173	151	187	163	277	245	94	169	60		
	88%	85%	91%	80%	86%	87%	91%	92%	83%	89%	92%	81%	86%	91%	92%	89%	87%	87%	91%	83%	87%	88%	88%	94%	92%	88%	91%	78%	89%	91%	96%		
		a		c	cd	cd	cd	h	h			kl	kl	kl		q		q		8	8	8	cd	cd	cd	cd	cd	cd	cd	cd	cd		
False	172	104	66	37	43	31	25	36	80	56	36	42	63	35	33	96	76	135	37	10	18	11	17	8	11	16	16	45	8	11	2		
	8%	10%	6%	12%	11%	8%	6%	5%	11%	7%	5%	11%	10%	6%	5%	8%	8%	9%	5%	11%	8%	6%	9%	5%	6%	8%	5%	14%	8%	6%	3%		
		b		fe	fg			il	mn			mn	mn			8%		r		8%								tw	tw				
Don't know	92	55	36	28	16	19	9	21	43	28	21	29	27	18	18	44	48	60	32	5	12	10	7	3	5	6	12	23	3	6	1		
	4%	5%	3%	9%	4%	5%	2%	3%	6%	4%	3%	8%	4%	3%	3%	4%	5%	4%	4%	6%	5%	6%	3%	2%	2%	3%	4%	7%	3%	3%	1%		
			a		dfg			cd	cd			ij		h	h	lmn		q		B	B		B	B		B		wx		B	B		

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B/C/D/E
Overlap formulae used. * small base

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Table 40
Q2. 9 - Please look at the following food hygiene statements. For each one, please select whether you think they are true or false. You should not use the same cutting board for raw meat and vegetables without washing it in between
Base: All adults aged 16-75 in the UK

		INCOME					EDUCATION		ETHNICITY		HOUSEHOLD SIZE				MARITAL STATUS			CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		FREQUENCY OF COOKING OR PREPARING FOOD AT HOME										NET: LESS OFTEN THAN ONCE A MONTH/ NEVER
		UP TO £19,999	£20,000 - £34,999	£35,000 - £54,999	£55,000+ REFUSED	GRADUATES	NON GRADUATES	WHITE	ETHNIC MINORITY	1	2	3	4+	MARRIED /LIVING AS	SINGLE	WID/ DIV/ SEP	YES	NO	CONSERVATI VE	LABOUR	LIBERAL DEMOCRATS	OTHER	REMAIN	LEAVE	EVERYDAY	SEVERAL TIMES A WEEK	ABOUT ONCE A WEEK	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER	NET: AT LEAST ONCE A WEEK	NET: AT LEAST ONCE A MONTH	NET: EVER			
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)
UNWEIGHTED BASE	2231	447	583	544	525	131	1136	1095	1903	304	475	747	488	521	1207	783	241	690	1541	616	576	163	273	904	698	1048	858	171	49	66	29	2077	2126	2192	90	
WEIGHTED BASE	2231	447	602	562	479	141	760	1471	1503	284	460	764	477	520	1189	784	248	678	1553	624	640	146	289	845	740	1015	870	174	53*	74*	31**	2063	2116	2180	105*	
	100%	20%	27%	25%	21%	6%	34%	66%	86%	13%	21%	34%	21%	24%	54%	35%	11%	30%	70%	28%	24%	7%	13%	38%	33%	46%	39%	8%	25*	31*	11**	92%	95%	98%	51*	
True	1966	389	549	491	412	125	660	1306	1715	231	420	689	411	447	1069	671	226	570	1397	554	480	128	256	768	656	922	770	138	38	64	27	1830	1869	1932	90	
	88%	87%	91%	87%	86%	89%	87%	89%	89%	81%	91%	90%	86%	84%	89%	86%	91%	84%	90%	89%	89%	88%	89%	91%	89%	91%	89%	79%	72%	86%	86%	89%	88%	88%	88%	
False	172	38	34	46	47	6	70	102	138	32	26	47	40	59	92	67	14	75	98	48	42	12	23	51	61	72	70	17	6	5	2	159	164	169	7	
	8%	9%	6%	8%	10%	5%	9%	7%	7%	11%	6%	6%	8%	11%	8%	9%	6%	11%	6%	8%	8%	8%	8%	6%	8%	7%	8%	10%	10%	7%	6%	8%	8%	8%	7%	
Don't know	92	20	19	24	19	9	30	62	70	21	14	28	26	25	39	46	8	34	59	22	18	6	9	24	23	24	30	20	9	5	2	74	83	88	8	
	4%	4%	3%	4%	4%	6%	4%	4%	4%	7%	3%	4%	5%	5%	3%	6%	3%	5%	4%	4%	3%	4%	3%	3%	3%	2%	3%	11%	17%	7%	8%	4%	4%	4%	7%	

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d/e - f/g - h/i - j/k/l/m - n/o/p - q/r - s/t/u/v - w/x - y/z/A/B/C/D/E/F/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 41
Q2_10 - Please look at the following food hygiene statements. For each one, please select whether you think they are true or false. Washing chicken before cooking it is not always safe, as it can spread harmful bacteria to areas close to the kitchen sink

Base: All adults aged 16-75 in the UK

	GENDER			AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		EMPLOYMENT STATUS		REGION														
	TOTAL	MAN (a)	WOMAN (b)	16-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-75 (h)	16-34 (i)	35-54 (j)	55-75 (k)	GEN Z (l)	MILLENNIALS (m)	GEN X (n)	BOOMER (o)	ABC1 (p)	C2DE (q)	WORKING (r)	NOT WORKING (s)	NORTH EAST (t)	NORTH WEST (u)	YORKS & HUMBER (v)	WEST MIDLANDS (w)	EAST MIDLANDS (x)	EAST OF ENGLAND (y)	SOUTH WEST (z)	SOUTH EAST (aa)	LONDON (ab)	WALES (ac)	SCOTLAND (ad)	NI (ae)			
UNWEIGHTED BASE	2231	1059	1142	278	425	391	432	705	703	823	705	342	657	595	637	1352	879	1470	761	92	240	188	199	164	208	140	308	311	107	155	60			
WEIGHTED BASE	2231	1089	1112	319	410	388	397	718	729	784	718	376	644	552	659	1258	973	1480	751	89*	244	181	196	162	204	184	306	313	105*	186	62*			
100%	100%	49%	50%	14%	18%	17%	18%	32%	33%	35%	32%	17%	29%	25%	30%	56%	44%	66%	34%	4%*	11%	8%	9%	7%	9%	8%	14%	14%	5%*	8%	3%*			
True	1434	651	762	186	250	242	266	491	436	508	491	214	401	373	446	791	643	947	488	57	158	115	130	97	134	128	203	175	72	116	50			
64%	60%	69%	58%	61%	62%	67%	68%	60%	65%	68%	68%	57%	62%	68%	68%	63%	66%	64%	65%	65%	65%	63%	66%	60%	66%	70%	67%	56%	68%	62%	80%			
False	380	242	133	79	82	74	55	90	161	129	90	93	95	78	82	226	153	274	105	4	25	49	28	39	28	34	25	39	77	16	32			
	17%	22%	12%	25%	20%	19%	14%	13%	22%	16%	13%	25%	20%	14%	12%	18%	16%	19%	14%	5%	20%	16%	20%	17%	17%	13%	13%	25%	15%	17%	13%			
	b	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z	aa	ab	ac	ad	ae	af	ag	ah	ai			
Don't know	417	196	215	54	78	71	76	137	132	147	137	69	116	101	130	241	176	259	158	27	37	38	28	36	36	32	63	61	17	38	4			
19%	18%	19%	17%	19%	18%	19%	18%	19%	18%	19%	19%	18%	18%	18%	20%	19%	18%	17%	21%	30%	15%	21%	18%	22%	20%	17%	21%	19%	16%	20%	6%			
																				txvyBCE		E		E	E	E	E	E	E	E				

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B/C/D/E
Overlap formulae used. * small base

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PUBLIC
IPSO5

26 Mar 2024

Table 42
Q2_10 - Please look at the following food hygiene statements. For each one, please select whether you think they are true or false. Washing chicken before cooking it is not always safe, as it can spread harmful bacteria to areas close to the kitchen sink
Base: All adults aged 16-75 in the UK

		INCOME				EDUCATION		ETHNICITY		HOUSEHOLD SIZE				MARITAL STATUS			CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		FREQUENCY OF COOKING OR PREPARING FOOD AT HOME										
		UP TO £19,999	£20,000 - £34,999	£35,000 - £54,999	£55,000+ REFUSED	GRADUATES	NON GRADUATES	WHITE	ETHNIC MINORITY	1	2	3	4+	MARRIED /LIVING AS	SINGLE	WID/ DIV/ SEP	YES	NO	CONSERVATI VE	LABOUR	LIBERAL DEMOCRATS	OTHER	REMAIN	LEAVE	EVERYDAY	SEVERAL TIMES A WEEK	ABOUT ONCE A WEEK	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER	NET-AT LEAST ONCE A WEEK	NET-AT LEAST ONCE A MONTH	NET: EVER	NET: LESS OFTEN THAN ONCE A MONTH/ NEVER	
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)
UNWEIGHTED BASE	2231	447	583	544	525	131	1136	1095	1903	304	475	747	488	521	1207	783	241	690	1541	616	576	163	273	904	698	1048	858	171	49	66	29	2077	2126	2192	96
WEIGHTED BASE	2231	447	602	562	479	141	760	1471	1523	284	460	764	477	520	1189	784	248	678	1553	624	640	145	298	843	740	1018	870	174	53*	74*	31**	2063	2116	2180	105*
	100%	20%	27%	25%	21%	6%	34%	66%	86%	13%	21%	34%	21%	24%	54%	35%	11%	30%	70%	28%	24%	7%	13%	38%	33%	46%	39%	8%	2%	3%	1%	92%	95%	98%	5%
True	1434	264	396	367	309	99	493	941	1287	134	301	509	295	329	792	481	161	414	1021	419	343	100	194	549	506	697	551	94	23	44	21	1342	1365	1408	65
	64%	59%	66%	65%	64%	70%	65%	64%	67%	47%	66%	67%	62%	62%	66%	61%	65%	61%	66%	67%	63%	68%	67%	65%	68%	69%	63%	54%	43%	59%	68%	65%	64%	64%	62%
False	380	82	98	104	81	14	136	244	259	112	75	107	83	115	197	146	37	159	221	99	96	20	43	127	117	152	159	43	13	8	3	354	367	375	11
	17%	18%	16%	18%	17%	10%	18%	17%	13%	39%	16%	14%	17%	22%	16%	19%	15%	23%	14%	16%	18%	14%	15%	15%	16%	15%	18%	25%	24%	11%	10%	17%	17%	17%	11%
Don't know	417	100	108	91	89	28	131	286	377	38	83	148	100	86	210	157	50	105	312	105	101	26	52	168	117	169	160	38	18	22	7	367	384	406	29
	19%	22%	18%	16%	19%	20%	17%	19%	20%	13%	18%	19%	21%	16%	18%	20%	20%	16%	20%	17%	19%	18%	18%	20%	16%	17%	18%	22%	33%	30%	22%	18%	18%	19%	28%
		e		f	a			i							o			q								ABCFGH	BC	YFGH	YFGH	YFGH	YFGH	YFGH	YFGH	YFGH	YFGH

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d/e - f/g - h/i - j/k/l/m - n/o/p - q/r - s/t/u/v - w/x - y/z/A/B/C/D/E/F/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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