

GDA Omnibus Survey: January 2007

Q.1 If a product said it contained 1.5g of salt per 100g, which of the following do you think applies ?

Base: All adults

	SEX			AGE					SOCIAL CLASS			MARITAL STATUS			WORKING STATUS			CHILDREN IN H/HOLD		PRINCIPAL SHOPPER	
	Total	Male	Fe- male	16 -25	26 -35	36 -49	50 -65	66+	AB	C1C2	DE	Marr -ied	Sing -le	Sep /Wid /div	Full time	Part time	Other	Any	None	Yes	No
Unweighted Base	2078	952	1126	286	299	517	511	465	403	935	740	1220	453	405	738	262	1078	655	1423	1508	570
Weighted Base	2000	970	1030	310	306	524	487	373	420	955	625	1166	479	356	791	243	966	661	1339	1382	618
This product would be high in salt (3)	782 39%	364 38%	418 41%	113 36%	129 42%	214 41%	201 41%	124 33%	197 47%	386 40%	199 32%	478 41%	179 37%	125 35%	334 42%	108 44%	339 35%	265 40%	517 39%	537 39%	245 40%
This product would be average in salt (2)	476 24%	233 24%	243 24%	92 30%	82 27%	131 25%	101 21%	71 19%	96 23%	254 27%	127 20%	287 25%	127 26%	63 18%	208 26%	58 24%	210 22%	172 26%	304 23%	322 23%	155 25%
This product would be low in salt (1)	276 14%	139 14%	138 13%	48 15%	35 12%	77 15%	59 12%	57 15%	53 13%	124 13%	99 16%	156 13%	74 15%	46 13%	85 11%	32 13%	160 17%	95 14%	181 14%	197 14%	80 13%
I don't know what this tells me about the salt content	465 23%	234 24%	231 22%	58 19%	59 19%	101 19%	126 26%	121 32%	74 18%	190 20%	201 32%	245 21%	98 21%	122 34%	163 21%	45 19%	257 27%	129 19%	336 25%	327 24%	138 22%
Total: Know that this tells them something about the salt content	1535 77%	736 76%	799 78%	253 81%	247 81%	423 81%	360 74%	252 68%	346 82%	764 80%	424 68%	921 79%	380 79%	234 66%	628 79%	198 81%	709 73%	532 81%	1003 75%	1055 76%	479 78%
Mean score	2.33	2.31	2.35	2.26	2.38	2.32	2.39	2.27	2.41	2.34	2.24	2.35	2.28	2.34	2.40	2.39	2.25	2.32	2.34	2.32	2.35
Standard deviation	0.76	0.77	0.76	0.76	0.72	0.77	0.75	0.81	0.74	0.74	0.80	0.75	0.77	0.79	0.71	0.75	0.80	0.76	0.76	0.77	0.75
Standard error	0.02	0.03	0.03	0.05	0.05	0.04	0.04	0.05	0.04	0.03	0.04	0.02	0.04	0.05	0.03	0.05	0.03	0.03	0.02	0.02	0.04

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Q.1 If a product said it contained 1.5g of salt per 100g, which of the following do you think applies ?

Base: All adults

	GOVERNMENT REGION														
	Total	Ttl: GB	Ttl: Eng	Nrth East	Nrth West	Yrks and Hmbr	East Mids	West Mids	East of Engl	Lon-don	S'th East	S'th West	Wa-les	Scot-land	NI
Unweighted Base	2078	2018	1765	83	228	176	154	187	200	261	286	190	102	151	60
Weighted Base	2000	1939	1699	82	224	169	156	181	197	251	271	168	95	145	61
This product would be high in salt (3)	782 39%	752 39%	666 39%	32 39%	96 43%	65 39%	59 38%	67 37%	92 47%	85 34%	114 42%	58 35%	30 31%	56 39%	30 49%
This product would be average in salt (2)	476 24%	468 24%	405 24%	17 20%	43 19%	40 24%	44 28%	49 27%	32 16%	76 30%	59 22%	45 27%	27 28%	35 24%	9 14%
This product would be low in salt (1)	276 14%	268 14%	245 14%	14 17%	34 15%	21 12%	13 9%	24 13%	32 16%	38 15%	43 16%	27 16%	5 5%	17 12%	8 14%
I don't know what this tells me about the salt content	465 23%	451 23%	382 22%	19 24%	51 23%	43 25%	40 25%	42 23%	41 21%	52 21%	56 21%	38 23%	33 35%	36 25%	14 23%
Total: Know that this tells them something about the salt content	1535 77%	1487 77%	1317 78%	62 76%	173 77%	126 75%	116 75%	140 77%	156 79%	198 79%	215 79%	130 77%	62 65%	109 75%	47 77%
Mean score	2.33	2.33	2.32	2.29	2.36	2.35	2.39	2.31	2.38	2.24	2.33	2.24	2.39	2.36	2.46
Standard deviation	0.76	0.76	0.77	0.81	0.79	0.75	0.69	0.75	0.81	0.75	0.79	0.77	0.64	0.74	0.79
Standard error	0.02	0.02	0.02	0.10	0.06	0.07	0.06	0.06	0.06	0.05	0.05	0.06	0.08	0.07	0.12

GDA Omnibus Survey: January 2007

Q.2 And if a product said it contained 0.6g of salt per 40g serving or portion, which of the following do you think applies ?

Base: All adults

	Total	SEX		AGE					SOCIAL CLASS			MARITAL STATUS			WORKING STATUS			CHILDREN IN H/HOLD		PRINCIPAL SHOPPER	
		Male	Fe-male	16-25	26-35	36-49	50-65	66+	AB	C1C2	DE	Marr-ied	Sing-le	Sep/Wid/div	Full time	Part time	Other	Any	None	Yes	No
Unweighted Base	2078	952	1126	286	299	517	511	465	403	935	740	1220	453	405	738	262	1078	655	1423	1508	570
Weighted Base	2000	970	1030	310	306	524	487	373	420	955	625	1166	479	356	791	243	966	661	1339	1382	618
This product would be high in salt (3)	597	285	312	74	95	178	152	99	153	301	143	378	128	92	255	87	255	209	388	408	189
	30%	29%	30%	24%	31%	34%	31%	27%	36%	32%	23%	32%	27%	26%	32%	36%	26%	32%	29%	30%	31%
This product would be average in salt (2)	533	258	275	102	95	134	126	76	117	259	156	311	143	79	219	69	245	175	358	365	168
	27%	27%	27%	33%	31%	26%	26%	20%	28%	27%	25%	27%	30%	22%	28%	28%	25%	26%	27%	26%	27%
This product would be low in salt (1)	353	171	182	65	47	109	76	55	78	167	108	202	99	52	139	37	178	135	218	246	107
	18%	18%	18%	21%	15%	21%	16%	15%	19%	17%	17%	17%	21%	15%	18%	15%	18%	20%	16%	18%	17%
I don't know what this tells me about the salt content	517	256	261	69	69	103	133	142	72	228	217	275	108	133	177	50	289	142	375	364	153
	26%	26%	25%	22%	23%	20%	27%	38%	17%	24%	35%	24%	23%	37%	22%	21%	30%	21%	28%	26%	25%
Total: Know that this tells them something about the salt content	1483	714	769	241	237	421	354	231	349	727	408	891	370	222	613	193	677	519	964	1019	465
	74%	74%	75%	78%	77%	80%	73%	62%	83%	76%	65%	76%	77%	63%	78%	79%	70%	79%	72%	74%	75%
Mean score	2.16	2.16	2.17	2.03	2.20	2.16	2.21	2.19	2.22	2.19	2.09	2.20	2.08	2.18	2.19	2.26	2.11	2.14	2.18	2.16	2.18
Standard deviation	0.78	0.78	0.78	0.76	0.75	0.81	0.78	0.80	0.79	0.78	0.78	0.78	0.78	0.78	0.78	0.76	0.79	0.80	0.77	0.79	0.78
Standard error	0.02	0.03	0.03	0.05	0.05	0.04	0.04	0.05	0.04	0.03	0.04	0.03	0.04	0.05	0.03	0.05	0.03	0.04	0.02	0.02	0.04

GDA Omnibus Survey: January 2007

Q.2 And if a product said it contained 0.6g of salt per 40g serving or portion, which of the following do you think applies ?

Base: All adults

	GOVERNMENT REGION														
	Total	Ttl: GB	Ttl: Eng	Nrth East	Nrth West	Yrks and Hmbr	East Mids	West Mids	East of Engl	Lon-don	S'th East	S'th West	Wa-les	Scot land	NI
Unweighted Base	2078	2018	1765	83	228	176	154	187	200	261	286	190	102	151	60
Weighted Base	2000	1939	1699	82	224	169	156	181	197	251	271	168	95	145	61
This product would be high in salt (3)	597 30%	570 29%	500 29%	33 41%	75 34%	45 27%	50 32%	38 21%	55 28%	63 25%	89 33%	49 29%	18 19%	53 36%	27 44%
This product would be average in salt (2)	533 27%	519 27%	467 27%	14 18%	55 25%	44 26%	46 30%	48 26%	61 31%	68 27%	83 31%	47 28%	19 20%	33 23%	14 23%
This product would be low in salt (1)	353 18%	348 18%	304 18%	13 16%	42 19%	22 13%	23 15%	42 23%	31 16%	56 22%	44 16%	30 18%	21 22%	22 15%	5 9%
I don't know what this tells me about the salt content	517 26%	502 26%	428 25%	21 26%	51 23%	57 34%	36 23%	53 29%	49 25%	63 25%	55 20%	42 25%	37 39%	37 25%	15 24%
Total: Know that this tells them something about the salt content	1483 74%	1437 74%	1270 75%	60 74%	173 77%	112 66%	120 77%	128 71%	148 75%	188 75%	216 80%	126 75%	58 61%	108 75%	47 76%
Mean score	2.16	2.16	2.15	2.34	2.19	2.21	2.23	1.98	2.16	2.04	2.21	2.15	1.94	2.28	2.46
Standard deviation	0.78	0.78	0.78	0.81	0.80	0.75	0.75	0.79	0.75	0.80	0.76	0.78	0.83	0.79	0.70
Standard error	0.02	0.02	0.02	0.10	0.06	0.07	0.07	0.07	0.06	0.06	0.05	0.07	0.11	0.08	0.11

GDA Omnibus Survey: January 2007

Q.3 And staying with GDA. Which of the following do you think best describes the term 'Guideline Daily Amount' when referring to food.

Base: All adults

	SEX			AGE					SOCIAL CLASS			MARITAL STATUS			WORKING STATUS			CHILDREN IN H/HOLD		PRINCIPAL SHOPPER	
	Total	Male	Fe- male	16 -25	26 -35	36 -49	50 -65	66+	AB	C1C2	DE	Marr -ied	Sing -le	Sep /Wid /div	Full time	Part time	Other	Any	None	Yes	No
Unweighted Base	2078	952	1126	286	299	517	511	465	403	935	740	1220	453	405	738	262	1078	655	1423	1508	570
Weighted Base	2000	970	1030	310	306	524	487	373	420	955	625	1166	479	356	791	243	966	661	1339	1382	618
This is the maximum amount of salt, sugar or fat that you should eat each day	690 35%	323 33%	367 36%	102 33%	99 32%	226 43%	175 36%	89 24%	171 41%	338 35%	181 29%	439 38%	157 33%	94 27%	315 40%	100 41%	275 29%	249 38%	441 33%	493 36%	197 32%
This is the average amount of salt, sugar or fat that you should eat each day	722 36%	346 36%	376 36%	128 41%	142 46%	171 33%	171 35%	109 29%	173 41%	338 35%	211 34%	410 35%	198 41%	113 32%	306 39%	75 31%	341 35%	263 40%	459 34%	476 34%	246 40%
This is the minimum amount of salt, sugar or fat that you should eat each day	277 14%	135 14%	142 14%	42 14%	30 10%	69 13%	74 15%	61 16%	48 11%	136 14%	93 15%	166 14%	56 12%	54 15%	84 11%	41 17%	152 16%	74 11%	202 15%	189 14%	88 14%
Something else	15 1%	9 1%	6 1%	- -	1 *	7 1%	2 *	5 1%	4 1%	10 1%	1 *	13 1%	2 *	1 *	6 1%	2 1%	7 1%	4 1%	11 1%	10 1%	5 1%
Don't know	296 15%	158 16%	139 13%	38 12%	34 11%	51 10%	65 13%	109 29%	24 6%	132 14%	139 22%	137 12%	65 14%	94 26%	81 10%	25 10%	190 20%	70 11%	226 17%	215 16%	81 13%

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Base: All adults

	GOVERNMENT REGION														
	Total	Ttl: GB	Ttl: Eng	Nrth East	Nrth West	Yrks and Hmbr	East Mids	West Mids	East of Engl	Lon-don	S'th East	S'th West	Wa-les	Scot-land	NI
Unweighted Base	2078	2018	1765	83	228	176	154	187	200	261	286	190	102	151	60
Weighted Base	2000	1939	1699	82	224	169	156	181	197	251	271	168	95	145	61
This is the maximum amount of salt, sugar or fat that you should eat each day	690 35%	659 34%	551 32%	20 25%	59 26%	59 35%	64 41%	60 33%	48 24%	69 28%	99 36%	71 43%	41 43%	68 47%	31 50%
This is the average amount of salt, sugar or fat that you should eat each day	722 36%	704 36%	654 38%	28 34%	90 40%	59 35%	67 43%	64 36%	93 47%	90 36%	106 39%	56 33%	25 26%	25 17%	18 29%
This is the minimum amount of salt, sugar or fat that you should eat each day	277 14%	270 14%	236 14%	12 14%	32 14%	18 11%	14 9%	22 12%	28 14%	56 22%	39 14%	15 9%	14 14%	21 14%	7 11%
Something else	15 1%	15 1%	12 1%	- -	5 2%	- -	1 1%	3 1%	1 *	- -	1 *	1 1%	- -	3 2%	- -
Don't know	296 15%	290 15%	247 15%	22 27%	38 17%	32 19%	9 6%	32 17%	28 14%	36 14%	26 10%	24 14%	15 16%	28 19%	6 10%

GDA Omnibus Survey: January 2007

Q.4 Some packs of food have a red traffic light on the front of them (such as the one shown here). What do you think this means?

Base: All adults

	SEX			AGE					SOCIAL CLASS			MARITAL STATUS			WORKING STATUS			CHILDREN IN H/HOLD		PRINCIPAL SHOPPER	
	Total	Male	Fe-male	16-25	26-35	36-49	50-65	66+	AB	C1C2	DE	Marr-ied	Sing-le	Sep /Wid /div	Full time	Part time	Other	Any	None	Yes	No
Unweighted Base	2078	952	1126	286	299	517	511	465	403	935	740	1220	453	405	738	262	1078	655	1423	1508	570
Weighted Base	2000	970	1030	310	306	524	487	373	420	955	625	1166	479	356	791	243	966	661	1339	1382	618
The food is high in something we should be trying to cut down on	826 41%	377 39%	449 44%	117 38%	132 43%	257 49%	205 42%	116 31%	181 43%	404 42%	242 39%	502 43%	193 40%	132 37%	341 43%	116 48%	370 38%	302 46%	524 39%	592 43%	234 38%
The food is high in something we should be keeping an eye on, how often we eat or how much of it we eat	909 45%	430 44%	479 47%	163 52%	160 52%	258 49%	200 41%	128 34%	213 51%	439 46%	256 41%	528 45%	238 50%	143 40%	392 50%	120 49%	396 41%	338 51%	571 43%	620 45%	289 47%
The food is unhealthy and you shouldn't eat it at all	325 16%	157 16%	168 16%	48 15%	48 16%	68 13%	93 19%	68 18%	60 14%	150 16%	114 18%	194 17%	80 17%	51 14%	121 15%	28 12%	176 18%	87 13%	238 18%	228 16%	97 16%
Something else	36 2%	16 2%	20 2%	4 1%	1 *	10 2%	12 2%	10 3%	5 1%	21 2%	9 1%	22 2%	7 1%	8 2%	17 2%	4 2%	15 2%	9 1%	27 2%	24 2%	12 2%
Net: The food is high in something we should be trying to cut down on/keeping an eye on	1516 76%	713 74%	803 78%	249 80%	252 82%	440 84%	351 72%	225 60%	354 84%	727 76%	435 70%	897 77%	375 78%	243 68%	634 80%	202 83%	680 70%	551 83%	965 72%	1045 76%	471 76%
Don't know	218 11%	118 12%	99 10%	22 7%	21 7%	33 6%	62 13%	79 21%	19 4%	100 10%	99 16%	106 9%	45 9%	66 19%	63 8%	21 9%	133 14%	46 7%	171 13%	150 11%	67 11%

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Q.4 Some packs of food have a red traffic light on the front of them (such as the one shown here). What do you think this means?

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	GOVERNMENT REGION														
	Total	Ttl: GB	Ttl: Eng	Nrth East	Nrth West	Yrks and Hmbr	East Mids	West Mids	East of Engl	Lon-don	S'th East	S'th West	Wa-les	Scot-land	NI
Unweighted Base	2078	2018	1765	83	228	176	154	187	200	261	286	190	102	151	60
Weighted Base	2000	1939	1699	82	224	169	156	181	197	251	271	168	95	145	61
The food is high in something we should be trying to cut down on	826 41%	785 40%	694 41%	33 41%	108 48%	64 38%	60 39%	86 47%	87 44%	99 40%	84 31%	72 43%	28 30%	63 43%	41 67%
The food is high in something we should be keeping an eye on, how often we eat or how much of it we eat	909 45%	868 45%	775 46%	39 48%	91 41%	85 50%	75 48%	88 49%	79 40%	116 46%	140 51%	62 37%	35 37%	58 40%	40 66%
The food is unhealthy and you shouldn't eat it at all	325 16%	318 16%	274 16%	17 21%	31 14%	26 15%	27 17%	30 16%	33 17%	43 17%	45 17%	23 14%	18 19%	26 18%	7 11%
Something else	36 2%	36 2%	28 2%	1 1%	4 2%	3 2%	4 3%	5 3%	3 1%	3 1%	5 2%	1 *	1 1%	6 4%	-
Net: The food is high in something we should be trying to cut down on/ keeping an eye on	1516 76%	1461 75%	1297 76%	62 76%	169 75%	127 75%	117 75%	143 79%	151 77%	194 77%	214 79%	120 71%	58 61%	106 73%	54 89%
Don't know	218 11%	212 11%	177 10%	9 11%	27 12%	20 12%	13 9%	21 11%	18 9%	22 9%	20 7%	28 16%	20 21%	15 10%	6 10%

Sample profiles**Base: All adults**

	Weighted	Unweighted
Unweighted Base	2078	2078
Weighted Base	2000	2078
Sex		
Male	970 49%	952 46%
Female	1030 52%	1126 54%
Age		
16-24	276 14%	253 12%
25-34	301 15%	294 14%
35-44	413 21%	398 19%
45-54	302 15%	313 15%
55+	707 35%	820 39%
Class		
AB	420 21%	403 19%
C1	558 28%	514 25%
C2	396 20%	421 20%
DE	625 31%	740 36%
Working status		
Full time	791 40%	738 36%
Part time (8-29 hrs)	243 12%	262 13%
Part time (under 8 hrs)	20 1%	23 1%
Retired	494 25%	591 28%

Sample profiles**Base: All adults**

	Weighted	Unweighted
Weighted Base	2000	2078
Still at school	20 1%	14 1%
Full time higher education	97 5%	80 4%
Unemployed (seeking)	98 5%	96 5%
Unemployed (not seeking)	236 12%	274 13%
Male chief income earner	754 38%	768 37%
Female chief income earner	489 24%	558 27%
Male main shopper	517 26%	518 25%
Female main shopper	865 43%	990 48%
Household size		
1	387 19%	434 21%
2	674 34%	729 35%
3	374 19%	372 18%
4	346 17%	340 16%
5+	218 11%	203 10%
Government region		
North East	82 4%	83 4%
North West	224 11%	228 11%
Yorkshire & Humber	169 8%	176 8%

Sample profiles
Base: All adults

	Weighted	Unweighted
Weighted Base	2000	2078
East Midlands	156 8%	154 7%
West Midlands	181 9%	187 9%
East of England	197 10%	200 10%
London	251 13%	261 13%
South East	271 14%	286 14%
South West	168 8%	190 9%
Wales	95 5%	102 5%
Scotland	145 7%	151 7%
Northern Ireland	61 3%	60 3%

GDA Omnibus Survey: January 2007

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

	Total	North / Midlands	South
Total	2000.00	1310.59	689.41
Men ABC1 : 16-24	71.08 4%	43.57 3%	27.51 4%
Men ABC1 : 25-44	186.46 9%	107.33 8%	79.13 11%
Men ABC1 : 45-54	78.65 4%	47.65 4%	31.00 4%
Men ABC1 : 55-64	75.20 4%	47.65 4%	27.56 4%
Men ABC1 : 65+	73.21 4%	44.77 3%	28.44 4%
Men C2 : 16-24	29.58 1%	20.90 2%	8.68 1%
Men C2 : 25-44	82.78 4%	56.11 4%	26.67 4%
Men C2 : 45-54	35.16 2%	27.17 2%	7.99 1%
Men C2 : 55-64	35.84 2%	22.13 2%	13.71 2%
Men C2 : 65+	32.55 2%	22.13 2%	10.42 2%
Men DE : 16-24	39.23 2%	28.37 2%	10.86 2%
Men DE : 25-64	165.48 8%	120.93 9%	44.55 6%
Men DE : 65+	64.78 3%	46.86 4%	17.92 3%
Female main shopper ABC1 : 16-24	19.83 1%	11.85 1%	7.98 1%
Female main shopper ABC1 : 25-44	167.22 8%	99.66 8%	67.56 10%
Female main shopper ABC1 : 45-54	72.15 4%	44.14 3%	28.01 4%
Female main shopper ABC1 : 55-64	72.16 4%	46.02 4%	26.14 4%

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

	Total	North / Midlands	South
Total	2000.00	1310.59	689.41
Female main shopper	77.02	46.10	30.92
ABC1 : 65+	4%	4%	4%
Female main shopper	8.69	5.59	3.10
C2 : 16-24	*	*	*
Female main shopper	64.72	43.87	20.85
C2 : 25-44	3%	3%	3%
Female main shopper	31.53	19.31	12.21
C2 : 45-54	2%	1%	2%
Female main shopper	27.45	21.35	6.11
C2 : 55-64	1%	2%	1%
Female main shopper	24.91	16.55	8.36
C2 : 65+	1%	1%	1%
Female main shopper	19.07	14.29	4.78
DE : 16-24	1%	1%	1%
Female main shopper	172.59	124.42	48.17
DE : 25-64	9%	9%	7%
Female main shopper	107.66	77.94	29.72
DE : 65+	5%	6%	4%
Female non-main shopper	88.82	62.98	25.84
16-24	4%	5%	4%
Female non-main shopper	76.18	40.96	35.22
25+	4%	3%	5%

GDA Omnibus Survey: January 2007

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

	Total	North / Midlands	South
Total	2078	1341	737
Men ABC1 : 16-24	51 2%	31 2%	20 3%
Men ABC1 : 25-44	135 6%	72 5%	63 9%
Men ABC1 : 45-54	62 3%	35 3%	27 4%
Men ABC1 : 55-64	59 3%	35 3%	24 3%
Men ABC1 : 65+	111 5%	72 5%	39 5%
Men C2 : 16-24	24 1%	14 1%	10 1%
Men C2 : 25-44	84 4%	54 4%	30 4%
Men C2 : 45-54	34 2%	27 2%	7 1%
Men C2 : 55-64	34 2%	22 2%	12 2%
Men C2 : 65+	39 2%	29 2%	10 1%
Men DE : 16-24	39 2%	30 2%	9 1%
Men DE : 25-64	185 9%	136 10%	49 7%
Men DE : 65+	95 5%	61 5%	34 5%
Female main shopper ABC1 : 16-24	30 1%	15 1%	15 2%
Female main shopper ABC1 : 25-44	168 8%	93 7%	75 10%
Female main shopper ABC1 : 45-54	77 4%	47 4%	30 4%
Female main shopper ABC1 : 55-64	77 4%	49 4%	28 4%

GDA Omnibus Survey: January 2007

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

	Total	North / Midlands	South
Total	2078	1341	737
Female main shopper	78	45	33
ABC1 : 65+	4%	3%	4%
Female main shopper	14	9	5
C2 : 16-24	1%	1%	1%
Female main shopper	84	55	29
C2 : 25-44	4%	4%	4%
Female main shopper	31	19	12
C2 : 45-54	1%	1%	2%
Female main shopper	27	21	6
C2 : 55-64	1%	2%	1%
Female main shopper	32	24	8
C2 : 65+	2%	2%	1%
Female main shopper	40	30	10
DE : 16-24	2%	2%	1%
Female main shopper	214	151	63
DE : 25-64	10%	11%	9%
Female main shopper	118	79	39
DE : 65+	6%	6%	5%
Female non-main shopper	55	39	16
16-24	3%	3%	2%
Female non-main shopper	81	47	34
25+	4%	4%	5%

GDA Omnibus Survey: January 2007

Weighting matrix - weights**Base: All adults**

	Total	North / Midlands	South
Total	0.96	0.98	0.94
Men ABC1 : 16-24	1.39	1.41	1.38
Men ABC1 : 25-44	1.38	1.49	1.26
Men ABC1 : 45-54	1.27	1.36	1.15
Men ABC1 : 55-64	1.27	1.36	1.15
Men ABC1 : 65+	0.66	0.62	0.73
Men C2 : 16-24	1.23	1.49	0.87
Men C2 : 25-44	0.99	1.04	0.89
Men C2 : 45-54	1.03	1.01	1.14
Men C2 : 55-64	1.05	1.01	1.14
Men C2 : 65+	0.83	0.76	1.04
Men DE : 16-24	1.01	0.95	1.21
Men DE : 25-64	0.89	0.89	0.91
Men DE : 65+	0.68	0.77	0.53
Female main shopper ABC1 : 16-24	0.66	0.79	0.53
Female main shopper ABC1 : 25-44	1.00	1.07	0.90
Female main shopper ABC1 : 45-54	0.94	0.94	0.93
Female main shopper ABC1 : 55-64	0.94	0.94	0.93
Female main shopper ABC1 : 65+	0.99	1.02	0.94
Female main shopper C2 : 16-24	0.62	0.62	0.62
Female main shopper C2 : 25-44	0.77	0.80	0.72
Female main shopper C2 : 45-54	1.02	1.02	1.02
Female main shopper C2 : 55-64	1.02	1.02	1.02

GDA Omnibus Survey: January 2007

Weighting matrix - weights
Base: All adults

	Total	North / Midlands	South
Total	0.96	0.98	0.94
Female main shopper C2 : 65+	0.78	0.69	1.04
Female main shopper DE : 16-24	0.48	0.48	0.48
Female main shopper DE : 25-64	0.81	0.82	0.76
Female main shopper DE : 65+	0.91	0.99	0.76
Female non-main shopper 16-24	1.61	1.61	1.61
Female non-main shopper 25+	0.94	0.87	1.04

	Page	Table	Title	Base Description	Base
	1	1	Q.1 If a product said it contained 1.5g of salt per 100g, which of the following do you think applies ?	Base: All adults	2078
	3	2	Q.2 And if a product said it contained 0.6g of salt per 40g serving or portion, which of the following do you think applies ?	Base: All adults	2078
	5	3	Q.3 And staying with GDA. Which of the following do you think best describes the term 'Guideline Daily Amount' when referring to food.	Base: All adults	2078
	7	4	Q.4 Some packs of food have a red traffic light on the front of them (such as the one shown here). What do you think this means?	Base: All adults	2078
	9	5	Sample profiles	Base: All adults	2078
	12	6	Weighting matrix - weighted respondents	Base: All adults	2000
	14	7	Weighting matrix - unweighted respondents	Base: All adults	2078
	16	8	Weighting matrix - weights	Base: All adults	0.96