

Date	Publication	Type	Campaign message	URL/Description	Picture	Digital: Unique Users	Print: Circulation
03/06/2014	FPJ	Online	Yes	EU funding - http://www.fruitnet.com/fpj/article/161693/brassica-growers-association-in-eu-funding-boost	Yes	30,000	
03/06/2014	Fresh Plaza	Online	Yes	EU funding - http://www.freshplaza.com/article/121527/Brassicas-backed-by-European-Union-funding	No	Not available	
01/06/2014	The Grocer	Online and in magazine	Yes	EU funding - http://www.thegrocer.co.uk/fmcg/fresh/brassica-campaign-wins-eu-support/357918.article	No	237,269	30,563
03/06/2014	Farmer's Weekly	Online	Yes	EU funding - http://www.fwi.co.uk/articles/03/06/2014/144844/brassica-campaign-wins-share-of-16323m-eu-funds.htm	No	324,524	
03/06/2014	Horticulture Week	Online	Yes	EU funding - http://www.hortweek.com/Edibles/article/1297184/brassica-growers-sole-uk-winner-eu-marketing-millions/	No	TBC	
06/06/2014	Red Fox Executive (sector recruitment)	Online	Yes	EU funding - http://www.redfoxexecutive.com/3/industry-news-and-commentary/post/5562/brassicas-backed-by-european-union-funding	No	Not available	
10/06/2014	Shropshire Review	Print and Online	No	Summer salads - http://issuu.com/reviewmedia/docs/shropshire_review_june_2014	Yes		11,000
18/06/2014	So Darling	Online	No	Summer salads - http://sodarling.co.uk/2014/06/17/its-all-good/	Yes	TBC	
20/06/2014	Woman's World	Online	No	Summer salads - http://womans-world.co.uk/index.php/recipes/1653-summer-salad-recipe-4098324	Yes	6,000	

31/07/2014	Kitchen Goddess	Online	No	Swede cake recipe - http://www.kitchengoddess.co.uk/recipe/swede-cake/#.U_WpZ1a6jHg	Yes	75,000	
20/08/2014	Foodepedia	Online	No	New recipes - http://www.foodepedia.co.uk/recipes/2014/aug/Love_your_greens_great_recipes.htm	Yes	TBC	
21/08/2014	Kitchen Goddess	Online	No	Cabbage 'slaw - http://www.kitchengoddess.co.uk/recipe/cabbage-fennel-slaw/#.U_Xl_Va6jHg	Yes	75,000	
21/08/2014	Kitchen Goddess	Online	No	Kale tabouli - http://www.kitchengoddess.co.uk/recipe/kale-tabouli-salad/#.U_Xoq1a6jHg	Yes	75,000	
21/08/2014	Kitchen Goddess	Online	No	Roasted vegetables - http://www.kitchengoddess.co.uk/recipe/roasted-broccoli-cauliflower-lemon-garlic/#.U_XowVa6jHg	Yes	75,000	
25/08/2014	Fresh Plaza	Online	No	Feastival - http://www.freshplaza.com/print.asp?id=125864	No	Not available	
26/08/2014	FPJ	Online	Yes	Feastival - http://www.fruitnet.com/fpj/article/162498/only-the-top-brass-for-jamies-feastival	Yes	30,000	
11/09/2014	Women Talking	Online	Yes	New recipes - http://www.womentalking.co.uk/topics/food-focus/love-your-greens	Yes	35,000 subscribers, 8,000 DAILY visitors	
11/09/2014	Woman's World	Online	Yes	Roasted vegetables - http://womans-world.co.uk/index.php/recipes/1709-roasted-broccoli-and-cauliflower-recipe-3409723	Yes	6,000	
02/10/2014	Woman's World	Online	Yes	Kale Tabouli Salad - http://womans-world.co.uk/index.php/recipes/1739-kale-tabouli-salad-recipe-340982	Yes	6,000	
07/10/2014	GoodToKnowRecipes	Print	Yes	Swede Wedges recipe	Yes	21,946	

20/10/2014	Countryside magazine	Print	Yes	Sprout crush and pumpkin roast recipes	Yes		36,383
07/11/2014	The Guardian	Digital	No	Sprouts and kale make a comeback as green renaissance sees sales soar http://www.theguardian.com/lifeandstyle/2014/nov/07/sprouts-curly-kale-sales-green-veg	Yes	113,946,305	
07/11/2014	The Guardian	Digital	No	Time has arrived for reacquainting yourself with brussels sprouts http://www.theguardian.com/lifeandstyle/2014/nov/07/brussels-sprouts-roast-cooking-felicity-cloake	Yes	113,946,305	
21/11/2014	Food Lover Magazine	Digital	No	Sprout image and feature	Yes	TBC	
18/11/2014	Fresh Produce Consortium	Digital	Yes	Redarling Sprouts http://freshproduce.org.uk/newsdesk/fpc-newsdesk/2014/november/coloured-brussels-sprouts-ready-for-christmas/	Yes	TBC	
19/11/2014	Fresh Plaza	Digital	Yes	Redarling sprouts http://www.freshplaza.com/article/131210/UK-New-sprout-variety-set-to-be-darling-of-Christmas-dinner	Yes	Not available	
27/11/2014	Scarborough News	Print	Yes	Finishing Touches	Yes		9,914
27/11/2014	The Times	Print	Yes	Cauli? It's the new kale	Yes		389,135
28/11/2014	FPJ	Print	No	Redarling sprouts - 'Purple patch for leading retailers'	Yes		15,000
28/11/2014	Coventry Telegraph	Print	Yes	Cracking way to use up leftover sprouts	Yes		22,537
28/11/2014	Nuneaton Telegraph	Print	Yes	Cracking way to use up leftover sprouts	Yes		1,597
December	Waitrose Kitchen	Print	Yes	Brussels sprouts feature	Yes		680,925
01/12/2014	Cook Vegetarian	Print	Yes	Brussels sprouts feature with recipes	Yes		50,000
03/12/2014	The Times	Print	Yes	More sprouts please - it's a bumper crop	No		389,135

05/12/2014	The Daily Mail	Print	No	More sprouts for everyone - bumper crop of sprouts this year, comment from Matt Rawson	No		1,692,610
05/12/2014	Scottish Daily Mail	Print	Yes	More Sprouts for everyone!	No		90,121
09/12/2014	BBC Radio 2	Broadcast: radio	No	Brassica vegetables for Christmas, dietician discussing nutritional benefits	No	TBC	
09/12/2014	West Country Food Lover	Print	Yes	Swede Rosti recipe (Page 12) and Creamed Brussels Sprouts with Nutmeg (Page 34/35) http://content.yudu.com/Library/A37ucs/FOODLOVERIssue25/resources/index.htm?referrerUrl=http%3A%2F%2Ffree.yudu.com%2Fitem%2Fdetails%2F2483514%2FFOODLOVER-Issue-25	Yes	TBC	
08/12/2014	The Telegraph	Digital	No	Hate Brussels Sprouts? Try these lovely recipes! http://www.telegraph.co.uk/foodanddrink/recipes/11274184/Hate-Brussels-sprouts-Try-these-lovely-Christmas-recipes.html			71,077,047
11/12/2014	Food Lover Magazine	Digital	No	Creamed Sprouts with Nutmeg recipe http://www.foodlovermagazine.com/recipes/creamed-sprouts/8639	Yes		
10/12/2014	BBC Radio 4	Broadcast - radio	Yes	Sprouts - John Mason, Lincolnshire Field Products http://www.bbc.co.uk/programmes/b04tlfrm	N/A	10,621,000 listeners per week	
11/12/2014	BBC Radio 4	Broadcast - radio	Yes	Brassicas as feed for livestock http://www.bbc.co.uk/programmes/b04tlggt	N/A	10,621,000 listeners per week	

17/12/2014	FPJ	Digital	Yes	Sprouts set to rub shoulders with Dr Who on Xmas TV http://www.fruitnet.com/fpj/article/163681/sprouts-rub-shoulders-with-dr-who-on-xmas-tv-schedule	Yes	30,000	
18/12/2014	FPC	Digital	Yes	Brussels sprouts become TV stars http://www.freshproduce.org.uk/newsdesk/fpc-newsdesk/2014/december/brussels-sprouts-become-tv-stars/	Yes	TBC	
18/12/2014	Fresh Plaza	Digital	Yes	Sprouts to star on Christmas TV	Yes	Not available	
19/12/2014	LoveFood	Digital	Yes	Taste test: The best variety of Brussels sprouts http://www.lovefood.com/journal/opinions/45787/taste-test-the-best-variety-of-brussels-sprouts	Yes		
19/12/2014	BBC Radio 2	Broadcast	Yes	Sprouts - Richard Mowbray	N/A	TBC	
19/12/2014	Independent	Digital	Yes	Christmas food: how to make Brussels sprouts taste good http://www.independent.co.uk/life-style/food-and-drink/features/christmas-food-how-to-make-brussels-sprouts-taste-good-9925158.html	Yes	53,371,326	
21/12/2014	Independent	Digital	Yes	Bumper Brussels: Sprouts set to be biggest in 10 years after near-perfect growing conditions http://www.independent.co.uk/life-style/food-and-drink/news/bumper-brussels-sprouts-set-to-be-biggest-in-10-years-after-near-perfect-growing-conditions-9937807.html?origin=internalSearch	Yes	53,371,326	
21/12/2014	Independent	Print	Yes	Brussels with muscle	Yes		60,754

21/12/2014	Countryfile	Broadcast - TV	Yes	Countryfile Christmas special - looking at the importance of migrant workers to Brassica growers, enjoying an alternative Polish Christmas dinner with one of Martin Haines' workers	N/A	7.14 million viewers (week of 9th Nov)	
22/12/2014	Daily Mail	Digital	No	2014, the year of the monster sprout: sunny autumn has made festive veg a third larger http://www.dailymail.co.uk/sciencetech/article-2883367/2014-year-MONSTER-SPROUT-Sunny-autumn-festive-veg-larger.html	Yes	192,629,464	
24/12/2014	The Sun	Print	Yes	Brussels buys Brit sprouts	Yes		1,931,640
24/12/2014	Scottish Sun	Print	Yes	Brussels buys Brit sprouts	Yes		257,909
24/12/2014	Daily Star	Print	Yes	Best Xmas for a decade	Yes		438,307
24/12/2014	Daily Star	Digital	Yes	Economic boom means Brits get biggest Christmas blowout in a decade http://www.dailystar.co.uk/news/latest-news/416905/Brits-get-set-for-biggest-Christmas-blowout-in-a-decade	Yes	11,567,787	
24/12/2014	Reveal	Digital	Yes	Chilli Sprout Stir Fry http://www.reveal.co.uk/lifestyle/recipes/a617740/christmas-leftovers-make-this-tasty-chilli-sprout-stir-fry.html	Yes	389,031	
28/12/2014	Reveal	Digital	Yes	The Ultimate Cauliflower Cheese http://www.reveal.co.uk/lifestyle/recipes/a616727/the-ultimate-recipe-for-cauliflower-cheese-ideal-with-festive-roasts.html	Yes	389,031	
09/01/2015	Horticulture Week	Print	Yes	Adapting to changes in the marketplace - Love Your Greens is succeeding in raising demand for brassicas.	Yes		6,295
10/01/2015	The Grocer	Print	Yes	Festive Flops - has price war taken its toll on festive faves?	Yes		30,356
16/01/2015	First News	Print	Yes	Tuck In recipe competition	Yes		70,686

16/01/2015	First News	Digital	Yes	Tuck In recipe competition http://www.firstnews.co.uk/featuredpartners?id=32	Yes	50,000	
19/01/2015	FPJ	Digital	Yes	CBBC star unveiled as new face of Brassicas http://www.fruitnet.com/fpj/article/163954/cbbc-star-unveiled-as-new-face-of-brassicas	Yes		30,000
19/01/2015	FPJ	Digital	Yes	Truss gets taste of hands-free tractor on veg grower visit http://www.fruitnet.com/fpj/article/163957/truss-gets-taste-of-hands-free-tractor-on-veg-grower-visit	Yes		30,000
19/01/2015	Fresh Plaza	Digital	Yes	Cauliflower growers demonstrate 'hands-free' tractors http://www.freshplaza.com/article/133943/UK-Cauliflower-growers-demonstrate-hands-free-tractors	Yes		TBC
21/01/2015	FACE newsletter	Digital	Yes	Tuck In competition	Yes		
02/02/2015	Independent	Digital	No	Move over kale - cabbage is the new rising star http://www.independent.co.uk/life-style/food-and-drink/features/move-over-kale--cabbage-is-the-new-rising-star-10012121.html?origin=internalSearch	Yes	53,371,326	
02/02/2015	Primary Times	Digital	Yes	Aaron Craze Launches Love Your Greens Recipe Competition - http://www.primarytimes.net/news/2015/02/aaron-craze-launches-love-your-greens-cookery-competition-	Yes	TBC	
04/02/2015	Emerald Street	Digital	Yes	Newsletter mention for cauliflowers	Yes	Over 100,000 subscribers	
05/02/2015	Cook Vegetarian	Print	Yes	Broccoli - 'If someone needed swaying on this ingredient, I'd make an enthusiastic advocate' and recipes	Yes		50,000

06/02/2015	Your Home	Print	Yes	Swede cake and cabbage and fennel 'slaw recipes	Yes		123,693
06/02/2015	Horticulture Week	Print	Yes	Brassicas and salads influenced by current trends	Yes		6,295
09/02/2015	Grow Your Own	Print	Yes	Anne Swithinbank - The Vegetable Gardener	Yes		65,000
09/02/2015	Honest Mum	Digital	Yes	Honest Mum - Tuck In competition http://honestmum.com/broccoli-and-stilton-soup-recipe/		80,000	
12/02/2015	Molly's Guide	Digital	Yes	Tuck In competition http://mollysguide.co.uk/2015/02/12/aaron-craze-love-your-greens-cookery-competition/	Yes	TBC	
13/02/2015	First News	Print	Yes	Tuck In recipe competition	Yes		70,686
17/02/2015	A Mummy Too	Digital	Yes	Tuck In recipe competition http://www.amummytoo.co.uk/2015/02/calling-young-chefs-see-work-print-love-greens-cookery-competition/	Yes	53,000	
01/02/2015	Waitrose Weekend	Print	Yes	Flower Sprout sales bloom	Yes		
21/02/2015	Argus (Brighton)	Digital	Yes	Classic Brassicas - the benefits of broccoli	No		14,370
23/02/2015	Mail Online	Digital	Yes	Red cabbage is the new health craze http://www.dailymail.co.uk/health/article-2965797/Red-cabbage-new-health-craze-Sales-soar-50-consumers-see-benefit-ten-times-vitamin-green-counterpart.html	Yes	199,414,263	
25/02/2015	Nottingham Post	Print	Yes	Love Your Greens Tuck In competition	Yes		23,533
26/02/2015	Horticulture Week	Digital	Yes	Record 27 trophies awarded to industry's stars at UK Grower Awards http://www.hortweek.com/record-27-trophies-awarded-industrys-stars-uk-grower-awards-2015/edibles/article/1335797	Yes		6,295
26/02/2015	FPJ	Digital	Yes	Berry Gardens sweeps board at grower award bash	Yes	30,000	

26/02/2015	Fresh Plaza	Digital	Yes	UK Grower of the Year Awards: The Winners http://www.freshplaza.com/article/135869/UK-Grower-of-the-Year-Awards-The-Winners	Yes	Not available	
27/02/2015	Leicester Mercury	Print	Yes	Preparing beds for Brassicas	Yes		35,006
27/02/2015	Isle of Thanet Gazette	Print	Yes	Aaron's mouthwatering, original recipes could start a Craze for healthy eating - full Aaron story and recipes	Yes		10,698
01/03/2015	Welsh Border Life	Print	Yes	Galloping Gourmet - Penne with purple sprouting broccoli and pine nuts recipe	Yes		10,000
01/03/2015	Vegetable Farmer	Print	Yes	Brassica and Leafy Salad awards - LYG cake bar photo published, and a photo of chairman Matt Rawson	Yes		2,700
02/03/2015	NFU	Digital	Yes	NFU members scoop prizes at the Grower Awards - mention of BGA's award	Yes	TBC	
04/03/2015	The Portsmouth News	Print	Yes	Good enough to eat - preparing beds for Brassicas	No		34,960
04/03/2015	Corwen Bala Free Press	Print	Yes	Good enough to eat - preparing beds for Brassicas	Yes		5,891
17/03/2015	Primary Times	Digital	Yes	Cooking with kids - sprout croquettes recipe and Tuck In competition information http://www.primarytimes.net/recipes/cooking-with-kids-brussels-sprout-and-potato-croquettes	Yes		
17/03/2015	Primary Times	Digital	Yes	Cooking with kids - roast swede wedges recipe and Tuck In competition information http://www.primarytimes.net/recipes/cooking-with-kids-roast-swede-wedges-with-parmesan	Yes		

20/03/2015	Cake and Bake Show	Digital	Yes	Aaron Craze working with the Love Your Greens campaign to promote Brassicas	Yes	TBC	
23/03/2015	Lancashire Evening Post	Print	Yes	PR agency wins campaign award	Yes		17,212
23/03/2015	Produce Business UK	Digital	Yes	Meat Free Week presents marketing potential for produce http://www.producebusinessuk.com/marketing-pr/marketing-pr-stories/2015/03/23/meat-free-week-holds-marketing-potential-for-produce	Yes	TBC	
24/03/2015	BBC Radio Jersey	Broadcast - radio	N/A	Love Your Greens campaign discussing consumer perception poll results and highlighting Tuck In competition (7 mins 6 secs)	N/A	31,000 listeners	
24/03/2015	Bolton FM	Broadcast - radio	N/A	Love Your Greens campaign discussing consumer perception poll results and highlighting Tuck In competition (11 mins 39 secs)	N/A	50,000 listeners	
24/03/2015	Sunrise radio	Broadcast - radio	N/A	Love Your Greens campaign discussing consumer perception poll results and highlighting Tuck In competition (5 mins 13 secs)	N/A	259,000 listeners	
24/03/2015	BBC Radio Cumbria	Broadcast - radio	N/A	Love Your Greens campaign discussing consumer perception poll results and highlighting Tuck In competition (6 mins 9 secs)	N/A	106,000 listeners	
24/03/2015	Downtown radio	Broadcast - radio podcast	N/A	Love Your Greens campaign discussing consumer perception poll results and highlighting Tuck In competition (5 mins 3 secs)	N/A	72,000 listeners	

24/03/2015	Severn FM	Broadcast - radio podcast	N/A	Love Your Greens campaign discussing consumer perception poll results and highlighting Tuck In competition (5 mins 3 secs)	N/A	75,000 listeners	
24/03/2015	Fun Kids	Broadcast - radio podcast	N/A	Love Your Greens campaign discussing consumer perception poll results and highlighting Tuck In competition 5 mins 3 secs)	N/A	TBC	
24/03/2015	CityBeat	Broadcast - radio	N/A	Love Your Greens campaign discussing consumer perception poll results and highlighting Tuck In competition - copy mention in news bulletins	N/A	127,000 listeners	
25/03/2015	Inspire FM	Broadcast - radio	N/A	Love Your Greens campaign discussing consumer perception poll results and highlighting Tuck In competition (7 mins 38 secs)	N/A	40,000 listeners	
25/03/2015	Yorkshire Coast	Broadcast - radio	N/A	Love Your Greens campaign discussing consumer perception poll results and highlighting Tuck In competition (9 mins 8 secs)	N/A	52,000 listeners	
25/03/2015	Faversham Times	Print	Yes	Give the green light to super vegetables - Aaron Craze partnership and recipes	Yes		1,589
25/03/2015	Canterbury Times	Print	Yes	Give the green light to super vegetables - Aaron Craze partnership and recipes	Yes		48,661
25/03/2015	Herne Bay Times	Print	Yes	Give the green light to super vegetables - Aaron Craze partnership and recipes	Yes		26,298

25/03/2015	Whitstable Times	Print	Yes	Give the green light to super vegetables - Aaron Craze partnership and recipes	Yes		37,086
26/03/2015	Express FM	Broadcast - radio	N/A	Love Your Greens campaign discussing consumer perception poll results and highlighting Tuck In competition (5 mins 39 secs)	N/A	30,000 listeners	
26/03/2015	Contest Cook	Digital	Yes	Love Your Greens Tuck In competition http://www.contestcook.com/kidcontests.htm#Love-Your-Greens	No	TBC	
27/03/2015	Cook Vegetarian	Digital	No	Purple Sprouting Broccoli and butterbean recipe included in email newsletter	Yes	TBC	
29/03/2015	Waves FM	Broadcast - radio	N/A	Love Your Greens campaign discussing consumer perception poll results and highlighting Tuck In competition (4 mins 30secs)	N/A	75,000 listeners	
01/04/2015	British Farmer and Grower	Print	Yes	South East growers in the medals	Yes		7,018
01/04/2015	Yorkshire Post	Print	Yes	Now eat up your greens - Aaron's recipes and campaign	Yes		35,940
08/04/2015	Waitrose Weekend	Print	Yes	You can't beat a Cornish cauliflower'	Yes		TBC
16/04/2015	Money Saving Expert	Digital	Yes	Free seeds featured on Martin's weekly newsletter email and also on the website forum http://forums.moneysavingexpert.com/showthread.php?t=5211904&utm_source=MSE_Newsletter&utm_medium=freebies&utm_term=15-Apr-15-1t&utm_campaign=forum&utm_content=8&_ga=1.82249686.1120126178.1388744948	No	15 million users a month	

21/04/2015	Hello!	Print	Yes	Aaron's recipes - sprout kebabs, chinese cabbage soup, broccoli frittata, swede ice cream, cauliflower crème brulee	Yes		273,353
21/04/2014	Live Ribble Valley	Print	Yes	Aaron's recipes - broccoli frittata	Yes		18,000
22/04/2015	Cook Vegetarian	Print	Yes	Cabbage and fennel slaw recipe featured in 'veggie summer' recipe supplement	Yes		50,000
23/04/2015	Primary Times	Digital	Yes	Aaron's kohlrabi crostini recipe http://www.primarytimes.net/recipes/cooking-with-kids-roasted-kohlrabi-crostini-	Yes	TBC	
24/04/2015	RHS Newsletter	Digital	Yes	Tuck in competition included on newsletter	Yes	TBC	
24/04/2015	BT.com	Digital	Yes	Free seeds giveaway http://home.bt.com/lifestyle/money/money-tips/thrifty-mrs-free-ear-plugs-cat-food-pizza-and-more-11363977274925	No	7,793,000	
25/04/2015	MSN	Digital	Yes	Free Seeds giveaway http://www.msn.com/en-gb/news/other/friday-freebies-free-milkshakes-chocolate-takeaways-and-more/ar-AAbCerk	No	15,400,000	
30/04/2015	RHS School Gardening	Digital	Yes	Aaron Craze and Tuck In Competition https://schoolgardening.rhs.org.uk/News/News-results/National/2015/April/national-news-item-april-3	Yes	Not available	
01/05/2015	Jamie	Print	Yes	Love Your Greens full page advert	Yes		52,265
01/05.2015	Jamie - Food Revolution supplement	Print	Yes	Love Your Greens full page advert included in supplement within main magazine	Yes		52,265

PENDING COVERAGE:

Date	Publication	Type	Campaign message	URL/Description	Picture	Digital: Unique Users	Print: Circulation
April/May	Derbyshire Times	Print	Yes	Recipes - will publish one per week	Yes	24,959	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 1

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?**Base: All respondents****Summary**

	Vegetables												
	Broccoli	Swede	Turnip	Cauliflower	Cabbage	Kale	Brussel Sprouts	Carrots	Peas	Green Beans	Sweetcorn	Parsnip	Potato
Unweighted base	1011	1011	1011	1011	1011	1011	1011	1011	1011	1011	1011	1011	1011
Weighted base	1011	1011	1011	1011	1011	1011	1011	1011	1011	1011	1011	1011	1011
NET: Ever	943 93%	817 81%	703 70%	939 93%	917 91%	501 50%	863 85%	993 98%	979 97%	918 91%	901 89%	820 81%	1006 100%
NET: Monthly or more	799 79%	471 47%	320 32%	735 73%	671 66%	190 19%	402 40%	938 93%	899 89%	689 68%	677 67%	472 47%	992 98%
NET: Weekly or more	536 53%	198 20%	120 12%	394 39%	332 33%	57 6%	219 22%	778 77%	731 72%	395 39%	398 39%	208 21%	944 93%
Every day	8 1%	3 *	3 *	7 1%	5 *	5 *	2 *	33 3%	22 2%	5 1%	8 1%	3 *	132 13%
A few times a week	267 26%	54 5%	37 4%	162 16%	120 12%	24 2%	78 8%	472 47%	432 43%	178 18%	172 17%	58 6%	662 65%
Once a week	261 26%	141 14%	79 8%	225 22%	206 20%	28 3%	139 14%	273 27%	276 27%	212 21%	217 21%	147 15%	150 15%
Once a fortnight	185 18%	119 12%	91 9%	172 17%	173 17%	54 5%	84 8%	96 9%	94 9%	150 15%	147 15%	138 14%	29 3%
Once a month	77 8%	155 15%	110 11%	169 17%	166 16%	80 8%	99 10%	64 6%	74 7%	144 14%	133 13%	127 13%	20 2%
A few times a year	114 11%	247 24%	230 23%	169 17%	179 18%	152 15%	307 30%	47 5%	63 6%	189 19%	162 16%	246 24%	12 1%
Once a year	12 1%	37 4%	52 5%	10 1%	34 3%	45 4%	132 13%	4 *	5 *	13 1%	21 2%	60 6%	- -
Less often than once a year	18 2%	62 6%	101 10%	24 2%	33 3%	115 11%	21 2%	4 *	12 1%	26 3%	40 4%	42 4%	2 *
Never	68 7%	194 19%	308 30%	72 7%	94 9%	510 50%	148 15%	18 2%	32 3%	93 9%	110 11%	191 19%	5 *

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 2

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?

Base: All respondents

Broccoli

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humberside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420	
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439	
NET: Ever	943 93%	446 90%	497 96%	112 94%	152 89%	159 93%	166 92%	141 94%	212 96%	256 95%	261 93%	201 91%	225 93%	82 90%	39 97%	102 92%	82 91%	81 90%	66 93%	47 93%	95 94%	126 96%	134 95%	88 97%	123 97%	407 93%	
NET: Monthly or more	799 79%	365 74%	434 84%	100 83%	136 80%	133 78%	141 78%	111 74%	179 81%	216 80%	220 79%	179 82%	183 76%	61 67%	28 70%	80 72%	73 80%	75 83%	57 80%	43 85%	85 84%	108 82%	115 82%	74 81%	104 82%	358 81%	
NET: Weekly or more	536 53%	236 48%	300 58%	66 55%	93 55%	87 51%	98 54%	75 50%	118 54%	146 54%	148 53%	123 56%	119 50%	39 43%	18 45%	58 52%	48 52%	48 53%	32 46%	35 69%	66 66%	64 48%	81 57%	47 51%	69 55%	249 57%	
Every day	8 1%	4 1%	4 1%	1 1%	2 1%	2 1%	2 1%	- 1%	1 1%	1 1%	3 1%	3 1%	* *	- -	- -	- -	1 1%	2 2%	- -	1 3%	* *	- -	3 2%	1 1%	1 1%	5 1%	
A few times a week	267 26%	111 22%	156 30%	36 30%	40 24%	42 24%	44 24%	36 24%	69 31%	70 26%	69 25%	67 30%	62 26%	20 22%	9 22%	30 27%	22 25%	27 30%	13 18%	14 28%	35 35%	31 24%	45 31%	22 24%	31 24%	122 28%	
Once a week	261 26%	120 24%	141 27%	29 24%	51 30%	43 25%	53 29%	38 26%	47 21%	75 28%	76 27%	54 25%	57 24%	19 21%	9 23%	29 26%	24 27%	20 22%	19 27%	19 38%	31 31%	33 25%	34 24%	24 27%	38 30%	121 28%	
Once a fortnight	185 18%	90 18%	95 19%	20 17%	31 18%	35 21%	29 16%	28 18%	42 19%	49 18%	47 17%	45 20%	44 18%	13 14%	6 16%	18 16%	17 18%	19 21%	20 28%	5 10%	11 11%	30 23%	23 16%	24 26%	22 17%	82 19%	
Once a month	77 8%	40 8%	38 7%	14 11%	12 7%	10 6%	14 8%	9 6%	19 9%	21 8%	25 9%	12 5%	20 8%	9 10%	4 9%	4 4%	8 9%	8 8%	5 7%	3 6%	8 7%	15 11%	11 8%	3 4%	13 10%	27 6%	
A few times a year	114 11%	60 12%	53 10%	11 9%	15 9%	19 11%	21 12%	24 16%	24 11%	31 12%	31 11%	16 7%	36 15%	12 14%	7 18%	20 18%	8 9%	3 3%	8 11%	3 6%	9 9%	16 12%	17 12%	10 10%	14 11%	36 8%	
Once a year	12 1%	8 2%	4 1%	- -	1 1%	7 4%	* *	2 1%	2 1%	4 1%	3 1%	4 2%	1 *	3 3%	- -	2 1%	2 2%	2 3%	1 1%	- -	* *	1 1%	- -	1 1%	2 4%	9 2%	
Less often than once a year	18 2%	12 2%	6 1%	2 2%	- -	1 1%	4 2%	4 3%	7 3%	5 2%	7 3%	2 1%	4 2%	6 6%	4 9%	* *	- -	1 1%	1 1%	1 2%	- -	1 1%	2 1%	3 4%	3 3%	5 1%	
Never	68 7%	50 10%	19 4%	8 6%	18 11%	11 7%	14 8%	9 6%	8 4%	14 5%	19 7%	19 9%	16 7%	9 10%	1 3%	9 8%	9 9%	10 10%	5 7%	4 7%	6 6%	5 4%	7 5%	3 3%	4 3%	33 7%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 3

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?**Base: All respondents****Broccoli**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil- lage	Hamlet & Isolated Dwel- ling	No child- ren aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k- £14k	>£14k- £21k	>£21k- £28k	>£28k- £34k	>£34k- £41k	>£41k- £48k	>£48k- £55k	>£55k or more	
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10	
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18	
NET: Ever	943 93%	749 93%	383 94%	365 92%	194 95%	181 96%	13 89%	653 92%	288 96%	100 95%	130 97%	122 97%	82 98%	49 92%	131 91%	195 95%	197 94%	177 89%	80 98%	33 92%	14 100%	17 96%	
NET: Monthly or more	799 79%	628 78%	320 78%	308 77%	171 84%	158 84%	12 83%	543 77%	254 85%	86 82%	117 86%	107 85%	73 88%	43 81%	109 76%	155 76%	167 80%	154 77%	71 87%	28 79%	11 82%	17 96%	
NET: Weekly or more	536 53%	407 50%	197 48%	210 53%	129 64%	122 65%	7 51%	362 51%	173 58%	63 60%	78 58%	75 60%	54 64%	20 38%	76 53%	111 54%	116 56%	101 51%	45 56%	20 56%	5 37%	14 76%	
Every day	8 1%	8 1%	2 1%	6 1%	- -	- -	- -	3 *	4 1%	2 2%	1 *	3 2%	1 2%	1 1%	- -	1 1%	2 1%	1 *	2 2%	1 2%	- -	- -	
A few times a week	267 26%	185 23%	90 22%	95 24%	82 40%	75 40%	6 42%	187 26%	80 27%	26 24%	36 27%	34 27%	25 29%	6 10%	41 28%	60 29%	66 32%	52 26%	15 18%	6 17%	- -	6 32%	
Once a week	261 26%	214 26%	105 26%	109 27%	48 23%	46 25%	1 8%	172 24%	89 30%	35 33%	42 31%	39 31%	28 34%	14 26%	35 24%	49 24%	49 23%	48 24%	29 35%	13 38%	5 37%	8 44%	
Once a fortnight	185 18%	153 19%	88 22%	65 16%	32 16%	28 15%	4 26%	121 17%	63 21%	17 16%	33 25%	26 21%	15 18%	14 26%	23 16%	36 17%	34 16%	35 18%	21 26%	2 6%	4 30%	4 21%	
Once a month	77 8%	68 8%	35 9%	33 8%	9 5%	9 5%	1 6%	60 8%	18 6%	7 6%	5 4%	6 5%	5 6%	9 17%	10 7%	9 4%	17 8%	17 9%	4 5%	6 17%	2 14%	- -	
A few times a year	114 11%	93 11%	50 12%	43 11%	21 10%	20 11%	1 6%	85 12%	29 10%	13 12%	13 9%	10 8%	7 9%	4 8%	19 13%	31 15%	22 10%	18 9%	10 12%	4 12%	- -	- -	
Once a year	12 1%	11 1%	5 1%	6 1%	1 1%	1 1%	- -	6 1%	6 2%	1 1%	1 1%	5 4%	1 2%	- -	1 1%	4 2%	3 1%	4 2%	- -	- -	- -	- -	
Less often than once a year	18 2%	17 2%	8 2%	9 2%	1 1%	1 1%	- -	18 3%	- -	- -	- -	- -	- -	2 3%	2 2%	4 2%	5 3%	1 1%	- -	1 2%	3 18%	- -	
Never	68 7%	59 7%	26 6%	33 8%	9 5%	8 4%	2 11%	56 8%	12 4%	5 5%	4 3%	4 3%	2 2%	4 8%	13 9%	10 5%	12 6%	23 11%	1 2%	3 8%	- -	1 4%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 4

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?

Base: All respondents

Broccoli

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Central	Grampian	Granada	London	Meridian	Scottish	Tyne Tees	Wales & West	West-count-ry	York-shire	Single	NET: Married/Civil partnership/co hab-iting	Mar-ried	Civil Part-ner-ship	Co Hab-iting	NET: Wid-owed/separ-ated/div-orced	Wid-owed	Separ-ated	Div-orced
Unweighted base	1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
NET: Ever	943 93%	99 93%	9 94%	125 92%	105 92%	192 97%	77 94%	74 89%	41 97%	46 93%	29 94%	51 95%	233 89%	577 95%	433 96%	13 91%	130 92%	129 94%	40 96%	10 88%	79 94%
NET: Monthly or more	799 79%	89 83%	9 86%	110 81%	84 74%	165 83%	66 80%	52 63%	29 69%	42 85%	25 80%	46 85%	202 77%	488 80%	365 81%	12 84%	111 78%	105 77%	32 76%	10 88%	63 75%
NET: Weekly or more	536 53%	69 64%	7 67%	64 47%	63 55%	103 52%	47 57%	32 38%	19 46%	34 70%	15 47%	30 55%	144 55%	329 54%	259 57%	10 70%	60 42%	62 45%	16 38%	7 65%	39 46%
Every day	8 1%	* *	- -	2 1%	- -	2 1%	1 1%	- -	- -	1 3%	- -	1 1%	2 1%	6 1%	5 1%	- -	1 1%	- -	- -	- -	- -
A few times a week	267 26%	38 35%	2 25%	30 22%	36 31%	52 26%	26 31%	16 19%	10 24%	14 28%	8 27%	14 25%	75 29%	160 26%	127 28%	4 25%	29 21%	32 23%	9 23%	5 48%	17 20%
Once a week	261 26%	31 29%	4 42%	33 24%	27 23%	49 25%	20 25%	16 19%	9 23%	19 39%	6 19%	15 29%	67 25%	164 27%	128 28%	7 44%	29 21%	30 22%	6 15%	2 17%	22 26%
Once a fortnight	185 18%	13 12%	1 9%	34 25%	18 16%	41 21%	13 15%	12 14%	6 14%	4 9%	9 29%	13 24%	37 14%	119 20%	82 18%	1 7%	36 26%	28 20%	12 29%	2 22%	13 16%
Once a month	77 8%	7 7%	1 9%	12 9%	3 3%	21 10%	6 8%	9 11%	4 9%	3 6%	1 4%	3 5%	21 8%	40 7%	24 5%	1 7%	15 10%	15 11%	4 10%	- -	11 13%
A few times a year	114 11%	10 10%	1 8%	11 8%	19 17%	25 13%	9 10%	12 15%	8 20%	3 6%	2 5%	4 7%	23 9%	70 11%	52 12%	1 7%	16 12%	20 15%	8 18%	- -	13 15%
Once a year	12 1%	* *	- -	3 2%	2 1%	1 *	- -	3 4%	- -	- -	- -	1 2%	3 1%	9 1%	8 2%	- -	1 *	1 *	- -	- -	1 1%
Less often than once a year	18 2%	- -	- -	1 1%	* *	1 *	2 3%	6 7%	4 9%	1 2%	3 8%	* 1%	5 2%	10 2%	7 2%	- -	3 2%	3 2%	* 1%	- -	3 3%
Never	68 7%	7 7%	1 6%	11 8%	9 8%	7 3%	5 6%	9 11%	1 3%	3 7%	2 6%	2 5%	28 11%	32 5%	19 4%	1 9%	11 8%	8 6%	2 4%	1 12%	5 6%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 5

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?

Base: All respondents

Broccoli

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base	1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
NET: Ever	943 93%	37 83%	37 98%	41 97%	41 91%	10 90%	32 96%	66 90%	35 97%	43 92%	81 91%	51 94%	26 96%	18 88%	14 100%	220 96%	32 99%	35 99%	27 92%	36 96%	61 87%
NET: Monthly or more	799 79%	25 57%	29 76%	30 71%	37 82%	9 79%	30 88%	51 69%	32 89%	36 76%	73 82%	47 87%	23 85%	16 79%	11 77%	189 82%	28 88%	33 94%	23 78%	33 87%	44 63%
NET: Weekly or more	536 53%	16 36%	18 48%	19 46%	27 59%	4 35%	17 50%	37 50%	25 69%	21 44%	46 52%	37 67%	18 67%	11 53%	4 31%	121 53%	25 78%	18 51%	17 60%	26 70%	29 41%
Every day	8 1%	-	-	-	1 2%	-	-	-	-	-	2 2%	-	-	1 4%	-	1 1%	1 2%	-	1 2%	1 3%	* 1%
A few times a week	267 26%	7 16%	9 25%	9 21%	16 35%	2 15%	9 28%	20 27%	17 47%	7 16%	25 29%	22 39%	8 30%	6 29%	2 15%	60 26%	15 47%	9 25%	6 21%	7 19%	11 15%
Once a week	261 26%	9 20%	9 23%	11 25%	10 22%	2 20%	8 22%	18 24%	8 22%	13 28%	19 22%	15 28%	10 37%	4 21%	2 16%	59 26%	9 29%	9 26%	11 37%	18 47%	17 25%
Once a fortnight	185 18%	4 10%	6 17%	6 14%	5 11%	3 29%	13 38%	12 16%	6 18%	12 25%	19 22%	6 12%	4 15%	5 24%	6 40%	42 18%	3 10%	14 41%	3 9%	4 9%	11 16%
Once a month	77 8%	5 10%	4 11%	5 11%	5 12%	2 14%	-	2 3%	1 2%	3 7%	8 9%	4 8%	1 2%	1 3%	1 5%	26 11%	-	1 2%	3 9%	3 8%	4 6%
A few times a year	114 11%	6 14%	4 12%	7 18%	2 5%	1 11%	3 8%	13 18%	3 8%	6 13%	4 5%	4 7%	3 11%	2 9%	3 23%	29 13%	3 10%	1 3%	3 9%	2 6%	12 17%
Once a year	12 1%	3 7%	-	-	1 3%	-	-	2 2%	-	1 1%	2 3%	-	-	-	-	1 1%	-	-	1 3%	-	1 1%
Less often than once a year	18 2%	2 4%	4 10%	4 9%	-	-	-	* 1%	-	1 2%	1 1%	-	-	-	-	1 *	* 1%	1 2%	* 2%	1 2%	4 5%
Never	68 7%	8 17%	1 2%	1 3%	4 9%	1 10%	1 4%	8 10%	1 3%	4 8%	8 9%	3 6%	1 4%	3 12%	-	10 4%	* 1%	* 1%	2 8%	2 4%	9 13%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 6

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?

Base: All respondents

Swede

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humberside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420	
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439	
NET: Ever	817 81%	377 76%	439 85%	102 85%	127 75%	135 79%	145 81%	122 81%	185 84%	228 84%	218 78%	178 81%	193 80%	78 86%	37 91%	87 78%	72 79%	64 71%	57 80%	41 81%	81 81%	97 74%	123 87%	80 88%	101 80%	350 80%	
NET: Monthly or more	471 47%	221 45%	251 49%	58 48%	73 43%	79 46%	90 50%	70 47%	102 46%	121 45%	123 44%	117 53%	110 46%	50 55%	18 46%	53 48%	44 48%	34 37%	29 40%	32 63%	42 42%	55 42%	66 47%	49 53%	64 51%	218 50%	
NET: Weekly or more	198 20%	100 20%	98 19%	30 25%	29 17%	32 19%	41 23%	25 17%	41 19%	52 19%	49 17%	46 21%	50 21%	17 18%	12 30%	32 29%	27 29%	10 11%	6 9%	14 28%	18 18%	17 13%	26 18%	19 21%	35 28%	90 21%	
Every day	3 *	3 1%	-	2 2%	-	-	1 *	-	-	-	1 *	1 *	2 1%	-	-	-	-	1 1%	-	-	-	1 1%	2 1%	-	-	3 1%	
A few times a week	54 5%	24 5%	30 6%	9 8%	7 4%	7 4%	15 9%	3 2%	13 6%	14 5%	8 3%	10 5%	22 9%	5 5%	5 12%	6 5%	3 4%	5 6%	2 3%	1 3%	6 6%	5 4%	11 8%	4 4%	8 7%	27 6%	
Once a week	141 14%	72 15%	69 13%	19 16%	22 13%	25 15%	25 14%	22 15%	28 13%	38 14%	40 14%	36 16%	27 11%	12 13%	8 19%	26 23%	23 26%	4 4%	4 6%	12 25%	12 12%	11 8%	13 9%	16 17%	27 21%	60 14%	
Once a fortnight	119 12%	53 11%	66 13%	17 14%	17 10%	15 9%	22 12%	22 15%	25 11%	30 11%	34 12%	33 15%	21 9%	12 13%	4 9%	10 9%	8 9%	10 10%	12 17%	9 19%	11 11%	17 13%	13 9%	14 15%	10 8%	66 15%	
Once a month	155 15%	69 14%	86 17%	10 9%	28 16%	32 19%	26 15%	23 15%	36 16%	38 14%	40 14%	37 17%	39 16%	22 24%	3 7%	11 10%	9 10%	14 16%	11 15%	9 17%	12 12%	21 16%	27 19%	16 17%	20 16%	62 14%	
A few times a year	247 24%	116 23%	131 25%	31 26%	36 21%	39 23%	41 23%	38 25%	62 28%	72 27%	71 25%	46 21%	58 24%	24 26%	13 31%	27 24%	20 22%	19 21%	19 26%	8 15%	32 31%	24 19%	35 25%	28 30%	27 21%	93 21%	
Once a year	37 4%	18 4%	19 4%	5 4%	8 5%	7 4%	2 1%	3 2%	11 5%	18 7%	6 2%	5 2%	8 3%	1 2%	1 3%	3 3%	3 3%	4 4%	1 1%	* 1%	3 3%	9 7%	10 7%	1 1%	2 2%	13 3%	
Less often than once a year	62 6%	23 5%	40 8%	8 7%	10 6%	10 6%	12 7%	11 7%	11 5%	17 6%	18 6%	10 5%	17 7%	3 3%	5 12%	4 3%	5 6%	8 9%	9 12%	1 2%	5 5%	9 6%	12 8%	3 4%	8 6%	26 6%	
Never	194 19%	118 24%	76 15%	18 15%	43 25%	35 21%	35 19%	28 19%	35 16%	43 16%	62 22%	42 19%	47 20%	13 14%	3 9%	25 22%	19 21%	27 29%	14 20%	10 19%	20 19%	35 26%	19 13%	11 12%	25 20%	89 20%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 7

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?**Base: All respondents****Swede**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?										
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil- lage	Hamlet & Isolated Dwel- ling	No child- ren aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k- £14k	>£14k- £21k	>£21k- £28k	>£28k- £34k	>£34k- £41k	>£41k- £48k	>£48k- £55k	>£55k or more		
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10		
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18		
NET: Ever	817 81%	642 80%	310 76%	332 83%	175 86%	164 87%	11 73%	577 81%	238 79%	76 73%	105 78%	101 80%	68 81%	41 77%	115 80%	170 83%	164 78%	150 75%	75 92%	32 90%	14 100%	16 90%		
NET: Monthly or more	471 47%	360 45%	176 43%	184 46%	111 55%	107 57%	5 31%	331 47%	139 46%	34 32%	59 44%	61 48%	47 56%	26 49%	56 39%	96 47%	91 43%	89 45%	50 61%	27 76%	8 60%	6 32%		
NET: Weekly or more	198 20%	143 18%	66 16%	77 19%	55 27%	54 29%	2 11%	135 19%	63 21%	16 15%	21 16%	27 21%	22 26%	11 20%	32 22%	39 19%	40 19%	32 16%	20 25%	6 17%	5 35%	5 26%		
Every day	3 *	3 *	2 1%	1 *	- -	- -	- -	2 *	1 *	- -	1 1%	- -	- -	- -	- -	1 *	- -	2 1%	1 1%	- -	- -	- -		
A few times a week	54 5%	32 4%	15 4%	18 4%	22 11%	21 11%	* 3%	38 5%	16 5%	5 4%	5 4%	4 3%	7 8%	3 6%	5 3%	16 8%	7 3%	12 6%	4 5%	- -	3 25%	- -		
Once a week	141 14%	107 13%	49 12%	59 15%	33 16%	32 17%	1 8%	94 13%	46 15%	11 10%	15 11%	23 18%	15 18%	7 14%	27 19%	22 11%	33 16%	18 9%	16 19%	6 17%	1 10%	5 26%		
Once a fortnight	119 12%	95 12%	49 12%	46 12%	24 12%	23 12%	1 6%	89 12%	29 10%	4 4%	16 12%	16 12%	8 10%	7 12%	9 6%	20 10%	29 14%	21 10%	15 18%	11 30%	- -	1 6%		
Once a month	155 15%	123 15%	62 15%	61 15%	32 16%	30 16%	2 14%	108 15%	47 16%	14 14%	21 16%	18 15%	17 20%	9 16%	15 10%	37 18%	22 10%	36 18%	15 19%	10 29%	4 25%	- -		
A few times a year	247 24%	203 25%	84 21%	119 30%	43 21%	37 20%	6 42%	183 26%	63 21%	24 23%	34 25%	28 22%	14 17%	8 16%	38 27%	52 25%	53 25%	43 21%	20 24%	4 10%	3 21%	9 52%		
Once a year	37 4%	28 3%	20 5%	8 2%	8 4%	8 4%	- -	20 3%	16 5%	13 12%	3 2%	2 2%	2 2%	1 2%	6 4%	11 5%	11 5%	6 3%	1 1%	- -	- -	- -		
Less often than once a year	62 6%	50 6%	30 7%	20 5%	12 6%	12 6%	- -	42 6%	20 7%	5 5%	10 7%	10 8%	5 6%	6 10%	14 10%	11 5%	10 5%	12 6%	5 6%	1 4%	3 18%	1 6%		
Never	194 19%	166 20%	99 24%	67 17%	29 14%	25 13%	4 27%	132 19%	62 21%	29 27%	30 22%	25 20%	16 19%	12 23%	29 20%	35 17%	45 22%	50 25%	7 8%	4 10%	- -	2 10%		

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 8

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?

Base: All respondents

Swede

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Central	Grampian	Granada	London	Meridian	Scottish	Tyne Tees	Wales & West	West-country	Yorkshire	Single	NET: Married/Civil partnership/co habiting	Married	Civil Partnership	Co Habiting	NET: Widowed/separated/divorced	Widowed	Separated	Divorced
Unweighted base	1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
NET: Ever	817 81%	86 81%	9 90%	99 72%	89 77%	159 80%	67 82%	71 86%	37 89%	40 82%	29 92%	46 86%	202 77%	492 81%	365 81%	12 82%	115 81%	119 87%	37 87%	10 93%	73 87%
NET: Monthly or more	471 47%	42 40%	6 57%	59 43%	55 48%	84 42%	38 46%	46 55%	18 42%	31 65%	11 35%	34 63%	113 43%	299 49%	228 50%	11 72%	60 43%	57 42%	16 38%	5 48%	36 43%
NET: Weekly or more	198 20%	23 22%	4 42%	15 11%	31 27%	25 12%	17 20%	13 15%	12 29%	14 29%	3 10%	15 27%	51 19%	123 20%	95 21%	8 55%	20 14%	24 17%	3 7%	2 21%	18 22%
Every day	3 *	2 1%	-	1 *	-	1 *	-	-	-	-	-	-	-	3 *	1 *	-	2 1%	-	-	-	-
A few times a week	54 5%	8 8%	1 12%	8 6%	6 6%	8 4%	6 8%	3 4%	5 11%	1 3%	1 2%	3 6%	12 5%	36 6%	24 5%	3 21%	9 6%	6 5%	1 2%	2 21%	3 4%
Once a week	141 14%	13 12%	3 31%	7 5%	24 21%	16 8%	10 13%	10 12%	8 18%	12 25%	3 8%	12 22%	39 15%	84 14%	69 15%	5 34%	10 7%	17 13%	2 5%	-	15 18%
Once a fortnight	119 12%	11 11%	-	18 13%	14 12%	23 12%	8 9%	12 14%	4 8%	9 19%	5 16%	6 11%	23 9%	82 13%	58 13%	1 10%	22 15%	13 9%	5 12%	1 7%	7 8%
Once a month	155 15%	8 7%	1 15%	26 19%	11 10%	36 18%	13 16%	21 26%	2 5%	8 17%	3 9%	13 24%	39 15%	94 15%	75 17%	1 7%	18 13%	21 15%	8 18%	2 20%	11 13%
A few times a year	247 24%	33 31%	3 27%	30 22%	27 24%	48 24%	19 23%	21 25%	13 30%	7 15%	10 31%	11 20%	65 25%	138 23%	105 23%	1 10%	32 22%	43 31%	10 23%	5 45%	28 33%
Once a year	37 4%	2 2%	-	3 2%	3 3%	14 7%	6 8%	1 2%	1 2%	* 1%	2 5%	* 1%	7 3%	23 4%	15 3%	-	8 5%	7 5%	3 7%	-	4 4%
Less often than once a year	62 6%	9 8%	1 6%	7 5%	3 3%	13 6%	5 6%	3 4%	6 14%	1 2%	7 22%	1 2%	18 7%	32 5%	17 4%	-	15 11%	13 9%	8 18%	-	5 6%
Never	194 19%	20 19%	1 10%	38 28%	26 23%	40 20%	15 18%	12 14%	5 11%	9 18%	2 8%	7 14%	59 23%	117 19%	87 19%	3 18%	27 19%	17 13%	5 13%	1 7%	11 13%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 9

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?

Base: All respondents

Swede

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base	1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
NET: Ever	817 81%	35 78%	36 95%	39 92%	36 80%	9 83%	26 78%	57 77%	33 93%	37 79%	63 71%	44 81%	21 77%	16 77%	14 97%	185 80%	27 86%	33 93%	24 81%	29 78%	53 76%
NET: Monthly or more	471 47%	21 47%	23 61%	20 47%	23 52%	7 61%	10 29%	31 42%	26 71%	23 48%	33 37%	20 36%	8 31%	9 44%	8 58%	101 44%	17 52%	22 64%	18 63%	21 55%	30 43%
NET: Weekly or more	198 20%	5 11%	10 27%	14 34%	13 29%	4 31%	4 10%	17 23%	17 47%	10 21%	10 11%	11 21%	3 11%	5 26%	1 7%	31 14%	11 33%	4 13%	12 40%	10 26%	6 9%
Every day	3 *	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	1 *	2 5%	-	-	-	-
A few times a week	54 5%	2 5%	2 4%	6 14%	2 3%	1 11%	-	2 2%	3 8%	2 4%	5 6%	6 11%	* 1%	4 20%	-	11 5%	1 4%	2 5%	2 6%	1 4%	2 3%
Once a week	141 14%	3 7%	8 22%	9 20%	11 25%	2 20%	4 10%	15 21%	14 39%	8 17%	4 5%	6 10%	3 10%	1 6%	1 7%	19 8%	8 24%	3 8%	10 34%	8 22%	4 5%
Once a fortnight	119 12%	7 17%	4 11%	4 8%	6 13%	1 8%	5 15%	8 10%	3 8%	7 14%	8 9%	4 8%	3 10%	1 7%	2 13%	27 12%	3 9%	6 18%	4 14%	8 22%	8 12%
Once a month	155 15%	8 19%	9 23%	2 5%	5 10%	3 23%	1 4%	6 9%	6 16%	6 13%	15 17%	4 7%	3 10%	2 11%	5 38%	43 19%	3 10%	11 33%	3 9%	3 8%	16 23%
A few times a year	247 24%	11 25%	11 29%	12 29%	10 21%	2 14%	11 33%	20 27%	8 21%	8 18%	18 21%	19 34%	10 36%	4 21%	3 20%	55 24%	7 20%	8 22%	5 18%	7 19%	18 25%
Once a year	37 4%	- -	1 4%	1 2%	2 3%	1 7%	- -	3 4%	- -	1 2%	4 4%	1 3%	- -	3 12%	2 13%	16 7%	1 2%	- -	- -	* 1%	1 2%
Less often than once a year	62 6%	3 6%	* 1%	6 13%	1 3%	-	5 16%	3 4%	-	5 11%	8 9%	4 8%	3 11%	-	1 5%	13 5%	3 11%	3 8%	-	1 2%	3 5%
Never	194 19%	10 22%	2 5%	3 8%	9 20%	2 17%	7 22%	17 23%	3 7%	10 21%	26 29%	10 19%	6 23%	5 23%	* 3%	46 20%	5 14%	2 7%	5 19%	8 22%	17 24%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 10

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?**Base: All respondents****Turnip**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humbs-erside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420	
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439	
NET: Ever	703 70%	355 72%	349 68%	83 69%	114 67%	115 68%	128 71%	103 69%	160 73%	193 72%	206 74%	149 68%	155 64%	83 91%	33 81%	71 64%	65 72%	55 61%	49 70%	31 62%	63 62%	90 68%	93 66%	70 77%	100 79%	308 70%	
NET: Monthly or more	320 32%	168 34%	153 30%	45 37%	46 27%	53 31%	61 34%	46 30%	70 32%	93 34%	83 30%	76 35%	68 28%	53 59%	21 51%	35 31%	36 40%	22 24%	16 23%	17 33%	21 21%	47 35%	33 23%	20 22%	42 33%	147 34%	
NET: Weekly or more	120 12%	69 14%	50 10%	24 20%	15 9%	16 9%	25 14%	15 10%	24 11%	31 12%	31 11%	28 13%	30 12%	16 18%	12 30%	16 15%	15 17%	6 6%	7 10%	8 16%	9 9%	13 10%	12 9%	5 5%	20 16%	51 12%	
Every day	3 *	3 1%	1 *	2 1%	1 *	- -	1 1%	- -	- -	- -	1 *	- -	3 1%	- -	- -	- -	- -	1 1%	1 1%	- -	- -	1 1%	2 1%	- -	1 *	3 1%	
A few times a week	37 4%	17 3%	20 4%	7 6%	6 4%	6 3%	6 3%	2 1%	11 5%	11 4%	6 2%	7 3%	13 5%	6 6%	3 8%	6 5%	4 5%	1 1%	4 5%	5 10%	2 2%	5 4%	- -	1 1%	4 3%	15 3%	
Once a week	79 8%	50 10%	29 6%	16 13%	9 5%	10 6%	17 10%	13 9%	13 6%	20 7%	25 9%	21 9%	14 6%	10 11%	9 22%	11 10%	11 12%	4 4%	3 4%	3 6%	7 7%	7 5%	11 8%	4 4%	15 12%	34 8%	
Once a fortnight	91 9%	39 8%	51 10%	11 9%	10 6%	12 7%	16 9%	17 11%	24 11%	29 11%	27 10%	22 10%	13 5%	16 17%	5 13%	10 9%	6 6%	6 7%	5 7%	5 10%	7 7%	15 12%	5 4%	10 11%	10 8%	47 11%	
Once a month	110 11%	59 12%	51 10%	10 8%	20 12%	24 14%	20 11%	14 9%	21 10%	33 12%	25 9%	26 12%	26 11%	22 24%	3 8%	8 7%	16 17%	10 11%	4 5%	4 7%	5 5%	19 14%	16 11%	5 6%	12 9%	49 11%	
A few times a year	230 23%	124 25%	106 21%	21 17%	28 16%	40 23%	47 26%	39 26%	56 25%	60 22%	73 26%	41 19%	57 24%	19 21%	7 18%	24 21%	21 23%	17 19%	19 27%	8 15%	25 25%	23 18%	33 23%	33 37%	38 30%	87 20%	
Once a year	52 5%	22 4%	30 6%	6 5%	10 6%	12 7%	7 4%	5 4%	11 5%	12 5%	17 6%	14 7%	8 3%	6 6%	- -	8 7%	2 2%	- -	7 10%	1 1%	6 6%	9 7%	7 5%	5 6%	8 6%	26 6%	
Less often than once a year	101 10%	41 8%	60 12%	11 9%	30 18%	10 6%	14 8%	13 9%	23 11%	29 11%	33 12%	18 8%	21 9%	5 5%	5 12%	5 4%	6 7%	16 17%	7 10%	7 13%	10 10%	11 8%	20 14%	11 12%	11 9%	48 11%	
Never	308 30%	141 28%	167 32%	37 31%	56 33%	55 32%	52 29%	47 31%	60 27%	77 28%	74 26%	71 32%	86 36%	8 9%	8 19%	40 36%	26 28%	36 39%	22 30%	19 38%	39 38%	42 32%	48 34%	21 23%	27 21%	131 30%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 11

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?**Base: All respondents****Turnip**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?					What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18
NET: Ever	703 70%	565 70%	288 70%	276 69%	139 68%	126 67%	13 89%	494 70%	207 69%	61 58%	92 68%	100 79%	66 79%	32 60%	94 65%	147 72%	159 76%	137 69%	50 61%	25 69%	10 74%	15 82%
NET: Monthly or more	320 32%	254 31%	125 31%	128 32%	67 33%	65 34%	2 13%	214 30%	105 35%	27 25%	53 40%	52 41%	34 41%	20 37%	43 30%	60 29%	68 33%	61 31%	27 33%	18 49%	5 34%	5 26%
NET: Weekly or more	120 12%	85 11%	41 10%	44 11%	35 17%	34 18%	* 3%	85 12%	34 11%	7 6%	13 9%	20 16%	15 18%	10 18%	18 13%	21 10%	26 13%	19 10%	12 15%	1 2%	1 6%	5 26%
Every day	3 *	3 *	3 1%	1 *	- -	- -	- -	3 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	2 1%	1 2%	- -	- -	- -
A few times a week	37 4%	24 3%	7 2%	17 4%	14 7%	13 7%	* 3%	28 4%	9 3%	2 2%	6 5%	4 3%	1 1%	2 3%	10 7%	8 4%	8 4%	3 1%	2 2%	- -	- -	- -
Once a week	79 8%	58 7%	31 8%	27 7%	21 10%	21 11%	- -	54 8%	25 8%	4 4%	7 5%	16 13%	15 18%	8 15%	8 5%	13 6%	18 9%	15 7%	9 11%	1 2%	1 6%	5 26%
Once a fortnight	91 9%	72 9%	36 9%	36 9%	18 9%	18 10%	- -	71 10%	20 7%	3 3%	15 11%	11 9%	4 4%	4 8%	11 8%	15 7%	23 11%	17 9%	4 5%	11 31%	1 9%	- -
Once a month	110 11%	96 12%	48 12%	48 12%	13 7%	12 6%	1 10%	58 8%	50 17%	17 16%	25 19%	20 16%	16 19%	6 10%	13 9%	24 12%	19 9%	25 12%	10 13%	6 17%	3 19%	- -
A few times a year	230 23%	189 23%	94 23%	95 24%	41 20%	35 18%	6 44%	163 23%	67 22%	17 16%	27 20%	32 25%	24 28%	8 16%	28 19%	52 25%	55 26%	40 20%	15 19%	6 17%	3 21%	7 40%
Once a year	52 5%	43 5%	24 6%	19 5%	9 4%	8 4%	* 3%	37 5%	15 5%	7 7%	2 2%	8 6%	2 3%	* 1%	9 6%	7 4%	15 7%	12 6%	4 5%	- -	- -	2 11%
Less often than once a year	101 10%	79 10%	45 11%	34 9%	22 11%	18 10%	4 30%	80 11%	21 7%	11 10%	10 7%	9 7%	6 7%	4 7%	15 10%	27 13%	20 10%	24 12%	3 4%	1 3%	3 18%	1 6%
Never	308 30%	243 30%	121 30%	122 31%	64 32%	63 33%	2 11%	214 30%	93 31%	44 42%	43 32%	26 21%	18 21%	21 40%	50 35%	58 28%	51 24%	63 31%	32 39%	11 31%	4 26%	3 18%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 12

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?

Base: All respondents

Turnip

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Cent- ral	Gram- pian	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	Single	NET: Mar- ried/ Civil part- ner- ship/ co hab- iting	Mar- ried	Civil Part- ner- ship	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Separ- ated	Div- orced
Unweighted base	1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
NET: Ever	703 70%	65 61%	10 100%	83 61%	74 65%	142 72%	49 60%	74 90%	32 77%	30 62%	24 77%	40 75%	172 66%	430 71%	327 72%	8 53%	95 67%	98 72%	28 66%	9 79%	61 73%
NET: Monthly or more	320 32%	23 22%	7 65%	32 23%	37 33%	62 31%	17 21%	48 58%	20 47%	16 33%	3 11%	13 25%	70 27%	207 34%	160 35%	4 28%	43 30%	39 29%	12 28%	5 48%	22 27%
NET: Weekly or more	120 12%	12 11%	2 21%	10 7%	16 14%	16 8%	7 9%	14 17%	12 29%	8 17%	1 3%	3 5%	37 14%	70 12%	52 12%	2 13%	16 11%	11 8%	4 8%	1 13%	6 8%
Every day	3 *	2 1%	- -	1 1%	- -	1 *	- -	- -	- -	- -	- -	- -	1 *	3 *	1 *	- -	2 1%	- -	- -	- -	- -
A few times a week	37 4%	2 2%	2 21%	2 1%	5 5%	5 3%	- -	4 5%	3 8%	5 10%	- -	1 1%	11 4%	22 4%	16 4%	1 9%	5 3%	4 3%	3 6%	1 6%	1 1%
Once a week	79 8%	8 8%	- -	7 5%	11 9%	10 5%	7 9%	10 12%	9 21%	3 7%	1 3%	2 4%	26 10%	45 7%	35 8%	1 4%	9 7%	7 5%	1 2%	1 7%	5 6%
Once a fortnight	91 9%	7 6%	2 21%	7 5%	14 12%	19 9%	2 3%	13 16%	5 13%	5 10%	1 4%	9 17%	18 7%	61 10%	51 11%	1 5%	10 7%	11 8%	3 8%	- -	8 9%
Once a month	110 11%	5 5%	2 22%	15 11%	8 7%	27 14%	8 10%	20 24%	2 6%	3 6%	1 4%	2 3%	15 6%	76 13%	57 13%	1 10%	17 12%	17 12%	5 12%	4 35%	8 10%
A few times a year	230 23%	26 24%	2 20%	31 23%	24 21%	40 20%	21 25%	17 21%	7 17%	8 16%	9 28%	19 35%	49 19%	142 23%	108 24%	2 13%	31 22%	40 29%	10 24%	1 12%	29 34%
Once a year	52 5%	7 6%	- -	5 4%	8 7%	15 7%	4 5%	6 7%	- -	1 1%	2 6%	2 3%	21 8%	26 4%	22 5%	- -	4 3%	5 4%	1 2%	- -	4 5%
Less often than once a year	101 10%	9 9%	2 16%	15 11%	5 4%	25 13%	8 9%	4 4%	5 12%	6 12%	10 31%	6 11%	32 12%	55 9%	36 8%	2 12%	17 12%	14 10%	5 13%	2 19%	6 8%
Never	308 30%	42 39%	- -	54 39%	40 35%	57 28%	33 40%	8 10%	10 23%	19 38%	7 23%	14 25%	90 34%	178 29%	125 28%	7 47%	47 33%	39 28%	14 34%	2 21%	22 27%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 13

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?

Base: All respondents

Turnip

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base	1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
NET: Ever	703 70%	40 90%	34 91%	35 83%	35 78%	8 72%	28 82%	44 59%	31 87%	28 60%	55 62%	33 60%	15 56%	10 49%	8 59%	166 72%	22 70%	26 73%	24 81%	21 56%	39 56%
NET: Monthly or more	320 32%	24 55%	24 65%	22 52%	22 49%	5 44%	16 47%	16 21%	22 63%	6 12%	22 25%	11 20%	4 15%	5 26%	* 3%	71 31%	10 31%	5 13%	11 37%	10 28%	13 18%
NET: Weekly or more	120 12%	6 13%	9 25%	14 34%	9 21%	2 14%	6 18%	5 6%	15 41%	2 5%	6 6%	6 11%	3 9%	1 3%	* 3%	18 8%	6 19%	1 3%	3 9%	4 10%	5 7%
Every day	3 *	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	1 *	2 5%	-	-	-	-
A few times a week	37 4%	3 6%	2 6%	5 13%	2 5%	-	5 14%	-	8 22%	-	1 1%	2 3%	* 1%	-	-	5 2%	-	-	1 2%	1 2%	2 3%
Once a week	79 8%	3 7%	7 19%	9 21%	7 16%	2 14%	1 3%	5 6%	7 18%	2 5%	3 4%	4 7%	2 8%	1 3%	* 3%	12 5%	5 15%	1 3%	2 7%	3 9%	2 3%
Once a fortnight	91 9%	8 17%	6 17%	5 13%	4 9%	2 14%	4 12%	7 10%	4 11%	1 2%	6 7%	2 4%	1 4%	-	-	23 10%	2 5%	2 6%	7 24%	4 11%	3 4%
Once a month	110 11%	11 24%	9 23%	2 6%	8 18%	2 16%	6 18%	4 5%	4 11%	2 5%	10 11%	3 5%	* 1%	5 24%	-	30 13%	2 7%	2 5%	1 4%	2 7%	5 7%
A few times a year	230 23%	9 20%	7 18%	7 17%	8 18%	3 27%	9 27%	18 24%	7 19%	11 24%	17 20%	15 27%	7 26%	3 15%	7 49%	52 23%	5 16%	15 41%	7 24%	5 14%	18 25%
Once a year	52 5%	3 7%	2 6%	-	1 1%	-	1 2%	6 8%	2 6%	5 10%	-	2 3%	2 9%	-	-	17 8%	3 11%	2 5%	1 5%	1 2%	3 4%
Less often than once a year	101 10%	4 8%	1 2%	6 14%	4 10%	-	2 6%	4 6%	-	6 13%	16 18%	5 10%	2 6%	2 8%	1 7%	26 11%	4 12%	5 13%	5 16%	5 13%	6 8%
Never	308 30%	4 10%	3 9%	7 17%	10 22%	3 28%	6 18%	30 41%	4 13%	19 40%	33 38%	22 40%	12 44%	11 51%	6 41%	64 28%	10 30%	9 27%	6 19%	17 44%	31 44%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 14

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?**Base: All respondents****Cauliflower**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humbs-erside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420	
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439	
NET: Ever	939 93%	451 91%	488 95%	109 91%	148 87%	158 93%	171 95%	140 93%	213 96%	255 94%	254 91%	203 92%	226 94%	81 89%	39 96%	103 92%	83 91%	84 92%	64 90%	42 84%	96 95%	123 94%	136 96%	88 97%	117 92%	408 93%	
NET: Monthly or more	735 73%	358 72%	378 73%	80 67%	107 63%	130 77%	134 75%	112 74%	171 78%	184 68%	197 70%	170 77%	183 76%	53 58%	25 61%	88 79%	72 79%	54 60%	51 72%	38 74%	80 79%	95 72%	109 77%	71 78%	93 73%	325 74%	
NET: Weekly or more	394 39%	203 41%	191 37%	56 46%	46 27%	60 35%	74 41%	53 35%	106 48%	96 35%	89 32%	105 48%	104 43%	26 29%	13 31%	51 45%	38 42%	29 32%	26 37%	22 44%	51 50%	51 39%	52 37%	35 38%	48 38%	167 38%	
Every day	7 1%	5 1%	2 *	2 1%	2 1%	1 *	1 1%	- -	1 1%	1 *	2 1%	2 1%	3 1%	- -	1 4%	1 1%	1 1%	1 1%	- -	- -	* *	- -	2 2%	1 1%	2 2%	4 1%	
A few times a week	162 16%	75 15%	87 17%	27 23%	13 8%	25 14%	32 18%	16 11%	49 22%	38 14%	27 10%	47 21%	50 21%	11 13%	5 12%	22 20%	8 8%	13 14%	13 19%	9 18%	23 23%	23 17%	20 14%	16 17%	19 15%	64 15%	
Once a week	225 22%	124 25%	101 20%	27 22%	30 18%	35 20%	41 23%	37 25%	56 25%	58 21%	60 22%	56 25%	51 21%	15 16%	6 15%	28 25%	29 32%	16 18%	13 19%	13 26%	27 27%	29 22%	30 21%	19 20%	27 22%	99 23%	
Once a fortnight	172 17%	83 17%	89 17%	15 12%	25 15%	38 22%	31 17%	30 20%	33 15%	41 15%	51 18%	38 17%	42 18%	14 16%	9 21%	14 13%	18 20%	13 14%	10 14%	11 22%	15 15%	17 13%	27 19%	24 26%	18 14%	86 20%	
Once a month	169 17%	71 14%	98 19%	10 8%	36 21%	33 19%	29 16%	29 19%	33 15%	48 18%	57 20%	28 13%	37 15%	13 14%	4 9%	23 21%	16 18%	12 14%	15 21%	4 9%	14 14%	26 20%	30 21%	12 14%	26 21%	72 16%	
A few times a year	169 17%	77 16%	92 18%	21 18%	38 22%	20 12%	31 17%	24 16%	34 16%	59 22%	41 15%	30 14%	39 16%	24 27%	10 25%	12 11%	8 8%	27 29%	11 16%	4 8%	16 16%	24 18%	21 15%	12 13%	21 16%	70 16%	
Once a year	10 1%	7 1%	3 1%	3 2%	1 1%	* *	2 1%	2 1%	1 1%	5 2%	3 1%	1 1%	* *	2 3%	- -	1 1%	1 1%	2 3%	- -	- -	- -	- -	1 1%	2 3%	- -	7 2%	
Less often than once a year	24 2%	9 2%	15 3%	4 4%	1 1%	7 4%	4 2%	2 1%	6 3%	6 2%	13 5%	1 1%	4 2%	2 2%	4 10%	2 2%	2 2%	- -	1 2%	1 2%	1 1%	5 4%	5 4%	2 3%	3 3%	6 1%	
Never	72 7%	44 9%	28 5%	11 9%	22 13%	12 7%	9 5%	10 7%	8 4%	16 6%	26 9%	17 8%	14 6%	10 11%	2 4%	8 8%	8 9%	7 8%	7 10%	8 16%	5 5%	8 6%	6 4%	3 3%	10 8%	31 7%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 15

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?**Base: All respondents****Cauliflower**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?										
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more		
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10		
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18		
NET: Ever	939 93%	743 92%	376 92%	367 92%	196 96%	181 96%	15 100%	650 92%	287 96%	99 94%	131 97%	123 98%	82 97%	46 86%	133 93%	190 93%	195 93%	181 91%	81 99%	31 87%	14 100%	17 96%		
NET: Monthly or more	735 73%	568 70%	280 68%	288 72%	167 82%	156 83%	12 79%	497 70%	236 79%	76 72%	112 83%	102 81%	70 84%	37 70%	104 72%	140 69%	154 74%	138 69%	73 90%	23 64%	11 82%	14 76%		
NET: Weekly or more	394 39%	300 37%	149 36%	151 38%	94 46%	92 49%	2 14%	279 39%	115 38%	36 34%	47 35%	53 42%	44 52%	14 26%	63 44%	81 40%	79 38%	68 34%	33 41%	12 34%	7 48%	11 63%		
Every day	7 1%	7 1%	4 1%	3 1%	- -	- -	- -	6 1%	1 *	1 1%	1 *	1 1%	- -	- -	- -	1 *	2 1%	2 1%	1 2%	- -	- -	- -		
A few times a week	162 16%	115 14%	54 13%	62 15%	47 23%	46 24%	1 8%	115 16%	47 16%	11 10%	18 14%	21 17%	19 22%	7 13%	33 23%	37 18%	35 17%	29 14%	6 8%	4 12%	3 19%	- -		
Once a week	225 22%	178 22%	91 22%	87 22%	47 23%	46 25%	1 6%	158 22%	67 22%	25 24%	29 21%	31 25%	25 30%	7 13%	30 21%	44 21%	42 20%	37 18%	26 32%	8 21%	4 28%	11 63%		
Once a fortnight	172 17%	138 17%	67 16%	71 18%	34 17%	31 17%	3 20%	108 15%	63 21%	15 14%	35 26%	23 19%	14 16%	10 20%	25 17%	33 16%	34 16%	34 17%	20 25%	6 16%	1 9%	- -		
Once a month	169 17%	130 16%	64 16%	66 17%	39 19%	33 17%	7 46%	110 16%	58 19%	24 23%	30 22%	26 20%	13 15%	13 24%	16 11%	26 13%	41 20%	36 18%	20 24%	5 14%	4 25%	2 13%		
A few times a year	169 17%	142 18%	78 19%	63 16%	27 14%	24 13%	3 21%	128 18%	41 14%	21 20%	13 10%	16 12%	9 11%	6 12%	23 16%	43 21%	37 18%	36 18%	6 7%	7 20%	- -	4 21%		
Once a year	10 1%	10 1%	8 2%	2 1%	- -	- -	- -	5 1%	5 2%	2 2%	4 3%	3 3%	* *	- -	3 2%	1 1%	1 *	4 2%	- -	1 3%	- -	- -		
Less often than once a year	24 2%	24 3%	10 3%	13 3%	1 *	1 *	- -	19 3%	5 2%	* *	2 2%	3 2%	2 2%	3 5%	4 3%	6 3%	4 2%	4 2%	1 2%	- -	3 18%	- -		
Never	72 7%	65 8%	33 8%	31 8%	7 4%	7 4%	- -	59 8%	13 4%	6 6%	4 3%	2 2%	2 3%	7 14%	10 7%	14 7%	14 7%	18 9%	1 1%	5 13%	- -	1 4%		

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 16

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?**Base: All respondents****Cauliflower**

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Cent- ral	Gram- pian	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	Single	NET: Mar- ried/ Civil part- ner- ship/ co hab- iting	Mar- ried	Civil Part- ner- ship	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Separ- ated	Div- orced
Unweighted base	1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
NET: Ever	939 93%	101 94%	9 90%	124 91%	106 93%	190 96%	78 95%	74 90%	40 96%	41 83%	31 99%	51 95%	233 89%	576 95%	433 96%	13 91%	129 91%	126 92%	41 97%	9 81%	76 91%
NET: Monthly or more	735 73%	84 79%	7 73%	93 68%	92 80%	146 74%	65 79%	47 57%	25 60%	36 74%	18 57%	41 77%	172 66%	468 77%	372 82%	12 84%	83 58%	92 67%	30 71%	6 52%	56 67%
NET: Weekly or more	394 39%	53 50%	2 21%	46 34%	53 46%	75 38%	37 45%	24 30%	13 30%	22 45%	6 18%	21 39%	95 36%	257 42%	206 46%	9 62%	41 29%	41 30%	11 26%	2 21%	28 33%
Every day	7 1%	2 2%	- -	1 *	1 1%	- -	1 1%	- -	1 3%	- -	- -	1 1%	- -	7 1%	6 1%	- -	2 1%	- -	- -	- -	- -
A few times a week	162 16%	23 22%	1 12%	18 13%	26 23%	32 16%	15 18%	10 12%	5 12%	9 19%	1 2%	11 21%	40 15%	106 17%	86 19%	3 21%	17 12%	14 10%	5 11%	2 14%	8 9%
Once a week	225 22%	28 26%	1 9%	27 20%	26 23%	43 22%	21 25%	15 18%	6 14%	13 27%	5 16%	9 17%	54 21%	143 24%	115 25%	6 41%	23 16%	27 20%	6 15%	1 7%	20 24%
Once a fortnight	172 17%	15 14%	2 17%	22 16%	16 14%	34 17%	11 13%	13 15%	8 19%	10 20%	9 30%	13 25%	41 16%	106 17%	82 18%	1 9%	23 16%	24 18%	6 15%	* 4%	18 21%
Once a month	169 17%	17 16%	3 34%	26 19%	23 20%	38 19%	18 21%	10 12%	5 12%	4 9%	3 9%	7 13%	37 14%	105 17%	84 19%	2 13%	19 13%	26 19%	13 31%	3 26%	11 13%
A few times a year	169 17%	16 15%	2 18%	28 20%	12 10%	35 18%	10 12%	23 28%	10 24%	3 7%	12 39%	6 12%	45 17%	91 15%	54 12%	1 7%	37 26%	32 23%	11 25%	3 29%	18 21%
Once a year	10 1%	- -	- -	2 2%	1 *	- -	1 1%	2 3%	- -	- -	- -	2 4%	5 2%	5 1%	2 1%	- -	2 2%	- -	- -	- -	- -
Less often than once a year	24 2%	1 1%	- -	1 1%	2 2%	9 4%	2 2%	2 2%	5 12%	1 2%	1 2%	1 2%	10 4%	12 2%	5 1%	- -	7 5%	2 2%	- -	- -	2 3%
Never	72 7%	6 6%	1 10%	12 9%	8 7%	8 4%	4 5%	9 10%	2 4%	8 17%	* 1%	3 5%	29 11%	32 5%	19 4%	1 9%	13 9%	11 8%	1 3%	2 19%	7 9%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 17

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?

Base: All respondents

Cauliflower

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base	1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
NET: Ever	939 93%	37 84%	35 93%	40 96%	39 86%	10 90%	32 96%	67 90%	35 98%	40 86%	83 93%	51 94%	26 94%	19 89%	14 100%	221 96%	32 100%	34 97%	27 93%	30 81%	65 93%
NET: Monthly or more	735 73%	20 45%	26 69%	26 63%	32 71%	9 82%	32 94%	56 76%	31 87%	33 70%	52 59%	44 80%	19 70%	17 82%	12 83%	170 74%	29 90%	28 78%	20 70%	26 70%	54 77%
NET: Weekly or more	394 39%	12 28%	8 21%	15 35%	20 45%	4 37%	13 40%	26 35%	23 65%	17 37%	28 32%	28 51%	13 46%	10 50%	6 42%	84 36%	19 58%	10 30%	14 47%	16 42%	28 40%
Every day	7 1%	- -	- -	1 3%	1 2%	- -	- -	1 1%	- -	- -	1 1%	- -	- -	- -	- -	1 *	2 5%	- -	1 2%	- -	* 1%
A few times a week	162 16%	6 14%	3 8%	6 15%	4 10%	- -	9 26%	12 17%	14 39%	3 7%	12 14%	16 29%	5 19%	5 27%	1 9%	35 15%	7 23%	4 10%	7 25%	4 10%	6 8%
Once a week	225 22%	6 13%	5 13%	7 17%	15 33%	4 37%	5 14%	13 17%	9 26%	14 30%	15 17%	12 22%	7 27%	5 23%	5 33%	48 21%	10 30%	7 19%	6 19%	12 32%	22 31%
Once a fortnight	172 17%	7 16%	7 20%	7 17%	4 9%	4 39%	12 35%	12 16%	4 10%	7 15%	14 15%	6 12%	6 21%	3 13%	3 23%	39 17%	3 9%	12 35%	5 16%	7 19%	10 14%
Once a month	169 17%	1 1%	10 28%	4 10%	8 17%	1 6%	6 19%	18 25%	4 11%	8 18%	11 12%	10 18%	1 3%	4 19%	2 17%	47 21%	7 23%	5 14%	2 8%	3 9%	16 22%
A few times a year	169 17%	14 31%	9 25%	10 24%	6 14%	- -	* 1%	9 12%	3 8%	6 13%	28 32%	7 13%	7 25%	2 7%	2 17%	41 18%	1 2%	6 17%	4 13%	3 9%	10 15%
Once a year	10 1%	2 5%	- -	- -	1 1%	- -	- -	- -	1 2%	- -	2 3%	- -	- -	- -	- -	1 *	* 1%	- -	2 7%	- -	* 1%
Less often than once a year	24 2%	2 3%	- -	4 10%	- -	1 7%	- -	1 2%	1 2%	1 3%	- -	1 1%	- -	- -	- -	9 4%	2 7%	1 2%	1 3%	1 2%	1 1%
Never	72 7%	7 16%	2 7%	2 4%	6 14%	1 10%	1 4%	8 10%	1 2%	7 14%	6 7%	3 6%	2 6%	2 11%	- -	9 4%	- -	1 3%	2 7%	7 19%	5 7%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 18

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?

Base: All respondents

Cabbage

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humbs-erside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420	
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439	
NET: Ever	917 91%	446 90%	471 91%	107 89%	150 88%	156 92%	164 91%	136 90%	206 93%	247 91%	249 89%	204 93%	218 90%	81 89%	37 93%	107 96%	81 90%	82 90%	63 89%	39 78%	89 88%	118 90%	132 93%	87 96%	120 95%	403 92%	
NET: Monthly or more	671 66%	328 66%	343 67%	75 63%	100 59%	120 71%	115 64%	106 70%	154 70%	180 67%	183 65%	158 72%	150 62%	50 55%	28 68%	82 74%	66 73%	50 55%	42 59%	31 61%	68 67%	88 67%	104 74%	62 68%	85 67%	313 71%	
NET: Weekly or more	332 33%	174 35%	157 31%	46 38%	39 23%	52 31%	55 31%	52 35%	87 40%	90 33%	74 26%	95 43%	72 30%	22 24%	16 39%	43 38%	35 38%	26 29%	27 38%	14 27%	29 29%	45 34%	44 31%	31 34%	33 26%	160 37%	
Every day	5 *	3 1%	2 *	2 1%	- -	- -	1 1%	1 1%	1 *	- -	1 *	- -	4 2%	- -	- -	- -	- -	1 1%	- -	- -	- -	2 2%	2 1%	1 1%	- -	4 1%	
A few times a week	120 12%	52 11%	68 13%	16 13%	10 6%	19 11%	21 12%	11 7%	43 20%	34 13%	26 9%	30 14%	30 13%	5 5%	7 18%	13 12%	10 11%	12 13%	10 15%	3 6%	14 13%	16 12%	18 13%	12 13%	11 9%	48 11%	
Once a week	206 20%	118 24%	88 17%	28 23%	29 17%	34 20%	32 18%	40 27%	43 19%	56 21%	46 17%	65 30%	38 16%	17 18%	8 20%	30 27%	24 26%	14 15%	17 24%	11 21%	16 16%	27 20%	25 17%	19 21%	22 17%	108 25%	
Once a fortnight	173 17%	84 17%	89 17%	16 13%	31 19%	34 20%	32 18%	27 18%	32 15%	47 17%	50 18%	35 16%	41 17%	12 13%	3 8%	16 15%	21 23%	7 8%	5 7%	9 19%	25 25%	22 17%	34 24%	18 20%	27 21%	87 20%	
Once a month	166 16%	70 14%	97 19%	14 11%	30 18%	34 20%	28 16%	26 17%	35 16%	43 16%	59 21%	28 13%	37 15%	17 19%	9 21%	23 20%	11 12%	17 18%	10 14%	8 16%	13 13%	21 16%	26 19%	13 14%	25 20%	65 15%	
A few times a year	179 18%	96 19%	83 16%	17 14%	32 19%	28 16%	38 21%	22 15%	42 19%	46 17%	48 17%	39 18%	46 19%	17 19%	8 21%	19 17%	12 13%	15 16%	18 26%	6 13%	17 17%	25 19%	22 15%	19 21%	27 21%	57 13%	
Once a year	34 3%	11 2%	24 5%	9 8%	10 6%	3 2%	7 4%	3 2%	2 1%	18 7%	8 3%	2 1%	6 3%	6 6%	- -	2 2%	2 3%	15 17%	2 2%	1 2%	1 1%	2 2%	2 2%	1 1%	5 4%	18 4%	
Less often than once a year	33 3%	12 2%	21 4%	5 4%	7 4%	5 3%	4 2%	5 3%	8 4%	3 1%	10 4%	4 2%	16 7%	8 9%	2 4%	3 3%	1 1%	1 1%	1 2%	1 2%	4 4%	4 3%	4 3%	4 5%	3 2%	15 3%	
Never	94 9%	49 10%	45 9%	14 11%	20 12%	14 8%	16 9%	14 10%	15 7%	23 9%	31 11%	16 7%	23 10%	10 11%	3 7%	4 4%	10 10%	9 10%	8 11%	11 22%	12 12%	13 10%	10 7%	4 4%	7 5%	37 8%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 19

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?**Base: All respondents****Cabbage**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?					What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18
NET: Ever	917	729	367	362	188	174	15	641	274	91	124	121	81	46	122	188	188	179	78	34	14	18
	91%	90%	90%	91%	93%	92%	100%	90%	91%	86%	92%	96%	96%	87%	85%	92%	90%	90%	95%	94%	100%	100%
NET: Monthly or more	671	518	255	263	153	144	9	471	198	50	94	95	67	39	86	121	142	134	61	23	11	14
	66%	64%	62%	66%	75%	77%	60%	66%	66%	47%	70%	76%	80%	72%	60%	59%	68%	67%	74%	63%	82%	77%
NET: Weekly or more	332	247	122	125	84	83	2	235	97	27	46	46	27	18	44	62	73	59	28	13	4	8
	33%	31%	30%	31%	42%	44%	13%	33%	32%	25%	34%	37%	32%	34%	30%	30%	35%	30%	35%	37%	32%	45%
Every day	5	5	4	1	-	-	-	5	-	-	-	-	-	1	1	1	-	2	1	-	-	-
	*	1%	1%	*	-	-	-	1%	-	-	-	-	-	2%	*	*	-	1%	2%	-	-	-
A few times a week	120	87	45	42	34	34	-	92	28	8	13	12	8	6	18	26	26	21	3	5	-	3
	12%	11%	11%	11%	17%	18%	-	13%	9%	7%	9%	9%	10%	11%	12%	13%	12%	10%	4%	14%	-	19%
Once a week	206	155	73	82	51	49	2	138	68	19	33	35	18	11	25	35	47	37	24	8	4	5
	20%	19%	18%	21%	25%	26%	13%	19%	23%	18%	25%	28%	22%	21%	18%	17%	22%	18%	29%	23%	32%	26%
Once a fortnight	173	137	67	69	36	33	3	122	50	11	20	24	21	5	20	29	42	40	17	6	5	1
	17%	17%	16%	17%	18%	17%	24%	17%	17%	10%	15%	19%	25%	9%	14%	14%	20%	20%	21%	17%	35%	7%
Once a month	166	134	65	69	32	29	4	114	52	12	28	25	19	16	22	29	27	35	16	3	2	5
	16%	17%	16%	17%	16%	15%	24%	16%	17%	11%	21%	20%	23%	30%	15%	14%	13%	17%	19%	9%	14%	25%
A few times a year	179	153	79	74	26	22	4	125	54	28	21	18	10	6	25	46	38	30	14	11	3	2
	18%	19%	19%	19%	13%	12%	25%	18%	18%	27%	16%	15%	12%	11%	17%	22%	18%	15%	17%	31%	18%	13%
Once a year	34	31	19	12	3	3	-	23	11	6	3	2	2	1	6	12	4	9	1	-	-	2
	3%	4%	5%	3%	2%	2%	-	3%	4%	6%	2%	2%	2%	2%	4%	6%	2%	4%	1%	-	-	10%
Less often than once a year	33	27	14	12	6	4	2	22	11	7	6	5	1	1	6	10	5	6	3	-	-	-
	3%	3%	3%	3%	3%	2%	15%	3%	4%	6%	4%	4%	2%	2%	4%	5%	2%	3%	3%	-	-	-
Never	94	79	42	37	15	15	-	67	26	15	11	5	3	7	21	16	21	20	4	2	-	-
	9%	10%	10%	9%	7%	8%	-	10%	9%	14%	8%	4%	4%	13%	15%	8%	10%	10%	5%	6%	-	-

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 20

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?**Base: All respondents****Cabbage**

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Central	Grampian	Granada	London	Meridian	Scottish	Tyne Tees	Wales & West	West-country	Yorkshire	Single	NET: Married/ Civil partnership/ co habiting	Married	Civil Partnership	Co Habiting	NET: Widowed/ separated/ divorced	Widowed	Separated	Divorced
Unweighted base	1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
NET: Ever	917 91%	94 88%	10 100%	121 89%	110 96%	184 92%	75 91%	73 88%	39 93%	37 77%	30 97%	51 95%	228 87%	554 91%	417 92%	13 91%	123 87%	132 96%	42 100%	10 91%	80 95%
NET: Monthly or more	671 66%	69 64%	9 93%	81 59%	84 74%	135 68%	63 77%	43 52%	28 67%	30 61%	18 57%	36 67%	168 64%	412 68%	320 71%	10 70%	81 58%	88 64%	31 75%	4 38%	52 62%
NET: Weekly or more	332 33%	34 32%	4 42%	42 31%	45 40%	64 32%	29 35%	18 22%	16 37%	14 28%	6 20%	18 33%	84 32%	211 35%	165 36%	9 58%	38 27%	37 27%	15 37%	2 21%	19 23%
Every day	5 *	2 1%	- -	1 *	- -	2 1%	- -	- -	- -	- -	1 2%	- -	1 *	3 *	1 *	- -	2 1%	2 1%	- -	- -	2 2%
A few times a week	120 12%	17 16%	2 21%	18 13%	12 11%	23 11%	13 15%	3 4%	7 18%	3 6%	2 8%	7 12%	30 12%	73 12%	54 12%	3 21%	15 11%	17 13%	9 21%	2 21%	6 7%
Once a week	206 20%	16 15%	2 21%	23 17%	33 29%	39 20%	16 20%	15 18%	8 20%	11 22%	3 11%	11 21%	53 20%	135 22%	109 24%	5 37%	21 14%	18 13%	7 16%	- -	11 13%
Once a fortnight	173 17%	22 21%	- -	14 10%	17 15%	38 19%	20 24%	12 14%	5 11%	9 18%	4 13%	12 22%	41 16%	108 18%	86 19%	1 5%	21 15%	24 17%	7 16%	1 11%	16 19%
Once a month	166 16%	12 11%	5 51%	25 18%	22 19%	33 16%	14 17%	13 16%	8 19%	7 15%	8 24%	6 11%	43 16%	93 15%	70 15%	1 7%	23 16%	27 20%	9 22%	1 6%	18 21%
A few times a year	179 18%	19 18%	- -	28 20%	20 17%	39 19%	11 13%	17 20%	9 22%	6 12%	6 20%	11 20%	35 13%	109 18%	81 18%	2 13%	26 19%	35 26%	7 16%	6 54%	22 27%
Once a year	34 3%	1 1%	- -	11 8%	2 2%	4 2%	- -	6 7%	- -	1 2%	5 16%	1 2%	16 6%	17 3%	7 1%	- -	10 7%	2 1%	1 2%	- -	1 1%
Less often than once a year	33 3%	5 4%	1 7%	2 1%	3 3%	6 3%	1 1%	7 9%	2 4%	1 2%	1 3%	3 6%	9 4%	16 3%	10 2%	1 9%	5 4%	7 5%	3 8%	- -	4 4%
Never	94 9%	13 12%	- -	16 11%	4 4%	15 8%	7 9%	10 12%	3 7%	11 23%	1 3%	3 5%	34 13%	55 9%	35 8%	1 9%	19 13%	5 4%	- -	1 9%	4 5%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 21

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?**Base: All respondents****Cabbage**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base	1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
NET: Ever	917 91%	37 83%	36 95%	39 93%	39 87%	9 83%	32 95%	71 96%	30 84%	40 85%	81 91%	50 91%	22 81%	18 86%	12 87%	214 93%	31 96%	34 97%	27 93%	32 84%	64 92%
NET: Monthly or more	671 66%	21 47%	23 60%	29 69%	36 80%	8 69%	24 72%	51 68%	25 69%	30 64%	47 53%	36 66%	16 60%	15 74%	8 56%	164 71%	23 72%	29 84%	17 57%	26 69%	42 60%
NET: Weekly or more	332 33%	8 17%	12 33%	18 42%	21 46%	4 31%	12 35%	28 37%	10 27%	19 40%	22 25%	19 34%	10 37%	2 9%	1 9%	79 34%	15 47%	11 31%	10 36%	12 33%	20 28%
Every day	5 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	2 1%	2 5%	1 2%	- -	- -	- -
A few times a week	120 12%	3 6%	2 4%	10 23%	7 15%	2 17%	4 13%	6 8%	6 16%	6 12%	9 10%	9 17%	3 12%	- -	1 6%	31 14%	6 18%	3 8%	4 15%	3 8%	7 9%
Once a week	206 20%	5 11%	11 29%	8 20%	14 32%	2 14%	7 21%	22 30%	4 11%	13 28%	13 15%	9 17%	7 25%	2 9%	* 3%	45 19%	8 25%	7 21%	6 21%	9 25%	13 19%
Once a fortnight	173 17%	6 14%	4 10%	3 7%	7 15%	4 37%	9 28%	7 10%	9 25%	4 8%	9 10%	9 17%	4 14%	9 41%	5 37%	47 21%	6 18%	13 36%	2 6%	8 20%	10 14%
Once a month	166 16%	7 16%	6 17%	8 20%	9 19%	- -	3 9%	16 22%	6 16%	7 16%	17 19%	8 15%	2 9%	5 24%	1 10%	38 17%	2 7%	6 17%	4 15%	6 16%	13 18%
A few times a year	179 18%	7 16%	9 23%	8 20%	3 7%	1 7%	5 16%	16 22%	5 14%	9 20%	16 18%	11 19%	5 18%	* 2%	4 26%	41 18%	7 23%	3 9%	7 25%	4 11%	17 24%
Once a year	34 3%	2 4%	4 11%	- -	- -	- -	2 7%	2 3%	- -	- -	16 18%	1 1%	1 3%	2 7%	- -	2 1%	- -	- -	1 4%	1 2%	1 1%
Less often than once a year	33 3%	7 16%	* 1%	2 4%	- -	1 7%	- -	2 3%	1 2%	1 1%	1 1%	3 5%	- -	1 2%	1 4%	6 3%	- -	1 4%	2 7%	1 2%	4 6%
Never	94 9%	8 17%	2 5%	3 7%	6 13%	2 17%	2 5%	3 4%	6 16%	7 15%	8 9%	5 9%	5 19%	3 14%	2 13%	17 7%	1 4%	1 3%	2 7%	6 16%	6 8%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 22

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?**Base: All respondents****Kale**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humbs-erside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420	
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439	
NET: Ever	501 50%	223 45%	278 54%	64 53%	83 49%	72 42%	81 45%	70 47%	131 59%	161 60%	160 57%	89 40%	91 38%	42 46%	20 48%	43 39%	45 49%	38 41%	41 59%	21 41%	42 42%	70 53%	87 61%	54 60%	68 54%	220 50%	
NET: Monthly or more	190 19%	83 17%	107 21%	33 28%	34 20%	32 19%	35 20%	19 13%	36 16%	69 25%	63 23%	31 14%	27 11%	15 17%	8 20%	20 18%	19 21%	10 11%	8 11%	8 16%	12 12%	39 29%	39 28%	12 14%	32 25%	88 20%	
NET: Weekly or more	57 6%	27 5%	30 6%	17 14%	4 3%	13 8%	10 6%	5 3%	7 3%	22 8%	14 5%	9 4%	12 5%	4 4%	2 6%	9 8%	4 4%	3 3%	1 2%	1 3%	4 4%	19 14%	8 5%	1 1%	7 6%	27 6%	
Every day	5 *	3 1%	1 *	1 1%	1 *	2 1%	1 *	- -	- -	1 *	2 1%	1 1%	1 *	- -	- -	- -	- -	* *	- -	1 2%	- -	1 1%	2 1%	1 1%	- -	3 1%	
A few times a week	24 2%	12 2%	13 2%	9 8%	2 1%	6 3%	4 2%	2 1%	2 1%	8 3%	4 2%	3 1%	9 4%	4 4%	- -	3 3%	2 2%	1 1%	1 1%	1 1%	3 3%	7 5%	2 1%	1 1%	3 2%	12 3%	
Once a week	28 3%	12 2%	16 3%	6 5%	2 1%	6 3%	5 3%	3 2%	6 3%	13 5%	8 3%	5 2%	2 1%	- -	2 6%	6 5%	1 2%	2 2%	1 1%	- -	1 1%	11 8%	4 3%	- -	4 3%	12 3%	
Once a fortnight	54 5%	27 5%	27 5%	8 7%	14 8%	8 5%	11 6%	3 2%	9 4%	18 7%	23 8%	8 4%	4 2%	3 3%	1 3%	3 3%	9 10%	1 1%	2 3%	5 10%	4 3%	13 10%	10 7%	3 3%	9 7%	30 7%	
Once a month	80 8%	30 6%	50 10%	8 7%	16 9%	11 6%	14 8%	11 8%	20 9%	29 11%	26 9%	14 6%	11 4%	8 9%	4 11%	8 7%	6 7%	6 6%	4 6%	2 4%	4 4%	6 5%	22 15%	8 9%	16 12%	32 7%	
A few times a year	152 15%	58 12%	94 18%	20 16%	25 15%	21 12%	14 8%	23 15%	49 22%	56 21%	47 17%	25 11%	24 10%	12 13%	7 18%	9 8%	17 19%	17 19%	10 15%	6 12%	16 16%	17 13%	16 11%	24 26%	17 13%	68 15%	
Once a year	45 4%	26 5%	19 4%	1 1%	5 3%	8 5%	7 4%	9 6%	14 6%	11 4%	15 5%	9 4%	10 4%	4 4%	1 2%	4 4%	5 5%	2 2%	5 7%	3 5%	4 4%	5 3%	7 5%	6 7%	5 4%	18 4%	
Less often than once a year	115 11%	56 11%	58 11%	10 8%	19 11%	10 6%	25 14%	19 12%	32 15%	25 9%	35 12%	24 11%	31 13%	11 12%	3 8%	10 9%	4 4%	9 9%	19 26%	4 8%	10 10%	10 8%	24 17%	12 13%	15 12%	46 10%	
Never	510 50%	272 55%	237 46%	56 47%	87 51%	98 58%	99 55%	80 53%	89 41%	109 40%	120 43%	131 60%	149 62%	49 54%	21 52%	68 61%	46 51%	53 59%	29 41%	30 59%	59 58%	61 47%	55 39%	37 40%	58 46%	220 50%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 23

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?**Base: All respondents****Kale**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?										
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more		
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10		
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18		
NET: Ever	501 50%	390 48%	209 51%	181 45%	111 55%	102 54%	10 65%	370 52%	130 43%	39 37%	56 41%	60 48%	41 49%	26 50%	52 36%	109 53%	114 54%	95 47%	37 45%	21 58%	9 67%	12 64%		
NET: Monthly or more	190 19%	154 19%	89 22%	65 16%	36 18%	34 18%	2 14%	132 19%	57 19%	21 20%	22 17%	23 18%	15 18%	10 19%	17 12%	42 20%	50 24%	36 18%	13 16%	7 20%	3 23%	2 10%		
NET: Weekly or more	57 6%	44 5%	26 6%	17 4%	13 6%	13 7%	* 3%	38 5%	19 6%	3 3%	8 6%	7 6%	8 10%	3 6%	5 4%	16 8%	10 5%	14 7%	3 3%	1 1%	1 5%	- -		
Every day	5 *	5 1%	4 1%	1 *	- -	- -	- -	2 *	3 1%	- -	2 1%	1 1%	1 1%	1 1%	1 1%	2 1%	* -	- -	- -	- -	1 5%	- -		
A few times a week	24 2%	19 2%	11 3%	7 2%	5 3%	5 3%	* 3%	15 2%	9 3%	1 1%	3 2%	3 2%	4 5%	1 1%	2 1%	7 3%	2 1%	7 3%	- -	- -	- -	- -		
Once a week	28 3%	20 2%	11 3%	9 2%	8 4%	8 4%	- -	21 3%	7 2%	1 1%	2 2%	4 3%	3 3%	2 3%	3 2%	7 3%	7 3%	7 3%	3 3%	1 1%	- -	- -		
Once a fortnight	54 5%	46 6%	30 7%	17 4%	8 4%	8 4%	- -	39 5%	15 5%	4 4%	8 6%	11 8%	2 2%	5 9%	3 2%	6 3%	19 9%	10 5%	4 5%	5 14%	1 6%	- -		
Once a month	80 8%	64 8%	33 8%	31 8%	15 8%	14 7%	2 11%	56 8%	23 8%	14 13%	7 5%	5 4%	6 7%	3 5%	8 6%	21 10%	21 10%	13 6%	6 8%	2 4%	2 11%	2 10%		
A few times a year	152 15%	125 15%	68 17%	57 14%	27 13%	24 13%	3 22%	122 17%	30 10%	5 5%	17 12%	16 13%	10 11%	8 15%	10 7%	34 17%	27 13%	32 16%	13 17%	9 24%	- -	8 43%		
Once a year	45 4%	30 4%	14 3%	16 4%	15 7%	14 8%	* 3%	30 4%	15 5%	7 7%	5 4%	9 7%	5 6%	3 6%	7 5%	6 3%	9 4%	10 5%	3 4%	3 8%	1 7%	- -		
Less often than once a year	115 11%	82 10%	39 9%	43 11%	33 16%	29 16%	4 26%	87 12%	28 9%	6 6%	11 8%	13 10%	12 14%	5 10%	18 13%	28 13%	28 13%	16 8%	6 8%	2 6%	5 38%	2 11%		
Never	510 50%	418 52%	200 49%	218 55%	92 45%	87 46%	5 35%	339 48%	170 57%	66 63%	79 59%	66 52%	42 51%	27 50%	92 64%	95 47%	96 46%	105 53%	45 55%	15 42%	5 33%	6 36%		

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 24

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?**Base: All respondents****Kale**

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Cent- ral	Gram- pian	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	Single	NET: Mar- ried/ Civil part- ner- ship/ co hab- iting	Mar- ried	Civil Part- ner- ship	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Separ- ated	Div- orced
Unweighted base	1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
NET: Ever	501 50%	46 43%	6 62%	62 45%	44 39%	115 58%	47 57%	34 42%	20 48%	20 41%	13 43%	37 69%	124 47%	302 50%	222 49%	5 31%	75 53%	73 53%	27 63%	3 27%	43 51%
NET: Monthly or more	190 19%	18 17%	1 14%	16 12%	21 18%	54 27%	20 25%	13 16%	8 20%	8 17%	3 9%	8 14%	48 18%	122 20%	78 17%	2 13%	42 30%	18 13%	6 14%	3 27%	9 11%
NET: Weekly or more	57 6%	6 6%	- -	4 3%	10 9%	21 11%	4 5%	2 2%	2 6%	1 3%	1 5%	1 1%	21 8%	33 5%	17 4%	1 9%	14 10%	2 2%	2 5%	- -	- -
Every day	5 *	- -	- -	* *	- -	2 1%	1 1%	- -	- -	1 2%	1 2%	- -	2 1%	2 *	2 *	- -	1 1%	- -	- -	- -	- -
A few times a week	24 2%	4 4%	- -	2 1%	4 4%	7 4%	1 1%	2 2%	- -	1 1%	1 3%	1 1%	8 3%	14 2%	6 1%	1 4%	8 6%	1 1%	1 2%	- -	- -
Once a week	28 3%	2 2%	- -	2 1%	6 5%	12 6%	3 3%	- -	2 6%	- -	- -	- -	10 4%	16 3%	10 2%	1 5%	6 4%	1 1%	1 3%	- -	- -
Once a fortnight	54 5%	3 3%	- -	3 2%	3 3%	17 8%	7 9%	3 4%	1 3%	5 10%	- -	2 4%	12 5%	37 6%	26 6%	- -	11 8%	5 4%	1 3%	- -	3 4%
Once a month	80 8%	9 8%	1 14%	9 7%	7 6%	16 8%	9 11%	8 9%	4 11%	2 4%	1 4%	5 9%	16 6%	52 9%	34 8%	1 4%	17 12%	11 8%	2 5%	3 27%	6 7%
A few times a year	152 15%	14 13%	3 31%	21 15%	9 8%	26 13%	10 13%	9 11%	8 19%	6 12%	8 27%	18 34%	38 14%	85 14%	67 15%	* 3%	18 13%	28 21%	8 19%	- -	21 25%
Once a year	45 4%	3 3%	- -	8 6%	4 3%	9 5%	5 6%	4 5%	1 2%	3 5%	- -	3 6%	7 3%	27 4%	23 5%	* 2%	3 2%	10 8%	5 11%	- -	6 7%
Less often than once a year	115 11%	12 11%	2 16%	17 13%	11 9%	26 13%	11 14%	9 11%	3 7%	3 6%	2 7%	8 14%	31 12%	67 11%	54 12%	2 12%	11 8%	16 11%	8 19%	- -	8 9%
Never	510 50%	60 57%	4 38%	75 55%	70 61%	83 42%	35 43%	48 58%	22 52%	29 59%	18 57%	17 31%	137 53%	307 50%	230 51%	10 69%	67 47%	64 47%	15 37%	8 73%	41 49%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 25

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?**Base: All respondents****Kale**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base	1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
NET: Ever	501	14	22	19	24	6	18	25	20	28	37	25	10	10	5	133	23	23	18	17	25
	50%	31%	59%	46%	54%	51%	54%	34%	55%	59%	42%	46%	35%	49%	34%	58%	70%	66%	61%	44%	36%
NET: Monthly or more	190	6	9	9	9	3	5	11	9	5	11	7	5	4	3	62	12	1	4	8	6
	19%	12%	25%	21%	21%	30%	15%	15%	25%	11%	12%	13%	17%	19%	24%	27%	39%	4%	15%	22%	8%
NET: Weekly or more	57	1	3	2	4	-	-	3	6	-	4	2	3	-	-	20	4	1	1	1	1
	6%	2%	7%	6%	8%	-	-	5%	16%	-	4%	4%	12%	-	-	9%	14%	2%	2%	4%	1%
Every day	5	-	-	-	-	-	-	-	-	-	*	-	-	-	-	1	1	1	-	1	-
	*	-	-	-	-	-	-	-	-	-	*	-	-	-	-	1%	4%	2%	-	2%	-
A few times a week	24	1	3	-	2	-	-	2	2	-	2	1	1	-	-	7	2	-	1	1	-
	2%	2%	7%	-	5%	-	-	2%	4%	-	2%	3%	5%	-	-	3%	6%	-	2%	1%	-
Once a week	28	-	-	2	1	-	-	2	4	-	2	1	2	-	-	12	1	-	-	-	1
	3%	-	-	6%	3%	-	-	2%	12%	-	2%	2%	6%	-	-	5%	3%	-	-	-	1%
Once a fortnight	54	2	1	1	3	1	4	2	1	1	1	-	*	1	1	22	6	-	1	5	1
	5%	5%	3%	3%	7%	6%	12%	2%	4%	3%	1%	-	1%	3%	4%	9%	18%	-	4%	13%	1%
Once a month	80	2	6	5	3	3	1	6	2	4	6	5	1	3	3	20	2	1	2	2	4
	8%	5%	15%	12%	6%	24%	3%	8%	5%	8%	6%	8%	4%	16%	20%	9%	7%	2%	8%	5%	6%
A few times a year	152	3	8	7	10	1	6	4	5	10	16	10	2	-	1	32	5	14	7	6	5
	15%	6%	22%	16%	23%	7%	17%	6%	13%	20%	17%	19%	7%	-	5%	14%	15%	41%	25%	16%	8%
Once a year	45	3	1	1	4	1	1	3	2	3	3	1	-	-	-	14	2	2	2	1	3
	4%	6%	3%	2%	8%	7%	4%	4%	5%	6%	3%	3%	-	-	-	6%	5%	5%	8%	1%	4%
Less often than once a year	115	3	4	3	1	1	6	7	4	10	9	6	3	6	1	25	4	6	4	2	11
	11%	7%	10%	7%	3%	7%	18%	9%	11%	22%	10%	11%	11%	30%	5%	11%	12%	16%	13%	6%	16%
Never	510	31	15	22	21	6	16	49	16	19	52	30	18	11	9	98	9	12	11	21	45
	50%	69%	41%	54%	46%	49%	46%	66%	45%	41%	58%	54%	65%	51%	66%	42%	30%	34%	39%	56%	64%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 26

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?

Base: All respondents

Brussel Sprouts

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humbs-erside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420	
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439	
NET: Ever	863 85%	413 83%	450 87%	94 78%	120 71%	136 80%	162 90%	137 92%	212 96%	231 85%	244 87%	186 84%	202 84%	77 85%	40 99%	87 78%	71 78%	79 87%	63 89%	42 83%	88 87%	114 87%	125 89%	76 84%	108 85%	360 82%	
NET: Monthly or more	402 40%	203 41%	199 39%	49 40%	43 25%	54 32%	81 45%	64 42%	111 51%	103 38%	116 41%	75 34%	109 45%	29 32%	18 46%	44 39%	35 38%	31 35%	21 30%	24 47%	44 43%	57 44%	65 46%	34 37%	42 33%	169 38%	
NET: Weekly or more	219 22%	109 22%	110 21%	32 27%	24 14%	19 11%	41 23%	35 23%	68 31%	55 20%	59 21%	40 18%	65 27%	13 14%	9 22%	22 20%	18 20%	17 19%	11 15%	15 29%	29 28%	25 19%	43 30%	18 20%	24 19%	87 20%	
Every day	2 *	2 *	1 *	1 1%	1 *	- -	* *	* *	- -	- -	- -	2 1%	* *	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	2 1%	- -	- -	2 1%	
A few times a week	78 8%	39 8%	39 8%	10 8%	6 3%	6 3%	13 7%	15 10%	29 13%	16 6%	20 7%	12 5%	30 13%	6 7%	3 8%	7 7%	7 8%	5 6%	4 6%	8 15%	12 12%	7 6%	11 8%	6 6%	9 7%	26 6%	
Once a week	139 14%	68 14%	71 14%	21 18%	18 11%	13 8%	28 15%	20 13%	39 18%	39 15%	39 14%	26 12%	34 14%	7 8%	6 14%	15 14%	11 12%	12 13%	6 9%	7 14%	16 16%	16 13%	30 21%	12 14%	14 11%	59 13%	
Once a fortnight	84 8%	46 9%	38 7%	9 8%	6 4%	14 8%	21 12%	15 10%	19 9%	26 10%	22 8%	10 5%	26 11%	7 8%	7 17%	7 6%	9 10%	7 8%	4 5%	3 7%	6 6%	13 10%	12 9%	8 9%	5 4%	40 9%	
Once a month	99 10%	48 10%	51 10%	8 6%	12 7%	21 13%	19 11%	14 9%	24 11%	21 8%	35 12%	25 11%	17 7%	8 9%	3 7%	15 13%	7 8%	7 7%	7 10%	6 11%	9 9%	20 15%	10 7%	7 8%	13 10%	41 9%	
A few times a year	307 30%	140 28%	167 32%	16 14%	50 30%	48 28%	58 32%	53 36%	81 37%	85 31%	86 31%	78 35%	59 24%	29 32%	15 36%	24 21%	27 29%	29 32%	35 49%	13 26%	34 33%	40 30%	38 27%	25 28%	46 36%	127 29%	
Once a year	132 13%	60 12%	73 14%	24 20%	24 14%	29 17%	22 12%	17 11%	16 7%	35 13%	37 13%	31 14%	30 12%	17 19%	7 17%	16 15%	9 10%	19 21%	6 8%	4 7%	6 6%	15 11%	19 13%	15 16%	17 13%	56 13%	
Less often than once a year	21 2%	10 2%	11 2%	6 5%	3 2%	4 3%	1 *	3 2%	4 2%	9 3%	6 2%	2 1%	5 2%	3 3%	-	3 3%	-	-	1 2%	1 3%	4 4%	2 2%	4 3%	3 3%	3 3%	9 2%	
Never	148 15%	82 17%	66 13%	26 22%	50 29%	34 20%	18 10%	13 8%	8 4%	39 15%	36 13%	35 16%	38 16%	13 15%	1 1%	24 22%	20 22%	12 13%	8 11%	9 17%	13 13%	17 13%	16 11%	15 16%	19 15%	79 18%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 27

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?**Base: All respondents****Brussel Sprouts**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?					What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18
NET: Ever	863 85%	677 84%	351 86%	326 82%	186 92%	173 92%	13 89%	612 86%	248 83%	79 75%	115 85%	117 93%	77 92%	43 81%	121 85%	182 89%	183 88%	167 84%	63 78%	31 85%	13 95%	13 70%
NET: Monthly or more	402 40%	317 39%	153 37%	164 41%	85 42%	80 42%	5 32%	288 41%	112 37%	37 35%	56 41%	55 44%	31 37%	20 37%	62 43%	80 39%	90 43%	79 40%	21 25%	17 46%	7 49%	5 26%
NET: Weekly or more	219 22%	166 21%	75 18%	91 23%	53 26%	51 27%	2 16%	169 24%	49 16%	20 19%	28 21%	24 19%	12 15%	7 13%	40 28%	42 21%	50 24%	34 17%	14 18%	9 26%	3 25%	5 26%
Every day	2 *	2 *	2 *	* *	- -	- -	- -	* *	2 1%	1 1%	1 1%	- -	- -	- -	* *	2 1%	* *	- -	- -	- -	- -	- -
A few times a week	78 8%	52 6%	22 5%	31 8%	26 13%	25 13%	1 5%	67 9%	11 4%	5 4%	6 5%	7 5%	4 4%	4 8%	12 8%	15 7%	20 10%	10 5%	4 5%	1 3%	3 19%	- -
Once a week	139 14%	111 14%	51 13%	60 15%	27 13%	26 14%	2 10%	102 14%	35 12%	14 13%	21 15%	17 13%	9 10%	2 4%	28 19%	25 12%	30 14%	24 12%	11 13%	8 23%	1 5%	5 26%
Once a fortnight	84 8%	69 9%	35 8%	34 9%	15 7%	14 8%	1 5%	57 8%	27 9%	4 4%	12 9%	16 13%	9 11%	9 17%	13 9%	16 8%	13 6%	17 8%	4 4%	5 14%	1 7%	- -
Once a month	99 10%	83 10%	44 11%	39 10%	16 8%	14 8%	2 11%	62 9%	37 12%	13 12%	15 11%	15 12%	9 11%	4 8%	8 6%	23 11%	27 13%	28 14%	3 3%	2 6%	2 18%	- -
A few times a year	307 30%	233 29%	128 31%	105 26%	74 36%	67 35%	7 51%	233 33%	73 24%	23 22%	35 26%	30 23%	28 33%	11 21%	42 29%	66 32%	64 31%	61 30%	28 35%	8 22%	5 35%	7 39%
Once a year	132 13%	106 13%	60 15%	46 12%	26 13%	25 13%	1 7%	76 11%	56 19%	16 15%	23 17%	31 25%	17 20%	11 21%	16 11%	32 15%	21 10%	25 13%	14 18%	5 15%	2 11%	- -
Less often than once a year	21 2%	20 2%	9 2%	11 3%	1 1%	1 1%	- -	15 2%	6 2%	3 3%	2 2%	1 1%	1 1%	1 2%	2 2%	4 2%	9 4%	2 1%	- -	1 2%	- -	1 4%
Never	148 15%	131 16%	59 14%	72 18%	17 8%	16 8%	2 11%	96 14%	52 17%	26 25%	20 15%	9 7%	7 8%	10 19%	22 15%	22 11%	26 12%	32 16%	18 22%	5 15%	1 5%	5 30%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 28

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?

Base: All respondents

Brussel Sprouts

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Central	Grampian	Granada	London	Meridian	Scottish	Tyne Tees	Wales & West	Westcountry	Yorkshire	Single	NET: Married/ Civil partnership/ co habiting	Married	Civil Partnership	Co Habiting	NET: Widowed/ separated/ divorced	Widowed	Separated	Divorced
Unweighted base	1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
NET: Ever	863 85%	92 87%	9 94%	122 89%	91 80%	175 88%	72 87%	69 84%	40 97%	40 82%	27 86%	44 82%	204 78%	529 87%	410 91%	8 53%	112 79%	125 91%	40 95%	10 91%	75 89%
NET: Monthly or more	402 40%	48 45%	7 67%	50 36%	43 37%	83 42%	45 55%	23 28%	18 44%	23 47%	6 19%	20 36%	89 34%	260 43%	210 46%	6 38%	45 32%	51 37%	18 42%	3 28%	30 36%
NET: Weekly or more	219 22%	33 31%	3 29%	23 17%	21 19%	40 20%	28 34%	11 13%	9 21%	15 30%	5 15%	12 22%	54 21%	144 24%	113 25%	2 11%	29 21%	20 15%	8 19%	1 6%	11 14%
Every day	2 *	-	-	-	-	1 *	2 2%	-	-	-	-	-	* 2%	2 *	2 *	-	-	-	-	-	-
A few times a week	78 8%	13 12%	3 29%	9 7%	6 5%	10 5%	8 10%	4 5%	3 7%	8 16%	1 4%	5 10%	18 7%	51 8%	42 9%	1 4%	9 6%	9 6%	4 9%	1 6%	4 5%
Once a week	139 14%	20 19%	-	14 10%	15 13%	28 14%	18 22%	7 8%	6 14%	7 14%	3 11%	7 12%	35 14%	91 15%	69 15%	1 7%	20 14%	12 8%	5 11%	-	7 8%
Once a fortnight	84 8%	5 5%	2 21%	13 9%	8 7%	19 10%	9 11%	5 6%	7 16%	3 6%	1 4%	5 8%	20 8%	50 8%	44 10%	1 7%	5 3%	14 10%	4 10%	1 7%	8 10%
Once a month	99 10%	10 9%	2 17%	14 10%	14 12%	25 12%	9 10%	7 9%	3 7%	6 12%	-	3 6%	15 6%	66 11%	52 12%	3 19%	11 8%	17 12%	5 12%	2 15%	10 12%
A few times a year	307 30%	32 30%	1 7%	50 37%	28 24%	62 31%	20 25%	28 34%	15 36%	12 26%	11 34%	13 24%	65 25%	185 30%	150 33%	2 15%	32 23%	57 41%	16 37%	5 48%	36 43%
Once a year	132 13%	8 7%	2 20%	20 15%	17 15%	25 13%	5 6%	15 18%	7 16%	4 8%	9 29%	10 18%	41 16%	77 13%	46 10%	-	30 21%	15 11%	6 15%	1 8%	7 9%
Less often than once a year	21 2%	4 4%	-	1 1%	4 3%	4 2%	1 1%	3 4%	-	1 2%	1 4%	2 4%	9 4%	8 1%	3 1%	-	4 3%	3 2%	* 1%	1 7%	2 2%
Never	148 15%	14 13%	1 6%	15 11%	23 20%	24 12%	10 13%	13 16%	1 3%	9 18%	4 14%	10 18%	57 22%	79 13%	42 9%	7 47%	30 21%	12 9%	2 5%	1 9%	9 11%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 29

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?

Base: All respondents

Brussel Sprouts

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin-burgh	New-castle	Leeds	Hull	Shef-field	Manch-ester	Liver-pool	Nott-ingham	Birm-ingham	Norwich	Milton Keynes	Brigh-ton	Oxford	London	South-ampton	Bristol	Ply-mouth	Cardiff	None of these
Unweighted base	1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base	1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
NET: Ever	863 85%	36 81%	33 87%	41 97%	37 81%	9 83%	30 90%	55 74%	33 91%	38 81%	77 87%	49 90%	24 86%	15 74%	12 87%	204 88%	32 100%	24 67%	26 89%	30 80%	59 84%
NET: Monthly or more	402 40%	11 24%	15 40%	20 48%	21 47%	4 39%	8 25%	22 30%	21 58%	14 30%	29 32%	23 42%	13 49%	11 51%	1 7%	100 43%	22 69%	6 18%	14 48%	15 40%	31 44%
NET: Weekly or more	219 22%	6 14%	6 16%	11 26%	14 31%	2 14%	3 8%	6 8%	15 41%	5 10%	15 16%	16 30%	8 29%	6 28%	1 4%	52 23%	13 39%	3 8%	10 34%	9 23%	21 30%
Every day	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	* 1%	- -	- -	- -	- -
A few times a week	78 8%	2 5%	4 10%	5 12%	5 10%	-	3 8%	3 4%	8 21%	3 6%	6 6%	9 16%	2 7%	1 6%	-	14 6%	2 6%	1 2%	5 18%	3 7%	4 6%
Once a week	139 14%	4 9%	2 5%	6 14%	9 21%	2 14%	-	3 5%	7 20%	2 4%	9 10%	7 13%	6 22%	5 23%	1 4%	37 16%	10 32%	2 7%	5 16%	6 16%	16 23%
Once a fortnight	84 8%	* 1%	7 18%	7 16%	5 11%	3 25%	1 4%	6 8%	1 3%	3 5%	8 9%	2 4%	3 10%	4 20%	* 3%	19 8%	4 12%	3 10%	1 5%	2 6%	3 5%
Once a month	99 10%	4 9%	3 7%	2 5%	2 4%	-	4 13%	10 14%	5 14%	7 15%	6 7%	5 8%	3 10%	1 3%	-	28 12%	6 18%	-	2 9%	4 12%	7 10%
A few times a year	307 30%	15 34%	8 21%	14 33%	10 23%	4 37%	19 56%	18 25%	6 16%	18 37%	31 34%	19 34%	7 27%	4 18%	6 46%	72 31%	7 22%	7 21%	7 25%	11 29%	23 33%
Once a year	132 13%	10 23%	7 17%	7 16%	5 11%	1 7%	3 9%	12 16%	5 14%	6 12%	18 20%	5 9%	2 6%	1 5%	4 29%	28 12%	2 6%	9 25%	3 10%	3 8%	4 5%
Less often than once a year	21 2%	-	3 8%	-	-	-	-	2 3%	1 3%	1 1%	-	2 4%	1 4%	-	1 5%	3 1%	1 4%	1 4%	2 7%	1 2%	1 1%
Never	148 15%	9 19%	5 13%	1 3%	8 19%	2 17%	3 10%	20 26%	3 9%	9 19%	12 13%	6 10%	4 14%	5 26%	2 13%	27 12%	-	12 33%	3 11%	8 20%	11 16%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 30

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?

Base: All respondents

Carrots

	Gender			Age						Social Grade				Region														Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humbs-erside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private			
Unweighted base	1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420			
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439			
NET: Ever	993 98%	484 98%	508 99%	117 98%	168 99%	167 98%	177 98%	144 96%	219 99%	265 98%	276 98%	219 99%	232 97%	90 99%	40 100%	106 95%	90 99%	89 98%	71 100%	49 97%	99 98%	131 100%	140 99%	88 97%	125 99%	434 99%			
NET: Monthly or more	938 93%	456 92%	482 93%	108 90%	161 95%	153 90%	171 95%	134 90%	210 95%	256 95%	257 92%	210 95%	215 89%	81 89%	39 96%	99 89%	85 94%	84 92%	65 91%	44 86%	96 95%	126 96%	134 95%	86 94%	118 93%	409 93%			
NET: Weekly or more	778 77%	379 76%	400 77%	80 67%	129 76%	125 73%	149 83%	111 74%	185 84%	205 76%	205 73%	186 85%	182 76%	62 68%	31 77%	85 76%	74 82%	68 75%	51 72%	38 76%	85 84%	98 74%	111 78%	75 82%	94 74%	341 78%			
Every day	33 3%	14 3%	19 4%	8 7%	1 *	6 3%	6 3%	9 6%	3 1%	11 4%	7 2%	4 2%	11 5%	- -	1 2%	3 3%	2 3%	6 7%	1 2%	* 1%	3 3%	9 7%	5 3%	2 2%	2 1%	18 4%			
A few times a week	472 47%	225 45%	247 48%	42 35%	82 48%	70 41%	96 53%	66 44%	116 52%	125 46%	124 44%	115 52%	107 45%	39 43%	24 58%	50 45%	37 41%	43 48%	29 41%	19 37%	60 59%	48 36%	74 52%	50 55%	53 42%	212 48%			
Once a week	273 27%	140 28%	134 26%	30 25%	46 27%	49 29%	47 26%	36 24%	66 30%	68 25%	75 27%	67 31%	63 26%	23 26%	7 17%	32 29%	35 38%	18 20%	21 30%	19 38%	22 22%	41 31%	32 22%	23 25%	39 31%	111 25%			
Once a fortnight	96 9%	46 9%	50 10%	16 13%	14 8%	18 11%	14 8%	16 10%	18 8%	28 10%	34 12%	16 7%	18 7%	10 11%	3 6%	6 6%	6 6%	12 14%	7 10%	4 8%	8 8%	16 12%	17 12%	8 8%	15 12%	43 10%			
Once a month	64 6%	31 6%	33 6%	12 10%	19 11%	10 6%	8 5%	8 5%	8 3%	24 9%	17 6%	7 3%	16 7%	9 10%	5 13%	8 7%	5 6%	3 4%	6 9%	1 2%	3 3%	13 10%	7 5%	3 4%	9 7%	24 6%			
A few times a year	47 5%	24 5%	23 5%	7 6%	6 4%	11 6%	5 3%	10 7%	8 3%	7 3%	18 7%	6 3%	16 7%	6 6%	2 4%	6 5%	5 5%	4 5%	6 9%	5 11%	2 2%	3 3%	5 4%	2 2%	5 4%	21 5%			
Once a year	4 *	2 *	2 *	1 1%	- -	2 1%	1 1%	- -	- -	* -	- -	4 2%	- -	3 3%	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	* -	1 1%	3 1%			
Less often than once a year	4 *	3 1%	1 *	1 1%	1 1%	1 1%	- -	- -	1 *	1 1%	1 *	- -	1 1%	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	* *	1 1%	- -	- -	1 *			
Never	18 2%	11 2%	7 1%	3 2%	2 1%	3 2%	3 2%	6 4%	2 1%	5 2%	4 2%	1 1%	8 3%	1 1%	- -	6 5%	1 1%	2 2%	- -	2 3%	2 2%	1 *	1 1%	3 3%	2 1%	6 1%			

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 31

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?**Base: All respondents****Carrots**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?					What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18
NET: Ever	993	797	402	395	195	181	15	694	296	104	132	126	83	53	140	199	207	197	81	36	14	18
	98%	99%	98%	99%	96%	96%	100%	98%	99%	99%	98%	100%	99%	99%	98%	97%	99%	99%	100%	100%	100%	100%
NET: Monthly or more	938	750	373	377	188	174	14	646	290	104	131	124	78	49	130	183	194	190	81	36	14	17
	93%	93%	91%	95%	92%	92%	95%	91%	97%	98%	97%	99%	93%	92%	90%	89%	93%	95%	100%	100%	100%	96%
NET: Weekly or more	778	614	302	311	164	153	11	537	240	77	108	110	69	37	115	149	159	158	73	30	10	12
	77%	76%	74%	78%	81%	81%	78%	76%	80%	73%	80%	88%	83%	69%	80%	73%	76%	79%	90%	84%	74%	64%
Every day	33	28	16	13	5	5	-	23	10	2	8	8	1	5	4	5	4	5	3	-	1	-
	3%	4%	4%	3%	2%	2%	-	3%	3%	1%	6%	7%	1%	9%	3%	2%	2%	2%	3%	-	5%	-
A few times a week	472	354	162	192	118	107	11	329	142	47	57	65	45	16	66	97	108	99	37	21	5	6
	47%	44%	40%	48%	58%	57%	75%	47%	47%	45%	42%	52%	54%	29%	46%	47%	51%	49%	46%	58%	35%	32%
Once a week	273	231	124	107	42	42	*	185	88	29	43	37	24	17	45	48	47	55	33	9	5	6
	27%	29%	30%	27%	21%	22%	3%	26%	29%	27%	32%	29%	28%	31%	31%	23%	22%	27%	41%	26%	34%	32%
Once a fortnight	96	79	38	41	16	14	2	68	28	11	14	8	6	7	8	19	23	18	6	5	1	3
	9%	10%	9%	10%	8%	7%	17%	10%	9%	10%	11%	6%	8%	13%	5%	9%	11%	9%	7%	14%	8%	15%
Once a month	64	57	32	25	7	7	-	41	22	15	9	6	2	5	7	15	13	14	2	1	3	3
	6%	7%	8%	6%	4%	4%	-	6%	7%	15%	6%	5%	3%	9%	5%	7%	6%	7%	3%	2%	18%	18%
A few times a year	47	39	23	17	7	7	1	40	6	1	1	2	5	1	10	15	11	5	-	-	-	1
	5%	5%	6%	4%	4%	4%	5%	6%	2%	1%	1%	1%	6%	3%	7%	7%	5%	3%	-	-	-	4%
Once a year	4	4	3	1	-	-	-	4	-	-	-	-	-	1	-	*	1	1	-	-	-	-
	*	1%	1%	*	-	-	-	1%	-	-	-	-	-	2%	-	*	1%	*	-	-	-	-
Less often than once a year	4	4	4	-	-	-	-	4	-	-	-	-	-	1	1	1	-	1	-	-	-	-
	*	*	1%	-	-	-	-	1%	-	-	-	-	-	2%	1%	*	-	*	-	-	-	-
Never	18	11	8	3	8	8	-	15	4	1	3	-	1	1	3	6	2	3	-	-	-	-
	2%	1%	2%	1%	4%	4%	-	2%	1%	1%	2%	-	1%	1%	2%	3%	1%	1%	-	-	-	-

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 32

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?

Base: All respondents

Carrots

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Central	Grampian	Granada	London	Meridian	Scottish	Tyne Tees	Wales & West	Westcountry	Yorkshire	Single	NET: Married/Civil partnership/co habiting	Married	Civil Partnership	Co Habiting	NET: Widowed/separated/divorced	Widowed	Separated	Divorced
Unweighted base	1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
NET: Ever	993	105	10	135	109	197	81	81	42	47	31	51	255	597	443	15	140	136	42	11	83
	98%	98%	100%	98%	95%	99%	99%	98%	100%	97%	100%	94%	98%	98%	98%	100%	99%	100%	100%	100%	99%
NET: Monthly or more	938	101	10	126	101	191	76	72	40	43	31	49	231	580	432	14	134	124	37	11	76
	93%	95%	100%	92%	88%	96%	93%	87%	96%	87%	100%	91%	88%	95%	96%	97%	94%	91%	89%	100%	90%
NET: Weekly or more	778	90	9	98	87	150	67	54	32	38	24	43	189	483	371	12	100	104	30	11	64
	77%	84%	94%	72%	76%	76%	81%	65%	77%	78%	77%	80%	72%	79%	82%	79%	71%	76%	71%	96%	76%
Every day	33	5	-	7	3	10	3	-	1	*	1	1	12	14	10	-	4	7	3	-	3
	3%	4%	-	5%	3%	5%	4%	-	2%	1%	2%	1%	5%	2%	2%	-	3%	5%	8%	-	4%
A few times a week	472	59	6	59	53	86	43	34	25	18	17	30	104	309	234	7	68	58	17	7	34
	47%	56%	55%	43%	46%	43%	53%	41%	59%	38%	54%	56%	40%	51%	52%	47%	48%	43%	41%	67%	41%
Once a week	273	26	4	31	31	55	20	20	7	19	6	12	72	160	127	5	28	39	9	3	27
	27%	24%	39%	23%	27%	27%	25%	24%	16%	39%	21%	23%	28%	26%	28%	32%	20%	29%	22%	29%	32%
Once a fortnight	96	8	1	21	6	21	9	10	3	4	3	5	25	55	41	1	13	15	6	*	9
	9%	8%	6%	16%	5%	11%	11%	12%	7%	7%	10%	10%	10%	9%	9%	10%	9%	11%	13%	4%	10%
Once a month	64	3	-	7	8	20	1	9	5	1	4	1	16	42	20	1	21	5	2	-	3
	6%	3%	-	5%	7%	10%	1%	11%	12%	2%	13%	1%	6%	7%	4%	9%	15%	4%	5%	-	4%
A few times a year	47	4	-	8	7	4	4	6	2	5	-	2	20	15	10	*	5	11	5	-	6
	5%	3%	-	6%	6%	2%	5%	7%	4%	10%	-	3%	7%	3%	2%	3%	4%	8%	11%	-	8%
Once a year	4	-	-	-	-	1	*	3	-	-	-	-	3	-	-	-	-	1	-	-	1
	*	-	-	-	-	*	1%	3%	-	-	-	-	1%	-	-	-	-	1%	-	-	1%
Less often than once a year	4	-	-	1	1	*	1	1	-	-	-	-	2	1	1	-	1	-	-	-	-
	*	-	-	1%	1%	*	1%	1%	-	-	-	-	1%	*	*	-	*	-	-	-	-
Never	18	2	-	2	6	2	1	1	-	2	-	3	6	11	9	-	2	1	-	-	1
	2%	2%	-	2%	5%	1%	1%	2%	-	3%	-	6%	2%	2%	2%	-	1%	*	-	-	1%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 33

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?

Base: All respondents

Carrots

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base	1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
NET: Ever	993 98%	44 98%	37 99%	42 100%	45 100%	11 93%	34 100%	73 98%	36 100%	47 100%	87 98%	54 99%	27 97%	20 97%	14 100%	228 99%	32 100%	34 97%	27 93%	36 96%	65 93%
NET: Monthly or more	938 93%	40 89%	32 85%	40 96%	43 95%	11 93%	32 96%	69 93%	33 92%	44 94%	81 91%	54 99%	25 91%	19 93%	14 100%	220 96%	31 97%	34 97%	25 87%	31 83%	59 84%
NET: Weekly or more	778 77%	29 66%	25 65%	33 79%	38 85%	10 86%	27 79%	57 77%	30 84%	32 69%	65 73%	49 89%	22 81%	18 85%	10 74%	175 76%	29 90%	27 76%	23 80%	28 76%	51 74%
Every day	33 3%	- -	- -	1 2%	2 4%	- -	1 2%	1 1%	2 6%	1 3%	6 6%	2 3%	* 2%	- -	- -	10 5%	4 12%	1 2%	1 2%	* 1%	2 3%
A few times a week	472 47%	19 43%	13 35%	26 61%	19 42%	5 42%	13 40%	32 43%	23 63%	20 42%	42 47%	35 64%	10 37%	15 73%	4 32%	103 45%	16 49%	16 45%	19 64%	9 25%	33 48%
Once a week	273 27%	10 23%	11 30%	7 16%	18 39%	5 44%	13 37%	25 33%	5 15%	12 24%	18 20%	12 22%	11 42%	2 12%	6 43%	61 27%	9 28%	10 29%	4 13%	19 49%	16 23%
Once a fortnight	96 9%	5 10%	5 13%	2 6%	3 6%	- -	3 9%	6 8%	* 1%	7 15%	12 14%	4 7%	1 5%	1 5%	4 26%	26 11%	2 7%	5 14%	1 5%	3 8%	6 8%
Once a month	64 6%	6 13%	3 7%	5 11%	2 4%	1 7%	3 8%	6 8%	2 6%	5 11%	4 4%	2 3%	2 6%	1 3%	- -	20 9%	- -	3 7%	1 2%	- -	2 3%
A few times a year	47 5%	3 8%	2 6%	2 4%	2 5%	- -	1 4%	4 5%	2 6%	3 6%	5 6%	- -	2 6%	1 4%	- -	6 3%	1 2%	- -	2 6%	5 12%	5 7%
Once a year	4 *	- -	3 7%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	* 1%	- -	- -	- -	- -
Less often than once a year	4 *	1 1%	- -	- -	- -	- -	- -	- -	1 2%	- -	1 1%	- -	- -	- -	- -	* *	- -	- -	- -	- -	1 1%
Never	18 2%	1 2%	* 1%	- -	- -	1 7%	- -	2 2%	- -	- -	1 2%	1 1%	1 3%	1 3%	- -	2 1%	- -	1 3%	2 7%	2 4%	5 7%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 34

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?**Base: All respondents****Peas**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humbs-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439
NET: Ever	979 97%	486 98%	493 96%	110 91%	164 96%	161 95%	177 98%	149 99%	218 99%	257 95%	268 96%	217 99%	237 99%	89 97%	40 100%	109 98%	90 98%	86 95%	67 95%	48 94%	99 98%	127 96%	136 96%	89 98%	123 97%	422 96%
NET: Monthly or more	899 89%	442 89%	458 89%	94 78%	151 89%	149 88%	159 88%	138 92%	209 95%	235 87%	243 87%	203 92%	218 90%	79 87%	36 90%	103 93%	81 89%	81 90%	62 87%	47 93%	94 93%	106 80%	127 90%	84 92%	114 90%	391 89%
NET: Weekly or more	731 72%	346 70%	384 75%	71 59%	118 69%	116 68%	135 75%	118 79%	173 79%	182 67%	199 71%	167 76%	182 76%	59 65%	34 85%	77 70%	68 74%	68 75%	51 72%	40 80%	84 83%	74 56%	102 72%	72 80%	101 80%	305 69%
Every day	22 2%	12 2%	11 2%	3 2%	3 1%	1 1%	8 4%	4 3%	4 2%	1 *	7 3%	7 3%	7 3%	2 2%	3 8%	1 1%	1 1%	3 4%	1 2%	3 5%	2 2%	1 1%	4 3%	1 1%	4 3%	10 2%
A few times a week	432 43%	202 41%	230 45%	33 28%	68 40%	67 40%	73 41%	74 49%	116 53%	108 40%	105 38%	96 43%	123 51%	35 38%	21 52%	51 46%	39 43%	31 34%	38 53%	20 40%	50 50%	39 30%	60 42%	48 53%	58 46%	173 39%
Once a week	276 27%	133 27%	143 28%	34 29%	48 28%	47 28%	54 30%	39 26%	53 24%	73 27%	86 31%	65 29%	52 22%	23 25%	10 26%	25 22%	28 31%	33 37%	12 17%	17 34%	32 31%	34 26%	38 27%	23 26%	39 31%	123 28%
Once a fortnight	94 9%	61 12%	33 6%	10 8%	16 9%	23 14%	14 8%	13 9%	18 8%	30 11%	29 10%	21 10%	14 6%	9 10%	1 2%	16 14%	6 7%	7 7%	6 8%	6 12%	5 5%	20 15%	13 9%	7 7%	6 5%	52 12%
Once a month	74 7%	34 7%	40 8%	13 11%	16 10%	10 6%	10 5%	7 5%	18 8%	23 9%	15 6%	14 7%	21 9%	11 12%	1 4%	10 9%	7 8%	7 8%	5 7%	* 1%	4 4%	12 9%	12 9%	5 5%	6 5%	33 8%
A few times a year	63 6%	35 7%	29 6%	12 10%	11 6%	8 5%	14 8%	9 6%	9 4%	20 7%	17 6%	11 5%	16 7%	8 8%	4 10%	3 3%	8 9%	5 5%	3 5%	1 2%	5 5%	17 13%	6 4%	3 4%	9 7%	23 5%
Once a year	5 *	1 *	3 1%	2 1%	- -	1 1%	1 1%	- -	1 *	1 *	1 *	1 *	2 1%	1 1%	- -	1 1%	- -	- -	1 1%	- -	- -	1 1%	1 1%	* 1%	- -	3 1%
Less often than once a year	12 1%	8 2%	4 1%	2 2%	2 1%	2 1%	2 1%	2 2%	1 *	1 *	7 2%	2 1%	2 1%	2 2%	- -	1 1%	* 1%	- -	1 2%	- -	1 1%	3 2%	1 1%	2 2%	1 1%	5 1%
Never	32 3%	9 2%	22 4%	10 9%	6 4%	9 5%	3 2%	1 1%	2 1%	13 5%	12 4%	3 1%	3 1%	2 3%	- -	3 2%	1 2%	5 5%	3 5%	3 6%	2 2%	5 4%	6 4%	2 2%	4 3%	18 4%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 35

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?**Base: All respondents****Peas**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?										
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more		
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10		
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18		
NET: Ever	979	782	395	387	197	182	15	687	290	99	129	124	81	53	135	201	198	196	81	34	14	16		
	97%	97%	97%	97%	97%	97%	100%	97%	97%	94%	96%	99%	96%	99%	94%	98%	95%	98%	99%	93%	100%	90%		
NET: Monthly or more	899	707	345	362	193	178	15	627	270	94	125	117	75	47	123	183	184	180	80	32	12	12		
	89%	87%	84%	91%	95%	94%	100%	89%	90%	89%	93%	93%	89%	88%	86%	89%	88%	90%	98%	90%	89%	65%		
NET: Weekly or more	731	560	261	299	170	161	9	513	217	70	105	92	67	36	108	155	137	148	65	29	10	6		
	72%	69%	64%	75%	84%	85%	64%	72%	72%	67%	78%	73%	80%	67%	75%	76%	65%	74%	79%	82%	75%	35%		
Every day	22	16	8	9	6	5	1	16	6	2	2	2	4	2	3	4	6	4	4	-	-	-		
	2%	2%	2%	2%	3%	3%	6%	2%	2%	2%	1%	2%	4%	4%	2%	2%	3%	2%	5%	-	-	-		
A few times a week	432	323	154	170	109	103	6	312	120	29	62	48	36	21	72	85	79	93	42	10	3	5		
	43%	40%	37%	43%	54%	55%	38%	44%	40%	28%	46%	38%	43%	39%	50%	42%	38%	47%	52%	27%	23%	25%		
Once a week	276	220	100	120	56	53	3	185	90	39	42	42	28	13	33	65	52	51	18	19	7	2		
	27%	27%	24%	30%	27%	28%	19%	26%	30%	37%	31%	33%	33%	24%	23%	32%	25%	26%	22%	54%	52%	10%		
Once a fortnight	94	80	47	33	15	12	3	63	30	8	13	18	6	8	7	15	23	15	9	2	2	5		
	9%	10%	11%	8%	7%	6%	20%	9%	10%	7%	10%	15%	7%	15%	5%	7%	11%	8%	11%	6%	14%	29%		
Once a month	74	67	36	30	7	5	2	51	23	16	7	6	1	3	8	13	24	17	6	1	-	-		
	7%	8%	9%	8%	4%	3%	16%	7%	8%	15%	5%	5%	2%	6%	6%	6%	11%	9%	8%	2%	-	-		
A few times a year	63	59	39	20	4	4	-	45	18	5	4	7	5	3	10	18	13	11	1	-	2	5		
	6%	7%	10%	5%	2%	2%	-	6%	6%	5%	3%	5%	6%	5%	7%	9%	6%	5%	1%	-	11%	26%		
Once a year	5	5	3	2	-	-	-	5	-	-	-	-	-	1	1	*	-	1	-	-	-	-		
	*	1%	1%	*	-	-	-	1%	-	-	-	-	-	1%	1%	*	-	1%	-	-	-	-		
Less often than once a year	12	12	8	3	-	-	-	10	1	1	-	1	1	3	2	1	1	4	-	1	-	-		
	1%	1%	2%	1%	-	-	-	1%	*	1%	-	1%	1%	5%	1%	*	1%	2%	-	3%	-	-		
Never	32	25	14	11	6	6	-	22	10	6	6	1	3	1	8	3	11	3	1	2	-	2		
	3%	3%	3%	3%	3%	3%	-	3%	3%	6%	4%	1%	4%	1%	6%	2%	5%	2%	1%	7%	-	10%		

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 36

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?**Base: All respondents****Peas**

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Cent- ral	Gram- pian	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	Single	NET: Mar- ried/ Civil part- ner- ship/ co hab- iting	Mar- ried	Civil Part- ner- ship	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Separ- ated	Div- orced
Unweighted base	1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
NET: Ever	979	104	10	129	112	190	80	80	42	46	31	53	244	597	446	15	136	134	42	10	82
	97%	98%	100%	94%	98%	96%	97%	97%	100%	94%	100%	98%	93%	98%	99%	100%	96%	98%	100%	93%	98%
NET: Monthly or more	899	99	10	121	106	167	73	71	38	45	30	49	207	565	423	15	128	123	39	10	74
	89%	93%	100%	89%	92%	84%	89%	85%	91%	92%	96%	91%	79%	93%	94%	100%	90%	90%	92%	93%	88%
NET: Weekly or more	731	90	9	101	79	126	57	52	35	40	23	43	169	455	345	13	97	105	34	8	63
	72%	84%	90%	74%	69%	64%	69%	62%	84%	81%	74%	80%	64%	75%	76%	88%	68%	77%	81%	74%	75%
Every day	22	4	-	5	1	4	1	2	3	3	1	-	5	15	13	-	3	2	-	-	2
	2%	3%	-	3%	1%	2%	1%	2%	7%	5%	2%	-	2%	3%	3%	-	2%	2%	-	-	3%
A few times a week	432	52	6	56	49	64	42	31	22	20	16	29	87	283	215	7	61	62	22	5	35
	43%	48%	61%	41%	43%	32%	51%	37%	52%	40%	53%	54%	33%	46%	48%	47%	43%	46%	53%	44%	42%
Once a week	276	34	3	40	28	58	14	20	10	17	6	14	77	157	118	6	33	40	12	3	25
	27%	32%	29%	29%	25%	29%	18%	24%	25%	36%	19%	26%	29%	26%	26%	41%	24%	29%	28%	30%	30%
Once a fortnight	94	5	1	10	17	26	7	8	1	5	3	4	22	62	47	2	13	8	1	2	5
	9%	5%	10%	7%	14%	13%	9%	10%	3%	10%	9%	7%	8%	10%	10%	12%	10%	6%	4%	19%	6%
Once a month	74	4	-	11	10	15	9	11	1	*	4	2	17	48	30	-	18	9	3	-	6
	7%	4%	-	8%	9%	8%	11%	13%	3%	1%	12%	4%	6%	8%	7%	-	12%	7%	8%	-	7%
A few times a year	63	5	-	7	4	19	4	8	4	1	1	3	27	28	21	-	8	8	3	-	4
	6%	5%	-	5%	3%	9%	5%	9%	9%	2%	2%	5%	10%	5%	5%	-	5%	6%	8%	-	5%
Once a year	5	-	-	1	1	1	2	1	-	-	-	-	2	1	1	-	1	1	-	-	1
	*	-	-	1%	1%	*	2%	1%	-	-	-	-	1%	*	*	-	1%	1%	-	-	2%
Less often than once a year	12	1	-	-	1	3	1	2	-	-	1	1	8	2	2	-	-	2	-	-	2
	1%	1%	-	-	1%	2%	1%	2%	-	-	2%	2%	3%	*	*	-	-	1%	-	-	2%
Never	32	2	-	8	3	9	2	2	-	3	-	1	17	12	6	-	5	3	-	1	2
	3%	2%	-	6%	2%	4%	3%	3%	-	6%	-	2%	7%	2%	1%	-	4%	2%	-	7%	2%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 37

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?**Base: All respondents****Peas**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base	1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
NET: Ever	979 97%	43 97%	37 98%	42 100%	45 100%	11 93%	33 98%	73 98%	35 98%	44 93%	86 97%	54 99%	27 100%	20 97%	14 100%	219 95%	31 98%	34 98%	29 99%	35 92%	67 95%
NET: Monthly or more	899 89%	39 87%	32 84%	38 91%	40 88%	11 93%	30 89%	70 95%	32 90%	40 85%	80 90%	53 96%	24 89%	19 91%	14 100%	193 84%	29 91%	33 94%	26 89%	34 90%	63 90%
NET: Weekly or more	731 72%	30 67%	24 62%	37 87%	33 74%	10 86%	25 75%	46 62%	29 82%	32 68%	67 75%	47 86%	22 80%	14 66%	10 73%	149 65%	24 75%	27 77%	22 76%	30 79%	53 76%
Every day	22 2%	- -	1 2%	3 7%	1 2%	- -	- -	1 1%	- -	1 3%	3 3%	1 1%	1 3%	- -	- -	3 1%	2 7%	1 2%	- -	3 7%	3 5%
A few times a week	432 43%	14 31%	17 45%	24 56%	19 43%	6 52%	15 45%	32 43%	19 53%	23 49%	32 36%	30 54%	15 53%	12 57%	3 23%	79 34%	14 45%	22 63%	12 40%	12 31%	34 48%
Once a week	276 27%	16 36%	6 16%	10 23%	13 29%	4 34%	10 30%	13 18%	10 29%	8 16%	32 36%	17 30%	6 24%	2 10%	7 49%	67 29%	8 24%	4 12%	11 37%	15 41%	17 24%
Once a fortnight	94 9%	4 9%	2 6%	- -	4 9%	- -	3 9%	15 20%	2 6%	3 7%	7 7%	3 6%	2 9%	3 12%	2 14%	27 12%	2 5%	3 8%	3 10%	4 10%	6 9%
Once a month	74 7%	5 11%	6 16%	1 3%	2 5%	1 7%	2 5%	10 13%	1 1%	5 11%	7 8%	3 5%	- -	3 12%	2 13%	17 7%	3 11%	3 9%	1 2%	* 1%	3 5%
A few times a year	63 6%	4 10%	3 8%	4 9%	5 12%	- -	3 8%	2 2%	2 5%	1 3%	6 7%	1 2%	3 11%	1 2%	- -	21 9%	2 6%	1 2%	2 5%	1 2%	3 5%
Once a year	5 *	- -	1 1%	- -	- -	- -	- -	- -	1 2%	1 2%	- -	- -	- -	1 4%	- -	1 1%	* 1%	- -	- -	- -	- -
Less often than once a year	12 1%	- -	2 5%	- -	- -	- -	* 1%	1 1%	1 2%	1 3%	- -	- -	- -	- -	- -	4 2%	- -	1 2%	1 4%	- -	1 1%
Never	32 3%	2 3%	1 2%	- -	- -	1 7%	1 2%	1 2%	1 2%	3 7%	3 3%	1 1%	- -	1 3%	- -	11 5%	1 2%	1 2%	* 1%	3 8%	3 5%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 38

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?**Base: All respondents****Green Beans**

	Gender			Age						Social Grade				Region													Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private		
Unweighted base	1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420		
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439		
NET: Ever	918 91%	452 91%	466 90%	107 89%	153 90%	153 90%	162 90%	139 93%	204 92%	256 95%	256 91%	197 90%	209 87%	72 80%	40 99%	99 89%	83 91%	82 91%	69 97%	45 88%	96 95%	119 90%	127 90%	85 94%	114 90%	403 92%		
NET: Monthly or more	689 68%	341 69%	349 68%	88 73%	108 64%	117 69%	117 65%	97 65%	162 73%	193 72%	185 66%	162 74%	149 62%	48 53%	27 67%	64 58%	69 75%	56 61%	45 63%	38 74%	69 69%	98 75%	107 76%	68 75%	100 79%	303 69%		
NET: Weekly or more	395 39%	193 39%	202 39%	57 47%	60 35%	56 33%	68 38%	50 33%	104 47%	111 41%	105 37%	99 45%	80 33%	21 23%	17 43%	35 32%	43 47%	33 37%	30 42%	21 42%	42 42%	50 38%	70 50%	32 35%	52 41%	172 39%		
Every day	5 1%	4 1%	1 *	2 1%	1 *	1 *	1 1%	- -	1 *	1 *	1 *	1 1%	3 1%	- -	1 2%	- -	- -	1 1%	1 1%	- -	* *	- -	2 2%	1 1%	1 *	3 1%		
A few times a week	178 18%	84 17%	94 18%	30 25%	24 14%	22 13%	34 19%	21 14%	46 21%	58 22%	43 15%	40 18%	37 15%	9 10%	8 20%	8 7%	17 19%	23 25%	15 21%	10 20%	16 16%	23 18%	36 26%	12 13%	22 18%	73 17%		
Once a week	212 21%	105 21%	107 21%	25 21%	36 21%	33 20%	34 19%	29 19%	56 26%	52 19%	62 22%	58 26%	41 17%	11 13%	8 20%	27 25%	26 28%	10 11%	15 21%	11 22%	25 25%	27 21%	32 23%	19 21%	29 23%	96 22%		
Once a fortnight	150 15%	85 17%	64 13%	15 12%	20 12%	31 18%	28 15%	29 19%	27 12%	41 15%	44 16%	28 13%	37 15%	12 13%	5 13%	12 11%	15 16%	10 11%	5 8%	14 28%	17 17%	24 18%	18 12%	18 20%	27 21%	70 16%		
Once a month	144 14%	62 12%	82 16%	16 14%	28 17%	30 18%	21 12%	18 12%	31 14%	42 15%	36 13%	35 16%	32 13%	15 17%	5 12%	17 16%	11 12%	13 14%	10 14%	2 5%	10 10%	24 18%	19 14%	18 20%	22 17%	61 14%		
A few times a year	189 19%	87 18%	103 20%	14 12%	34 20%	30 17%	39 22%	35 23%	37 17%	55 20%	51 18%	32 15%	51 21%	15 17%	9 23%	30 27%	13 15%	26 28%	22 31%	4 7%	21 21%	18 14%	15 11%	15 17%	12 10%	77 18%		
Once a year	13 1%	9 2%	5 1%	- -	6 4%	1 1%	2 1%	3 2%	1 *	5 2%	6 2%	1 *	1 1%	6 7%	- -	* *	1 1%	- -	1 1%	- -	2 2%	- -	3 2%	- -	1 1%	8 2%		
Less often than once a year	26 3%	16 3%	10 2%	5 4%	5 3%	5 3%	4 2%	4 3%	4 2%	3 1%	14 5%	2 1%	7 3%	3 4%	3 8%	4 4%	- -	1 1%	1 2%	4 7%	3 3%	3 2%	2 1%	2 2%	1 1%	15 3%		
Never	93 9%	43 9%	50 10%	13 11%	17 10%	17 10%	18 10%	11 7%	17 8%	14 5%	24 9%	23 10%	31 13%	19 20%	1 1%	12 11%	8 9%	9 9%	2 3%	6 12%	5 5%	13 10%	15 10%	6 6%	12 10%	36 8%		

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 39

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?**Base: All respondents****Green Beans**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more	
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10	
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18	
NET: Ever	918	731	365	365	188	175	12	645	271	92	122	114	78	47	125	185	194	176	80	33	14	16	
	91%	90%	89%	92%	92%	93%	83%	91%	90%	88%	91%	91%	93%	88%	88%	90%	92%	88%	98%	91%	100%	90%	
NET: Monthly or more	689	541	267	274	148	138	10	484	204	64	95	92	58	31	85	130	143	145	64	25	14	13	
	68%	67%	65%	69%	73%	73%	67%	68%	68%	61%	71%	73%	69%	58%	59%	64%	68%	73%	79%	70%	100%	71%	
NET: Weekly or more	395	300	141	159	95	90	6	287	108	36	49	45	28	13	58	78	71	82	39	15	9	8	
	39%	37%	34%	40%	47%	48%	38%	40%	36%	34%	36%	35%	34%	24%	41%	38%	34%	41%	48%	41%	65%	43%	
Every day	5	4	3	1	1	1	-	4	1	-	-	1	-	-	-	2	*	2	1	-	-	-	
	1%	1%	1%	*	*	*	-	1%	*	-	-	1%	-	-	-	1%	*	1%	1%	-	-	-	
A few times a week	178	132	66	66	46	41	5	130	47	12	20	20	15	5	27	37	34	43	11	4	1	-	
	18%	16%	16%	17%	23%	22%	32%	18%	16%	12%	15%	16%	18%	10%	19%	18%	16%	22%	14%	10%	5%	-	
Once a week	212	164	72	92	48	48	1	152	60	23	29	24	13	7	31	38	37	36	28	11	8	8	
	21%	20%	18%	23%	24%	25%	6%	21%	20%	22%	21%	19%	16%	14%	21%	19%	18%	18%	34%	31%	60%	43%	
Once a fortnight	150	117	63	55	32	29	3	108	41	10	21	21	14	8	17	30	32	32	11	7	2	3	
	15%	15%	15%	14%	16%	16%	20%	15%	14%	9%	16%	16%	17%	16%	12%	14%	15%	16%	14%	20%	16%	19%	
Once a month	144	124	63	60	21	19	1	90	54	18	25	26	15	10	10	23	40	31	13	3	3	2	
	14%	15%	16%	15%	10%	10%	9%	13%	18%	17%	18%	21%	18%	19%	7%	11%	19%	16%	17%	8%	18%	10%	
A few times a year	189	158	78	80	31	29	2	132	56	21	23	20	20	13	36	43	41	26	12	7	-	3	
	19%	20%	19%	20%	15%	15%	16%	19%	19%	20%	17%	16%	24%	25%	25%	21%	20%	13%	14%	20%	-	19%	
Once a year	13	9	5	3	5	5	-	7	6	5	1	1	-	-	3	2	3	2	3	-	-	-	
	1%	1%	1%	1%	2%	2%	-	1%	2%	5%	1%	*	-	-	2%	1%	1%	1%	3%	-	-	-	
Less often than once a year	26	22	15	7	4	4	-	22	5	2	3	3	*	2	1	9	6	3	2	1	-	-	
	3%	3%	4%	2%	2%	2%	-	3%	2%	2%	2%	2%	*	5%	1%	4%	3%	1%	2%	2%	-	-	
Never	93	77	44	33	16	13	3	64	29	13	13	11	6	7	18	20	16	23	2	3	-	2	
	9%	10%	11%	8%	8%	7%	17%	9%	10%	12%	9%	9%	7%	12%	12%	10%	8%	12%	2%	9%	-	10%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 40

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?

Base: All respondents

Green Beans

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Central	Grampian	Granada	London	Meridian	Scottish	Tyne Tees	Wales & West	Westcountry	Yorkshire	Single	NET: Married/Civil partnership/co habiting	Married	Civil Partnership	Co Habiting	NET: Widowed/separated/divorced	Widowed	Separated	Divorced
Unweighted base	1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
NET: Ever	918 91%	103 96%	10 100%	125 92%	102 90%	181 91%	72 88%	64 77%	41 99%	43 88%	29 93%	51 94%	234 89%	551 91%	411 91%	14 97%	126 89%	129 94%	38 90%	10 91%	81 97%
NET: Monthly or more	689 68%	77 72%	7 73%	85 62%	68 60%	150 76%	61 75%	41 49%	29 68%	37 76%	22 70%	41 77%	166 63%	432 71%	325 72%	14 93%	94 66%	88 64%	23 54%	7 65%	58 70%
NET: Weekly or more	395 39%	48 45%	3 29%	49 36%	41 36%	87 44%	34 41%	16 19%	18 43%	21 43%	12 40%	19 35%	107 41%	239 39%	185 41%	11 74%	43 30%	48 35%	13 30%	5 46%	31 37%
Every day	5 1%	2 2%	- -	1 1%	- -	1 *	1 1%	- -	1 2%	- -	- -	- -	2 1%	3 1%	2 *	- -	2 1%	- -	- -	- -	- -
A few times a week	178 18%	19 18%	1 8%	29 21%	13 12%	45 22%	15 19%	7 8%	8 20%	10 21%	7 23%	6 12%	49 19%	105 17%	84 19%	2 16%	19 13%	23 17%	7 18%	4 40%	11 14%
Once a week	212 21%	27 26%	2 21%	20 14%	28 24%	41 21%	18 22%	9 11%	9 22%	11 23%	5 17%	12 23%	56 21%	131 22%	100 22%	9 58%	23 16%	25 18%	5 12%	1 6%	19 23%
Once a fortnight	150 15%	17 16%	3 26%	17 12%	12 10%	28 14%	15 18%	9 11%	6 15%	13 27%	6 20%	11 20%	30 12%	99 16%	79 17%	1 7%	19 13%	18 13%	4 9%	1 8%	14 16%
Once a month	144 14%	12 11%	2 18%	19 14%	16 14%	35 18%	12 15%	15 19%	4 10%	2 5%	3 10%	12 21%	28 11%	94 15%	60 13%	2 11%	32 22%	21 16%	6 15%	1 10%	14 17%
A few times a year	189 19%	20 19%	3 27%	39 29%	29 26%	27 14%	8 9%	14 17%	9 23%	3 5%	6 21%	8 15%	54 21%	98 16%	70 16%	1 5%	27 19%	38 27%	14 33%	3 27%	21 25%
Once a year	13 1%	2 2%	- -	- -	* *	1 *	3 3%	6 7%	- -	- -	- -	- -	3 1%	9 2%	8 2%	- -	1 1%	1 *	1 2%	- -	- -
Less often than once a year	26 3%	3 3%	- -	1 1%	4 4%	3 2%	1 1%	3 4%	3 8%	4 7%	1 2%	1 2%	11 4%	12 2%	8 2%	- -	5 3%	2 2%	1 1%	- -	2 2%
Never	93 9%	4 4%	- -	12 8%	12 10%	17 9%	10 12%	19 23%	1 1%	6 12%	2 7%	3 6%	28 11%	57 9%	41 9%	* 3%	15 11%	8 6%	4 10%	1 9%	3 3%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 41

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?

Base: All respondents

Green Beans

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base	1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
NET: Ever	918 91%	34 76%	32 85%	42 100%	41 92%	11 93%	32 96%	68 91%	29 80%	45 96%	81 91%	53 96%	27 100%	17 81%	9 66%	211 92%	30 94%	34 97%	26 90%	38 100%	59 84%
NET: Monthly or more	689 68%	20 45%	23 61%	28 68%	35 77%	9 75%	23 69%	45 60%	21 58%	30 63%	53 60%	35 63%	24 87%	12 59%	8 57%	174 76%	27 85%	28 79%	20 69%	32 85%	44 63%
NET: Weekly or more	395 39%	8 18%	12 31%	17 41%	20 45%	5 40%	15 43%	24 32%	14 38%	23 49%	32 36%	25 46%	12 45%	8 39%	4 32%	97 42%	17 53%	12 35%	9 30%	18 47%	24 34%
Every day	5 1%	- -	- -	1 2%	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	3 9%	- -	- -	- -	* 1%
A few times a week	178 18%	5 11%	3 9%	8 20%	5 12%	3 27%	11 33%	3 4%	6 17%	9 19%	22 25%	7 14%	7 27%	6 27%	2 13%	49 21%	7 22%	3 8%	4 14%	8 21%	8 12%
Once a week	212 21%	3 7%	8 22%	8 20%	15 33%	1 13%	3 10%	21 28%	8 21%	14 30%	9 10%	18 32%	5 18%	2 12%	3 18%	49 21%	7 22%	10 27%	5 16%	10 26%	15 21%
Once a fortnight	150 15%	6 13%	5 13%	5 12%	9 19%	2 14%	5 13%	8 10%	5 13%	2 5%	8 9%	7 14%	6 22%	2 10%	3 22%	36 16%	6 18%	9 26%	4 13%	12 32%	11 15%
Once a month	144 14%	6 14%	7 17%	6 14%	6 13%	2 21%	4 12%	13 17%	3 7%	4 9%	13 14%	2 4%	5 19%	2 10%	* 3%	41 18%	4 14%	6 18%	8 26%	2 6%	9 13%
A few times a year	189 19%	9 19%	6 15%	10 25%	6 14%	2 18%	9 27%	19 26%	7 20%	13 28%	27 30%	15 27%	2 8%	1 7%	1 9%	33 14%	2 6%	6 16%	5 18%	2 5%	14 20%
Once a year	13 1%	5 10%	1 4%	- -	1 1%	- -	- -	* 1%	- -	1 1%	- -	2 4%	- -	3 12%	- -	1 *	- -	- -	- -	- -	* 1%
Less often than once a year	26 3%	1 2%	2 5%	3 8%	- -	- -	- -	4 5%	1 2%	1 3%	1 1%	1 2%	1 5%	1 3%	- -	3 1%	1 4%	1 2%	1 4%	4 9%	1 1%
Never	93 9%	11 24%	6 15%	- -	4 8%	1 7%	1 4%	6 9%	7 20%	2 4%	8 9%	2 4%	- -	4 19%	5 34%	19 8%	2 6%	1 3%	3 10%	- -	11 16%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 42

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?

Base: All respondents

Sweetcorn

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humbs-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439
NET: Ever	901 89%	438 88%	463 90%	113 94%	161 95%	140 82%	162 90%	133 89%	192 87%	246 91%	255 91%	198 90%	201 84%	81 89%	39 95%	92 82%	84 92%	79 87%	62 87%	41 82%	88 87%	123 94%	129 91%	84 92%	115 91%	403 92%
NET: Monthly or more	677 67%	315 64%	362 70%	92 76%	132 77%	107 63%	128 71%	94 63%	125 57%	196 72%	176 63%	152 69%	154 64%	52 58%	28 69%	70 63%	72 79%	63 69%	44 62%	32 63%	66 66%	98 74%	98 69%	55 60%	103 81%	313 71%
NET: Weekly or more	398 39%	181 37%	216 42%	65 54%	87 51%	71 42%	77 43%	43 29%	55 25%	112 42%	96 34%	99 45%	91 38%	25 27%	18 46%	42 38%	49 53%	43 48%	26 37%	21 42%	37 36%	47 36%	60 43%	29 32%	63 49%	207 47%
Every day	8 1%	5 1%	4 1%	2 2%	1 1%	1 1%	2 1%	2 1%	- -	1 *	2 1%	3 1%	2 1%	- -	1 2%	- -	- -	3 3%	- -	* 1%	1 1%	1 1%	2 1%	1 1%	1 1%	5 1%
A few times a week	172 17%	80 16%	92 18%	28 23%	42 25%	31 18%	31 17%	20 13%	19 9%	54 20%	37 13%	38 17%	42 18%	12 14%	5 13%	19 17%	17 18%	26 29%	8 11%	6 11%	17 17%	21 16%	26 18%	16 17%	25 20%	93 21%
Once a week	217 21%	97 20%	120 23%	34 29%	44 26%	39 23%	43 24%	21 14%	36 16%	57 21%	57 20%	57 26%	46 19%	12 13%	12 31%	23 21%	32 35%	15 16%	18 25%	15 30%	19 19%	26 20%	33 23%	12 14%	36 29%	108 25%
Once a fortnight	147 15%	74 15%	73 14%	12 10%	31 18%	15 9%	28 15%	26 17%	36 16%	48 18%	46 17%	24 11%	28 12%	15 17%	4 9%	13 12%	12 13%	11 12%	9 12%	6 11%	20 19%	30 23%	16 11%	12 14%	19 15%	65 15%
Once a month	133 13%	60 12%	73 14%	15 12%	14 8%	21 12%	23 13%	25 17%	34 16%	35 13%	33 12%	29 13%	36 15%	13 14%	6 14%	15 13%	12 13%	9 9%	9 13%	5 10%	10 10%	21 16%	21 15%	13 14%	22 17%	41 9%
A few times a year	162 16%	85 17%	78 15%	17 14%	20 12%	22 13%	28 15%	30 20%	46 21%	36 13%	59 21%	30 13%	38 16%	22 24%	11 26%	13 11%	9 10%	9 10%	17 24%	5 9%	17 17%	15 12%	21 15%	23 25%	10 8%	67 15%
Once a year	21 2%	14 3%	8 2%	4 3%	6 4%	2 1%	- -	3 2%	6 3%	5 2%	7 3%	6 3%	3 1%	4 4%	- -	5 5%	1 1%	1 1%	- -	1 2%	1 1%	6 4%	1 1%	1 1%	2 1%	12 3%
Less often than once a year	40 4%	24 5%	16 3%	1 1%	3 2%	9 5%	7 4%	6 4%	15 7%	10 4%	13 5%	11 5%	6 2%	3 3%	- -	4 4%	2 2%	6 6%	1 1%	3 7%	2 2%	5 3%	9 6%	5 6%	* *	12 3%
Never	110 11%	58 12%	52 10%	7 6%	9 5%	30 18%	18 10%	17 11%	29 13%	24 9%	25 9%	22 10%	39 16%	10 11%	2 5%	20 18%	7 8%	12 13%	9 13%	9 18%	13 13%	8 6%	12 9%	7 8%	11 9%	36 8%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 43

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?**Base: All respondents****Sweetcorn**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?					What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18
NET: Ever	901 89%	721 89%	373 91%	348 87%	180 89%	165 88%	15 100%	625 88%	273 91%	97 92%	122 90%	114 91%	71 85%	46 87%	120 84%	177 86%	189 90%	184 92%	74 91%	34 96%	14 100%	17 94%
NET: Monthly or more	677 67%	540 67%	292 71%	248 62%	137 68%	126 67%	11 76%	450 64%	225 75%	87 83%	106 78%	89 71%	56 67%	37 69%	84 59%	125 61%	146 70%	138 69%	59 73%	27 74%	11 76%	13 73%
NET: Weekly or more	398 39%	315 39%	182 44%	133 33%	83 41%	79 42%	4 28%	246 35%	150 50%	57 54%	69 51%	61 48%	34 40%	18 34%	49 34%	74 36%	91 43%	80 40%	35 43%	15 42%	8 54%	9 51%
Every day	8 1%	6 1%	4 1%	2 1%	3 1%	3 1%	- -	5 1%	3 1%	2 2%	2 2%	- -	- -	- -	* *	3 1%	1 1%	2 1%	2 2%	- -	- -	- -
A few times a week	172 17%	143 18%	89 22%	54 13%	29 14%	26 14%	3 18%	107 15%	64 21%	15 14%	31 23%	34 27%	17 21%	12 23%	20 14%	38 18%	28 13%	42 21%	13 15%	4 12%	1 5%	3 19%
Once a week	217 21%	166 21%	89 22%	77 19%	51 25%	50 26%	2 11%	134 19%	82 27%	40 38%	36 27%	27 21%	16 20%	6 12%	28 20%	33 16%	61 29%	36 18%	21 25%	11 29%	7 49%	6 32%
Once a fortnight	147 15%	119 15%	63 15%	56 14%	28 14%	24 13%	4 30%	106 15%	40 13%	16 15%	27 20%	18 14%	9 10%	10 18%	19 13%	23 11%	37 18%	26 13%	13 16%	7 21%	2 15%	1 4%
Once a month	133 13%	106 13%	47 11%	59 15%	26 13%	24 13%	3 18%	98 14%	35 12%	14 14%	9 7%	10 8%	14 17%	9 16%	17 12%	28 14%	19 9%	33 16%	11 14%	4 12%	1 7%	3 18%
A few times a year	162 16%	126 16%	58 14%	68 17%	36 18%	34 18%	2 14%	126 18%	36 12%	9 8%	14 10%	17 14%	7 9%	7 14%	23 16%	40 19%	33 16%	25 12%	15 18%	6 17%	3 24%	4 21%
Once a year	21 2%	20 3%	9 2%	12 3%	1 1%	1 1%	- -	19 3%	2 1%	- -	2 1%	1 1%	1 1%	1 2%	3 2%	3 2%	1 *	13 7%	- -	- -	- -	- -
Less often than once a year	40 4%	34 4%	14 3%	21 5%	5 3%	4 2%	1 10%	30 4%	10 3%	1 1%	1 *	7 5%	7 8%	1 2%	10 7%	9 4%	8 4%	8 4%	1 1%	2 4%	- -	- -
Never	110 11%	87 11%	36 9%	51 13%	23 11%	23 12%	- -	83 12%	27 9%	8 8%	13 10%	12 9%	13 15%	7 13%	23 16%	28 14%	21 10%	15 8%	7 9%	2 4%	- -	1 6%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 44

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?

Base: All respondents

Sweetcorn

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Cent- ral	Gram- pian	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	Single	NET: Mar- ried/ Civil part- ner- ship/ co hab- iting	Mar- ried	Civil Part- ner- ship	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Seper- ated	Div- orced
Unweighted base	1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
NET: Ever	901 89%	92 86%	10 100%	120 88%	94 82%	187 94%	75 92%	73 88%	39 93%	40 82%	28 90%	48 90%	233 89%	544 89%	401 89%	11 77%	132 93%	120 87%	37 89%	7 64%	75 90%
NET: Monthly or more	677 67%	68 64%	6 55%	89 65%	72 63%	148 75%	54 66%	48 58%	28 68%	31 64%	22 72%	30 56%	174 66%	419 69%	307 68%	11 72%	102 72%	81 59%	26 63%	7 64%	47 56%
NET: Weekly or more	398 39%	39 36%	3 31%	52 38%	46 40%	78 39%	31 37%	22 27%	18 42%	21 42%	16 52%	15 28%	123 47%	230 38%	161 36%	9 63%	60 42%	42 31%	9 22%	3 23%	31 36%
Every day	8 1%	2 2%	- -	3 2%	- -	1 *	* 1%	- -	1 2%	* 1%	1 2%	1 1%	2 1%	5 1%	2 1%	- -	3 2%	1 1%	- -	- -	1 1%
A few times a week	172 17%	17 16%	- -	28 21%	21 18%	33 16%	15 18%	11 13%	5 13%	6 11%	11 36%	8 15%	57 22%	96 16%	65 14%	4 26%	28 20%	18 13%	6 14%	3 23%	10 11%
Once a week	217 21%	19 18%	3 31%	22 16%	25 22%	45 22%	15 19%	11 14%	12 28%	15 30%	4 14%	6 12%	64 24%	129 21%	94 21%	5 37%	30 21%	23 17%	3 8%	- -	20 24%
Once a fortnight	147 15%	21 20%	2 24%	21 15%	12 10%	37 19%	10 12%	13 16%	4 9%	6 11%	5 17%	6 10%	23 9%	102 17%	82 18%	1 7%	19 14%	21 15%	9 22%	5 41%	7 9%
Once a month	133 13%	9 8%	- -	16 12%	15 13%	33 17%	14 17%	13 15%	7 16%	5 11%	1 3%	9 18%	28 11%	86 14%	64 14%	* 3%	22 16%	17 13%	8 19%	- -	9 11%
A few times a year	162 16%	19 18%	3 31%	24 18%	13 11%	27 13%	13 16%	19 23%	11 25%	5 10%	6 18%	13 24%	38 15%	94 15%	66 15%	1 5%	27 19%	30 22%	8 20%	- -	22 26%
Once a year	21 2%	2 2%	- -	1 *	5 5%	6 3%	- -	4 4%	- -	1 2%	- -	1 2%	13 5%	7 1%	6 1%	- -	1 *	2 1%	1 2%	- -	1 1%
Less often than once a year	40 4%	2 2%	1 15%	6 5%	4 4%	7 3%	8 9%	2 3%	- -	3 6%	- -	4 8%	8 3%	25 4%	22 5%	- -	3 2%	7 5%	2 4%	- -	5 6%
Never	110 11%	15 14%	- -	16 12%	20 18%	11 6%	7 8%	10 12%	3 7%	9 18%	3 10%	5 10%	28 11%	64 11%	51 11%	3 23%	10 7%	17 13%	5 11%	4 36%	9 10%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 45

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?**Base: All respondents****Sweetcorn**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base	1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
NET: Ever	901 89%	41 91%	31 84%	40 96%	42 94%	11 93%	28 84%	63 86%	29 80%	41 88%	78 88%	47 85%	23 84%	18 85%	14 97%	214 93%	31 97%	32 90%	25 87%	34 91%	58 83%
NET: Monthly or more	677 67%	23 52%	22 58%	29 70%	37 83%	9 83%	24 70%	47 64%	23 64%	30 63%	62 70%	36 66%	15 54%	17 81%	10 71%	167 72%	25 79%	19 53%	17 58%	27 71%	38 55%
NET: Weekly or more	398 39%	11 25%	10 26%	19 46%	26 57%	7 61%	15 44%	27 36%	15 41%	18 38%	43 48%	22 41%	10 37%	11 53%	4 28%	86 37%	12 38%	8 24%	10 35%	18 47%	26 37%
Every day	8 1%	- -	- -	1 2%	- -	- -	- -	- -	- -	- -	3 3%	1 1%	- -	- -	- -	1 1%	2 5%	1 2%	1 2%	* 1%	- -
A few times a week	172 17%	6 13%	5 13%	5 13%	7 16%	1 11%	6 18%	11 14%	8 23%	6 13%	26 29%	12 22%	2 9%	9 43%	- -	34 15%	6 17%	4 11%	5 16%	4 10%	15 22%
Once a week	217 21%	6 13%	5 13%	13 32%	18 41%	6 50%	9 26%	16 22%	7 18%	12 25%	14 16%	10 18%	8 29%	2 10%	4 28%	51 22%	5 15%	4 11%	5 17%	14 36%	10 15%
Once a fortnight	147 15%	6 13%	7 18%	4 11%	8 18%	1 8%	1 3%	6 8%	7 19%	6 13%	12 13%	10 18%	2 8%	1 6%	5 33%	45 20%	6 18%	4 13%	4 13%	5 13%	7 10%
Once a month	133 13%	6 14%	5 14%	6 14%	4 8%	2 14%	8 23%	14 19%	1 4%	6 12%	7 8%	4 7%	2 9%	4 21%	2 11%	36 16%	7 23%	6 17%	3 10%	4 11%	5 8%
A few times a year	162 16%	12 28%	9 23%	11 25%	3 6%	1 11%	4 12%	8 11%	4 12%	11 23%	12 13%	8 14%	7 27%	- -	3 21%	33 14%	4 14%	10 28%	6 21%	4 10%	13 18%
Once a year	21 2%	4 8%	- -	- -	1 1%	- -	1 2%	6 8%	- -	- -	- -	1 1%	1 3%	- -	- -	6 3%	- -	- -	1 4%	1 3%	1 1%
Less often than once a year	40 4%	1 3%	1 3%	- -	2 4%	- -	- -	2 3%	1 4%	1 2%	4 5%	2 4%	- -	1 5%	1 5%	9 4%	2 5%	3 9%	1 4%	3 7%	7 10%
Never	110 11%	4 9%	6 16%	2 4%	3 6%	1 7%	5 16%	11 14%	7 20%	6 12%	11 12%	8 15%	4 16%	3 15%	* 3%	16 7%	1 3%	3 10%	4 13%	3 9%	12 17%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 46

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?

Base: All respondents

Parsnip

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humbs-erside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439
NET: Ever	820 81%	392 79%	428 83%	101 84%	131 77%	121 71%	148 82%	132 88%	188 85%	230 85%	229 82%	176 80%	185 77%	68 75%	34 83%	81 73%	70 77%	72 79%	64 90%	36 70%	87 86%	113 86%	120 85%	77 84%	106 84%	358 81%
NET: Monthly or more	472 47%	222 45%	251 49%	57 48%	67 39%	76 45%	89 49%	68 45%	115 52%	145 54%	116 41%	117 53%	94 39%	31 34%	18 45%	47 42%	48 53%	37 40%	35 49%	30 60%	59 59%	67 51%	60 42%	40 44%	66 52%	212 48%
NET: Weekly or more	208 21%	101 20%	107 21%	28 23%	24 14%	32 19%	38 21%	27 18%	59 27%	66 25%	50 18%	47 22%	43 18%	12 13%	10 24%	23 21%	22 24%	12 13%	17 23%	9 19%	21 21%	31 23%	35 25%	17 18%	31 25%	95 22%
Every day	3 *	2 *	2 *	- -	1 1%	1 *	1 *	1 1%	- -	3 1%	- -	- -	1 *	- -	- -	1 1%	- -	- -	- -	- -	- -	1 1%	1 1%	1 1%	1 1%	3 1%
A few times a week	58 6%	30 6%	28 5%	10 8%	5 3%	10 6%	17 9%	5 3%	11 5%	18 7%	14 5%	9 4%	16 7%	3 3%	4 11%	6 6%	5 6%	2 3%	3 5%	2 5%	7 7%	8 6%	11 8%	4 4%	6 5%	32 7%
Once a week	147 15%	69 14%	77 15%	18 15%	17 10%	21 13%	21 12%	21 14%	48 22%	46 17%	37 13%	38 17%	26 11%	9 10%	5 13%	16 14%	17 18%	10 10%	13 19%	7 14%	14 14%	21 16%	23 16%	12 13%	25 20%	61 14%
Once a fortnight	138 14%	62 12%	76 15%	11 9%	23 13%	24 14%	31 17%	22 14%	28 13%	39 14%	37 13%	38 17%	24 10%	9 10%	6 14%	9 8%	9 10%	15 16%	5 7%	11 22%	27 27%	19 14%	13 9%	15 17%	19 15%	62 14%
Once a month	127 13%	60 12%	67 13%	19 16%	20 12%	20 12%	20 11%	20 13%	28 13%	40 15%	29 10%	32 15%	26 11%	10 11%	3 7%	15 14%	17 19%	10 11%	13 19%	9 19%	11 11%	17 13%	11 8%	9 9%	16 13%	54 12%
A few times a year	246 24%	120 24%	126 24%	36 30%	43 25%	32 19%	41 23%	40 27%	54 24%	59 22%	83 30%	49 22%	55 23%	24 26%	6 15%	25 22%	13 15%	24 27%	23 33%	3 6%	19 19%	28 21%	49 35%	31 34%	30 23%	103 24%
Once a year	60 6%	29 6%	31 6%	4 3%	15 9%	6 4%	9 5%	15 10%	11 5%	18 7%	13 5%	5 2%	23 10%	8 9%	7 17%	4 4%	5 5%	8 9%	2 3%	1 2%	5 5%	11 8%	6 4%	4 4%	4 3%	25 6%
Less often than once a year	42 4%	21 4%	20 4%	4 3%	6 4%	6 4%	9 5%	8 6%	8 3%	8 3%	16 6%	5 2%	13 5%	6 6%	3 6%	4 4%	3 4%	3 3%	4 5%	2 3%	4 4%	8 6%	5 3%	1 1%	6 5%	17 4%
Never	191 19%	103 21%	87 17%	20 16%	39 23%	49 29%	32 18%	18 12%	33 15%	40 15%	51 18%	44 20%	55 23%	23 25%	7 17%	31 27%	21 23%	19 21%	7 10%	15 30%	14 14%	18 14%	21 15%	14 16%	21 16%	82 19%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 47

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?**Base: All respondents****Parsnip**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?					What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18
NET: Ever	820 81%	650 80%	335 82%	315 79%	171 84%	157 84%	13 89%	587 83%	231 77%	71 68%	104 77%	105 83%	68 82%	43 81%	110 77%	172 84%	169 81%	157 79%	65 80%	30 85%	14 100%	16 90%
NET: Monthly or more	472 47%	353 44%	173 42%	180 45%	119 59%	113 60%	6 41%	332 47%	139 46%	31 29%	61 45%	66 52%	48 58%	22 42%	60 42%	98 48%	92 44%	96 48%	44 54%	19 54%	9 65%	7 39%
NET: Weekly or more	208 21%	147 18%	69 17%	79 20%	60 30%	58 31%	2 17%	157 22%	51 17%	10 10%	19 14%	21 17%	16 19%	9 17%	30 21%	38 19%	38 18%	43 22%	22 27%	9 24%	5 38%	5 26%
Every day	3 *	3 *	3 1%	- -	- -	- -	- -	3 *	1 *	- -	1 1%	1 1%	- -	- -	1 1%	- -	- -	2 1%	1 1%	- -	- -	- -
A few times a week	58 6%	43 5%	20 5%	23 6%	15 7%	15 8%	- -	42 6%	16 5%	3 3%	6 4%	6 4%	8 10%	5 9%	4 3%	17 8%	13 6%	10 5%	4 5%	1 3%	- -	- -
Once a week	147 15%	101 13%	45 11%	56 14%	45 22%	43 23%	2 17%	112 16%	34 11%	7 7%	13 9%	14 12%	7 9%	4 8%	25 18%	21 10%	24 12%	31 16%	17 21%	8 21%	5 38%	5 26%
Once a fortnight	138 14%	112 14%	54 13%	58 15%	26 13%	24 13%	2 15%	91 13%	46 15%	6 5%	21 16%	30 24%	22 27%	11 20%	16 11%	35 17%	29 14%	23 11%	14 17%	6 17%	2 16%	- -
Once a month	127 13%	94 12%	51 12%	43 11%	33 16%	32 17%	1 9%	84 12%	42 14%	15 14%	21 15%	15 12%	10 12%	2 4%	14 9%	25 12%	25 12%	31 15%	8 10%	5 13%	2 12%	2 14%
A few times a year	246 24%	208 26%	109 27%	99 25%	38 18%	32 17%	5 37%	182 26%	64 21%	32 30%	32 24%	25 20%	13 15%	10 19%	36 25%	43 21%	61 29%	46 23%	14 17%	8 23%	2 16%	8 44%
Once a year	60 6%	51 6%	29 7%	22 6%	9 4%	8 4%	1 5%	39 6%	21 7%	8 8%	7 5%	12 10%	3 4%	9 17%	6 4%	19 9%	11 5%	9 4%	4 5%	1 2%	- -	- -
Less often than once a year	42 4%	37 5%	23 6%	14 4%	5 2%	4 2%	1 6%	34 5%	8 3%	1 1%	4 3%	2 2%	4 5%	2 4%	8 5%	12 6%	5 3%	6 3%	3 4%	2 5%	3 18%	1 7%
Never	191 19%	158 20%	74 18%	84 21%	33 16%	31 16%	2 11%	121 17%	69 23%	34 32%	31 23%	21 17%	15 18%	10 19%	33 23%	33 16%	40 19%	42 21%	17 20%	5 15%	- -	2 10%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 48

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?

Base: All respondents

Parsnip

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Cent- ral	Gram- pian	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	Single	NET: Mar- ried/ Civil part- ner- ship/ co hab- iting	Mar- ried	Civil Part- ner- ship	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Separ- ated	Div- orced
Unweighted base	1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
NET: Ever	820 81%	91 86%	8 83%	112 82%	85 75%	178 89%	64 78%	61 74%	35 84%	34 69%	27 88%	41 76%	204 78%	494 81%	372 82%	8 55%	114 80%	119 87%	37 89%	9 81%	73 87%
NET: Monthly or more	472 47%	58 55%	4 36%	60 44%	53 46%	100 50%	33 41%	26 31%	18 43%	30 61%	11 35%	23 43%	106 41%	297 49%	231 51%	6 40%	60 42%	66 48%	16 39%	6 53%	44 53%
NET: Weekly or more	208 21%	25 24%	3 29%	25 18%	25 22%	44 22%	20 24%	7 9%	10 23%	9 19%	4 12%	10 18%	56 21%	127 21%	101 22%	3 21%	22 16%	25 18%	8 19%	3 27%	14 17%
Every day	3 *	- -	- -	- -	1 1%	1 *	1 1%	- -	- -	- -	- -	1 2%	- -	3 1%	3 1%	- -	- -	- -	- -	- -	- -
A few times a week	58 6%	10 9%	- -	5 4%	8 7%	12 6%	6 8%	1 1%	4 10%	2 5%	- -	3 6%	17 7%	38 6%	30 7%	2 16%	6 4%	2 2%	- -	1 6%	1 2%
Once a week	147 15%	15 14%	3 29%	20 14%	16 14%	32 16%	13 15%	6 7%	5 13%	7 15%	4 12%	5 10%	38 15%	85 14%	68 15%	1 5%	17 12%	23 17%	8 19%	2 21%	13 15%
Once a fortnight	138 14%	25 23%	1 7%	17 13%	9 8%	26 13%	8 10%	8 10%	6 13%	11 23%	6 20%	9 16%	27 10%	88 15%	72 16%	1 9%	15 11%	22 16%	2 5%	3 27%	17 21%
Once a month	127 13%	8 7%	- -	18 14%	20 17%	30 15%	5 7%	10 12%	3 7%	9 18%	1 3%	5 9%	24 9%	82 13%	58 13%	1 10%	22 16%	19 14%	6 15%	- -	13 15%
A few times a year	246 24%	23 22%	3 29%	38 28%	24 21%	56 28%	22 27%	22 26%	6 15%	2 5%	15 48%	15 28%	68 26%	144 24%	103 23%	2 13%	39 27%	34 25%	10 23%	3 27%	22 26%
Once a year	60 6%	5 5%	1 12%	9 6%	4 3%	13 6%	5 6%	8 10%	7 17%	- -	1 4%	2 4%	14 5%	33 5%	25 5%	* 3%	7 5%	13 10%	7 17%	- -	6 7%
Less often than once a year	42 4%	5 4%	1 6%	4 3%	4 4%	8 4%	3 4%	6 7%	4 9%	2 3%	1 2%	* 1%	15 6%	20 3%	12 3%	- -	8 6%	6 4%	5 11%	- -	1 1%
Never	191 19%	15 14%	2 17%	25 18%	29 25%	21 11%	18 22%	22 26%	7 16%	15 31%	4 12%	13 24%	58 22%	114 19%	80 18%	7 45%	28 20%	18 13%	5 11%	2 19%	11 13%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 49

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?**Base: All respondents****Parsnip**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base	1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
NET: Ever	820 81%	33 75%	28 74%	36 85%	38 85%	7 64%	30 88%	56 75%	26 73%	39 82%	70 79%	50 91%	22 80%	15 71%	11 80%	202 88%	29 90%	26 75%	25 85%	28 76%	49 70%
NET: Monthly or more	472 47%	11 26%	16 41%	18 43%	27 59%	5 45%	20 59%	32 44%	17 49%	23 49%	36 40%	34 61%	11 40%	8 41%	6 40%	117 51%	15 48%	18 51%	13 44%	25 66%	21 30%
NET: Weekly or more	208 21%	3 6%	8 22%	10 23%	15 33%	2 21%	8 22%	17 23%	6 18%	10 22%	10 12%	17 30%	4 15%	7 32%	* 3%	50 22%	11 34%	6 16%	8 26%	9 25%	7 9%
Every day	3 *	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	1 3%	- -	- -
A few times a week	58 6%	1 2%	2 4%	4 10%	3 8%	- -	2 6%	4 6%	2 7%	2 5%	2 3%	7 12%	1 5%	4 20%	* 3%	13 6%	3 9%	- -	3 11%	2 6%	- -
Once a week	147 15%	2 3%	6 17%	5 13%	11 25%	2 21%	6 17%	12 16%	4 11%	8 17%	8 9%	10 18%	3 10%	3 13%	- -	36 16%	8 25%	6 16%	4 12%	7 19%	7 9%
Once a fortnight	138 14%	4 8%	5 12%	6 13%	4 10%	2 17%	1 4%	7 9%	3 8%	4 9%	15 17%	13 24%	5 18%	1 5%	2 12%	33 14%	2 7%	12 33%	3 9%	9 23%	9 12%
Once a month	127 13%	5 11%	3 7%	3 7%	8 17%	1 7%	11 33%	8 11%	8 23%	9 18%	10 11%	4 7%	2 7%	1 4%	3 24%	34 15%	2 6%	1 2%	3 9%	7 18%	6 9%
A few times a year	246 24%	12 27%	9 25%	6 15%	7 15%	* 4%	9 27%	18 25%	7 19%	12 26%	24 27%	12 22%	8 28%	3 15%	5 35%	63 28%	10 31%	7 19%	10 34%	2 5%	21 31%
Once a year	60 6%	6 13%	2 6%	8 20%	3 6%	1 7%	1 3%	3 3%	1 2%	1 2%	8 9%	2 3%	2 6%	3 15%	- -	13 6%	2 5%	1 3%	2 8%	- -	3 4%
Less often than once a year	42 4%	4 9%	1 2%	3 8%	3 6%	1 7%	- -	2 3%	1 4%	3 5%	3 3%	2 4%	1 5%	- -	1 5%	9 4%	2 5%	1 2%	- -	2 4%	4 5%
Never	191 19%	11 25%	10 26%	6 15%	7 15%	4 36%	4 12%	19 25%	10 27%	8 18%	18 21%	5 9%	6 20%	6 29%	3 20%	28 12%	3 10%	9 25%	4 15%	9 24%	21 30%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 50

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?

Base: All respondents

Potato

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humbs-erside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420	
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439	
NET: Ever	1006	494	512	119	168	170	180	150	219	270	278	220	239	91	40	111	90	90	69	51	101	131	141	91	127	437	
	100%	100%	99%	99%	99%	100%	100%	100%	99%	100%	99%	100%	99%	100%	100%	100%	99%	99%	98%	100%	100%	100%	100%	100%	100%	100%	
NET: Monthly or more	992	487	505	119	164	164	177	150	218	268	271	219	235	89	40	109	87	90	69	51	100	128	139	90	125	432	
	98%	98%	98%	99%	97%	97%	98%	100%	99%	99%	97%	99%	98%	98%	98%	98%	96%	99%	97%	100%	99%	98%	98%	99%	99%	98%	
NET: Weekly or more	944	465	478	105	159	154	167	145	213	256	256	213	219	81	38	104	85	89	63	48	96	119	133	88	120	405	
	93%	94%	93%	88%	93%	91%	93%	97%	97%	95%	91%	97%	91%	89%	95%	94%	93%	97%	89%	96%	95%	91%	94%	96%	95%	92%	
Every day	132	68	64	14	9	20	21	19	49	25	37	48	22	10	7	10	11	5	4	8	20	16	26	14	11	58	
	13%	14%	12%	11%	5%	12%	12%	13%	22%	9%	13%	22%	9%	11%	16%	9%	13%	6%	5%	16%	20%	12%	19%	16%	9%	13%	
A few times a week	662	323	339	54	117	121	121	106	142	185	178	132	166	48	31	84	54	66	52	40	62	73	91	62	93	272	
	65%	65%	66%	45%	69%	71%	67%	71%	65%	69%	63%	60%	69%	53%	77%	75%	59%	72%	73%	78%	61%	55%	65%	68%	74%	62%	
Once a week	150	75	75	37	32	14	26	20	22	45	41	33	31	23	1	10	20	18	8	*	14	30	15	11	16	75	
	15%	15%	14%	31%	19%	8%	14%	13%	10%	17%	15%	15%	13%	25%	2%	9%	22%	20%	11%	1%	14%	23%	11%	12%	12%	17%	
Once a fortnight	29	18	11	8	3	8	7	3	1	9	10	3	8	4	1	5	1	-	3	1	4	5	2	2	4	18	
	3%	4%	2%	7%	2%	4%	4%	2%	1%	3%	3%	1%	3%	5%	3%	4%	1%	-	5%	3%	4%	3%	1%	2%	3%	4%	
Once a month	20	4	16	6	3	2	3	3	3	3	6	3	8	4	-	-	2	1	2	1	-	5	5	-	1	8	
	2%	1%	3%	5%	2%	1%	1%	2%	1%	1%	2%	1%	3%	4%	-	-	2%	1%	3%	2%	-	4%	3%	-	1%	2%	
A few times a year	12	5	7	-	4	4	3	-	2	2	5	1	3	1	1	2	3	-	1	-	-	2	2	-	1	4	
	1%	1%	1%	-	2%	2%	1%	-	1%	1%	2%	1%	1%	2%	2%	2%	3%	-	1%	-	-	2%	1%	-	1%	1%	
Once a year	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Less often than once a year	2	2	-	-	-	1	1	-	-	*	1	-	1	*	-	-	-	-	-	-	1	-	-	1	-	1	
	*	*	-	-	-	1%	*	-	-	*	*	-	*	*	-	-	-	-	-	-	1%	-	-	1%	-	*	
Never	5	1	4	1	2	1	*	-	1	1	3	-	2	-	-	-	1	1	1	-	*	1	1	-	-	2	
	*	*	1%	1%	1%	*	*	-	1%	*	1%	-	1%	-	-	-	1%	1%	2%	-	*	*	*	-	-	*	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 51

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?**Base: All respondents****Potato**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?					What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18
NET: Ever	1006	803	406	398	203	188	15	704	299	105	134	126	84	53	143	203	209	198	81	36	14	18
	100%	99%	99%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	99%	99%	99%	100%	99%	100%	100%	100%	100%
NET: Monthly or more	992	792	400	392	200	185	15	695	295	103	132	126	82	53	139	200	204	197	81	36	14	18
	98%	98%	98%	98%	98%	98%	100%	98%	98%	97%	98%	100%	98%	99%	97%	98%	97%	99%	100%	100%	100%	100%
NET: Weekly or more	944	750	373	377	193	179	15	663	278	97	124	117	80	44	132	188	197	189	80	33	14	17
	93%	93%	91%	95%	95%	95%	100%	94%	93%	92%	92%	93%	96%	83%	92%	92%	94%	95%	98%	93%	100%	96%
Every day	132	97	49	48	35	31	4	99	33	6	14	17	11	6	20	32	25	26	13	1	-	-
	13%	12%	12%	12%	17%	17%	27%	14%	11%	6%	11%	13%	13%	11%	14%	15%	12%	13%	16%	2%	-	-
A few times a week	662	526	251	275	136	126	10	453	209	76	95	90	60	28	92	127	153	127	57	30	10	9
	65%	65%	61%	69%	67%	67%	70%	64%	70%	72%	70%	72%	72%	53%	65%	62%	73%	64%	70%	84%	73%	50%
Once a week	150	128	74	54	22	21	*	112	36	15	15	10	10	10	19	29	19	36	10	3	4	8
	15%	16%	18%	14%	11%	11%	3%	16%	12%	14%	11%	8%	12%	20%	13%	14%	9%	18%	12%	7%	27%	47%
Once a fortnight	29	22	15	7	7	7	-	19	10	2	7	7	1	4	4	5	4	7	1	3	-	-
	3%	3%	4%	2%	3%	3%	-	3%	3%	2%	5%	6%	1%	7%	3%	2%	2%	4%	1%	7%	-	-
Once a month	20	20	12	8	-	-	-	13	6	3	1	2	1	5	3	7	3	1	1	-	-	1
	2%	2%	3%	2%	-	-	-	2%	2%	3%	1%	1%	1%	9%	2%	3%	1%	*	1%	-	-	4%
A few times a year	12	9	3	6	3	3	-	7	5	3	2	-	2	-	3	2	6	1	-	-	-	-
	1%	1%	1%	1%	1%	1%	-	1%	2%	3%	1%	-	2%	-	2%	1%	3%	*	-	-	-	-
Once a year	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often than once a year	2	2	2	-	-	-	-	2	-	-	-	-	-	-	1	1	-	-	-	-	-	-
	*	*	1%	-	-	-	-	*	-	-	-	-	-	-	*	1%	-	-	-	-	-	-
Never	5	4	4	1	1	1	-	4	1	-	1	-	-	1	1	2	-	1	-	-	-	-
	*	1%	1%	*	*	*	-	1%	*	-	1%	-	-	1%	1%	1%	-	1%	-	-	-	-

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 52

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?

Base: All respondents

Potato

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Central	Grampian	Granada	London	Meridian	Scottish	Tyne Tees	Wales & West	West-country	Yorkshire	Single	NET: Married/ Civil partnership/ co habiting	Married	Civil Partnership	Co Habiting	NET: Widowed/ separated/ divorced	Widowed	Separated	Divorced
Unweighted base	1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
NET: Ever	1006	106	10	134	114	198	82	83	42	49	31	54	260	606	449	15	142	136	42	11	83
	100%	100%	100%	98%	100%	100%	99%	100%	100%	100%	100%	100%	99%	100%	99%	100%	100%	100%	100%	100%	99%
NET: Monthly or more	992	105	10	134	112	196	80	81	41	49	30	54	252	602	447	15	141	134	41	11	82
	98%	98%	100%	98%	98%	99%	98%	98%	98%	100%	98%	100%	96%	99%	99%	100%	99%	98%	98%	100%	98%
NET: Weekly or more	944	99	10	130	108	183	77	72	40	47	28	53	236	579	432	13	133	126	41	11	75
	93%	93%	100%	95%	94%	92%	94%	88%	95%	95%	91%	99%	90%	95%	96%	91%	94%	92%	97%	100%	89%
Every day	132	22	1	8	11	32	9	8	7	8	1	11	24	96	78	2	16	12	3	1	8
	13%	21%	15%	6%	10%	16%	11%	10%	16%	17%	4%	19%	9%	16%	17%	13%	11%	9%	7%	7%	10%
A few times a week	662	63	8	104	86	118	56	42	33	38	19	33	154	412	313	6	92	94	32	10	52
	65%	59%	76%	76%	75%	59%	68%	51%	80%	78%	60%	61%	59%	68%	69%	43%	65%	69%	75%	89%	63%
Once a week	150	14	1	17	11	32	12	22	-	-	8	10	58	71	41	5	25	20	6	*	14
	15%	13%	10%	13%	9%	16%	14%	27%	-	-	27%	19%	22%	12%	9%	34%	17%	15%	15%	4%	17%
Once a fortnight	29	4	-	3	5	5	1	4	1	1	2	1	9	17	12	1	3	2	-	-	2
	3%	4%	-	2%	4%	3%	1%	5%	3%	3%	5%	1%	4%	3%	3%	9%	2%	1%	-	-	2%
Once a month	20	1	-	2	-	8	2	4	-	1	*	-	7	6	2	-	4	6	*	-	5
	2%	1%	-	1%	-	4%	2%	5%	-	2%	1%	-	3%	1%	*	-	3%	4%	1%	-	6%
A few times a year	12	1	-	-	2	2	1	1	1	-	-	-	6	4	3	-	1	2	1	-	1
	1%	1%	-	-	2%	1%	1%	2%	2%	-	-	-	2%	1%	1%	-	1%	1%	2%	-	1%
Once a year	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often than once a year	2	1	-	-	-	-	*	*	-	-	1	-	2	-	-	-	-	-	-	-	-
	*	1%	-	-	-	-	1%	1%	-	-	2%	-	1%	-	-	-	-	-	-	-	-
Never	5	*	-	3	-	1	1	-	-	-	-	-	2	3	3	-	-	1	-	-	1
	*	*	-	2%	-	*	1%	-	-	-	-	-	1%	*	1%	-	-	*	-	-	1%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 53

Q.1 Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?

Base: All respondents

Potato

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base	1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
NET: Ever	1006	45	38	42	45	11	34	74	36	46	88	55	27	21	14	229	32	35	29	38	69
	100%	100%	100%	100%	100%	93%	100%	100%	100%	97%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%
NET: Monthly or more	992	45	36	41	45	11	32	73	35	45	88	55	26	21	14	226	32	35	29	38	67
	98%	100%	95%	98%	100%	93%	95%	98%	98%	96%	99%	100%	97%	100%	100%	98%	99%	98%	100%	100%	96%
NET: Weekly or more	944	40	32	40	43	11	31	69	34	42	87	52	25	20	13	213	30	34	29	35	65
	93%	90%	84%	95%	96%	93%	93%	93%	96%	89%	98%	94%	93%	94%	91%	92%	94%	96%	98%	94%	92%
Every day	132	2	5	6	5	3	5	5	6	1	6	13	4	*	1	35	7	8	4	6	11
	13%	4%	13%	14%	11%	27%	14%	7%	17%	2%	6%	23%	14%	2%	8%	15%	21%	22%	14%	16%	16%
A few times a week	662	26	19	34	25	7	24	57	24	34	62	33	15	18	11	136	22	20	20	29	46
	65%	58%	50%	81%	56%	59%	71%	77%	67%	71%	70%	60%	57%	89%	79%	59%	69%	58%	67%	78%	65%
Once a week	150	13	8	-	13	1	2	6	4	8	20	6	6	1	1	41	1	6	5	-	8
	15%	28%	22%	-	29%	7%	7%	9%	12%	16%	22%	11%	23%	3%	4%	18%	5%	17%	16%	-	11%
Once a fortnight	29	4	-	1	1	-	-	4	1	2	-	3	1	1	1	5	1	1	1	1	1
	3%	10%	-	3%	2%	-	-	5%	2%	4%	-	6%	3%	3%	9%	2%	2%	2%	2%	4%	2%
Once a month	20	-	4	-	1	-	1	-	-	1	1	-	*	1	-	8	1	-	-	1	1
	2%	-	11%	-	3%	-	2%	-	-	2%	1%	-	1%	2%	-	4%	2%	-	-	2%	1%
A few times a year	12	-	1	1	-	-	2	1	1	1	-	-	1	-	-	2	-	-	-	-	2
	1%	-	4%	2%	-	-	5%	2%	2%	1%	-	-	3%	-	-	1%	-	-	-	-	3%
Once a year	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often than once a year	2	-	*	-	-	-	-	-	-	-	-	-	-	-	-	1	*	1	-	-	-
	*	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	*	1%	2%	-	-	-
Never	5	-	-	-	-	1	-	-	-	1	1	-	-	-	-	1	-	-	-	-	1
	*	-	-	-	-	7%	-	-	-	3%	1%	-	-	-	-	*	-	-	-	-	1%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 54

Q.2 Brassica is a family of plants that includes many common vegetables such as broccoli, swede, turnip, cauliflower, cabbage, kale and brussel sprouts. Thinking about each of the Brassica vegetables you use in your meals, which of the following reasons best describes why you use each one?

Base: All respondents who ever use each

Summary

	Brassica Vegetables						
	Broccoli	Swede	Turnip	Cauliflower	Cabbage	Kale	Brussel Sprouts
Unweighted base	929	807	692	932	909	491	866
Weighted base	943	817	703	939	917	501	863
It is quick and easy to cook	132 14%	55 7%	39 6%	134 14%	133 15%	40 8%	66 8%
I/my family love the taste	318 34%	202 25%	113 16%	261 28%	208 23%	74 15%	222 26%
It is versatile and I can cook it several different ways	57 6%	77 9%	71 10%	138 15%	76 8%	38 8%	44 5%
It is cheap	50 5%	96 12%	84 12%	69 7%	108 12%	36 7%	38 4%
It is healthy and nutritious	317 34%	176 22%	170 24%	225 24%	283 31%	239 48%	206 24%
It is traditional	20 2%	90 11%	104 15%	55 6%	52 6%	32 6%	238 28%
It complements the other ingredients in the meal	49 5%	120 15%	122 17%	58 6%	56 6%	43 8%	48 6%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 55

Q.2 Brassica is a family of plants that includes many common vegetables such as broccoli, swede, turnip, cauliflower, cabbage, kale and brussel sprouts. Thinking about each of the Brassica vegetables you use in your meals, which of the following reasons best describes why you use each one?

**Base: All respondents who ever use each
Broccoli**

	Gender			Age							Social Grade				Region										Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	929	473	456	83	116	173	178	165	214	209	289	191	240	74	30	104	79	67	69	51	111	110	142	92	111	385
Weighted base	943	446	497	112	152	159	166	141	212	256	261	201	225	82	39	102	82	81	66	47	95	126	134	88	123	407
It is quick and easy to cook	132 14%	63 14%	69 14%	22 20%	24 16%	16 10%	28 17%	18 12%	24 11%	26 10%	47 18%	26 13%	34 15%	14 17%	10 25%	12 12%	6 8%	11 14%	7 10%	4 9%	21 23%	15 12%	20 15%	12 14%	11 9%	64 16%
I/my family love the taste	318 34%	132 30%	186 37%	37 33%	56 37%	58 37%	57 34%	45 32%	65 31%	90 35%	82 31%	65 33%	81 36%	23 29%	6 16%	31 30%	37 45%	35 43%	21 32%	20 43%	28 30%	39 31%	49 37%	28 32%	35 28%	149 37%
It is versatile and I can cook it several different ways	57 6%	27 6%	30 6%	11 9%	9 6%	12 7%	13 8%	6 4%	7 3%	23 9%	19 7%	5 3%	10 4%	2 2%	- -	9 9%	3 3%	9 11%	2 3%	3 6%	2 3%	10 8%	10 7%	7 7%	11 9%	22 5%
It is cheap	50 5%	22 5%	27 5%	12 10%	9 6%	6 4%	4 2%	7 5%	11 5%	14 6%	12 5%	12 6%	11 5%	3 4%	1 3%	6 5%	11 13%	3 3%	1 2%	1 1%	8 8%	7 5%	6 4%	4 5%	4 3%	21 5%
It is healthy and nutritious	317 34%	162 36%	155 31%	28 24%	42 27%	57 36%	51 31%	53 37%	87 41%	84 33%	79 30%	87 43%	67 30%	32 39%	12 31%	37 36%	22 26%	21 26%	29 44%	11 23%	32 34%	49 39%	43 32%	31 35%	47 38%	129 32%
It is traditional	20 2%	12 3%	8 2%	2 2%	3 2%	4 2%	3 2%	4 3%	4 2%	6 2%	7 3%	1 *	6 3%	2 2%	3 7%	4 4%	1 1%	3 3%	1 2%	1 2%	- -	1 1%	4 3%	- -	9 7%	6 2%
It complements the other ingredients in the meal	49 5%	28 6%	21 4%	1 1%	9 6%	5 3%	9 6%	9 7%	14 7%	13 5%	15 6%	6 3%	16 7%	6 7%	7 19%	4 4%	2 3%	- -	4 6%	7 15%	3 3%	5 4%	4 3%	7 7%	6 5%	15 4%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 56

Q.2 Brassica is a family of plants that includes many common vegetables such as broccoli, swede, turnip, cauliflower, cabbage, kale and brussel sprouts. Thinking about each of the Brassica vegetables you use in your meals, which of the following reasons best describes why you use each one?

**Base: All respondents who ever use each
Broccoli**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more	
Unweighted base	929	743	374	369	186	171	15	657	269	91	122	114	74	48	152	204	197	171	66	29	10	9	
Weighted base	943	749	383	365	194	181	13	653	288	100	130	122	82	49	131	195	197	177	80	33	14	17	
It is quick and easy to cook	132 14%	106 14%	53 14%	54 15%	26 13%	24 13%	1 10%	93 14%	39 14%	13 13%	17 13%	15 12%	8 10%	9 18%	20 15%	26 13%	25 13%	23 13%	10 13%	6 18%	3 19%	6 35%	
I/my family love the taste	318 34%	249 33%	132 34%	117 32%	69 36%	67 37%	2 18%	208 32%	110 38%	32 32%	55 42%	44 36%	36 44%	22 44%	45 34%	72 37%	66 33%	58 33%	21 26%	7 22%	1 6%	9 52%	
It is versatile and I can cook it several different ways	57 6%	47 6%	26 7%	22 6%	10 5%	10 5%	- -	30 5%	26 9%	9 9%	15 12%	9 8%	9 11%	3 5%	10 7%	12 6%	17 8%	9 5%	2 3%	- -	2 14%	- -	
It is cheap	50 5%	34 5%	23 6%	11 3%	16 8%	15 9%	* 3%	36 6%	13 5%	7 7%	9 7%	8 6%	- -	6 12%	4 3%	13 7%	8 4%	7 4%	5 6%	3 10%	- -	1 6%	
It is healthy and nutritious	317 34%	253 34%	122 32%	132 36%	64 33%	56 31%	8 63%	234 36%	83 29%	31 30%	29 22%	38 31%	27 33%	8 17%	41 32%	59 30%	63 32%	70 40%	39 48%	14 43%	6 42%	- -	
It is traditional	20 2%	16 2%	11 3%	6 2%	4 2%	4 2%	- -	17 3%	3 1%	1 1%	3 2%	1 1%	1 1%	* 1%	1 1%	3 2%	4 2%	4 2%	2 3%	2 7%	3 18%	- -	
It complements the other ingredients in the meal	49 5%	43 6%	18 5%	24 7%	6 3%	5 3%	1 7%	35 5%	14 5%	8 8%	2 2%	7 6%	- -	1 3%	10 8%	10 5%	14 7%	7 4%	2 2%	- -	- -	1 6%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 57

Q.2 Brassica is a family of plants that includes many common vegetables such as broccoli, swede, turnip, cauliflower, cabbage, kale and brussel sprouts. Thinking about each of the Brassica vegetables you use in your meals, which of the following reasons best describes why you use each one?

**Base: All respondents who ever use each
Broccoli**

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Central	Grampian	Granada	London	Meridian	Scottish	Tyne Tees	Wales & West	West-country	Yorkshire	NET: Married/Civil partnership/co hab-iting	Married	Civil Partnership	Co Hab-iting	NET: Wid-owed/separ-ated/div-orced	Wid-owed	Separ-ated	Div-orced	
Unweighted base	929	113	9	119	105	177	89	67	31	49	25	54	219	566	423	13	130	137	37	10	90
Weighted base	943	99	9	125	105	192	77	74	41	46	29	51	233	577	433	13	130	129	40	10	79
It is quick and easy to cook	132 14%	19 19%	1 10%	19 15%	12 12%	25 13%	12 16%	13 18%	9 23%	4 8%	4 13%	6 12%	43 18%	76 13%	56 13%	* 3%	19 14%	14 11%	6 15%	2 24%	5 7%
I/my family love the taste	318 34%	29 29%	4 42%	39 31%	35 33%	65 34%	26 34%	20 27%	8 20%	20 43%	9 31%	22 42%	83 36%	180 31%	137 32%	3 23%	40 31%	55 42%	18 44%	4 47%	32 41%
It is versatile and I can cook it several different ways	57 6%	6 6%	- -	11 9%	9 8%	15 8%	1 1%	2 3%	- -	3 7%	5 17%	2 5%	17 7%	31 5%	21 5%	1 8%	9 7%	8 6%	3 7%	- -	5 6%
It is cheap	50 5%	8 8%	1 10%	4 3%	5 4%	9 5%	4 6%	3 4%	1 3%	1 1%	2 5%	1 2%	12 5%	33 6%	27 6%	* 3%	6 5%	4 3%	1 1%	- -	3 4%
It is healthy and nutritious	317 34%	33 33%	4 38%	45 36%	37 35%	69 36%	28 37%	28 38%	12 30%	11 23%	10 34%	15 29%	63 27%	208 36%	156 36%	8 63%	44 33%	45 35%	12 29%	3 29%	30 39%
It is traditional	20 2%	1 1%	- -	6 4%	4 4%	1 1%	1 2%	2 3%	3 6%	1 3%	- -	- -	4 2%	15 3%	9 2%	- -	6 5%	1 1%	- -	- -	1 1%
It complements the other ingredients in the meal	49 5%	4 4%	- -	2 2%	4 4%	8 4%	3 4%	6 8%	7 18%	7 15%	- -	5 9%	11 5%	34 6%	27 6%	- -	7 5%	3 2%	1 3%	- -	2 2%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 58

Q.2 Brassica is a family of plants that includes many common vegetables such as broccoli, swede, turnip, cauliflower, cabbage, kale and brussel sprouts. Thinking about each of the Brassica vegetables you use in your meals, which of the following reasons best describes why you use each one?

**Base: All respondents who ever use each
Broccoli**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	929	32	33	31	41	11	26	70	35	45	66	58	33	16	14	207	40	30	33	40	68
Weighted base	943	37	37	41	41	10	32	66	35	43	81	51	26	18	14	220	32	35	27	36	61
It is quick and easy to cook	132 14%	8 22%	5 12%	9 23%	1 4%	1 7%	4 14%	10 14%	3 8%	4 10%	11 14%	7 14%	5 18%	2 12%	5 38%	33 15%	3 10%	7 20%	3 12%	4 10%	6 11%
I/my family love the taste	318 34%	8 21%	11 30%	7 18%	22 53%	6 56%	13 42%	18 27%	8 22%	10 24%	33 41%	16 30%	5 18%	8 46%	1 4%	75 34%	12 38%	16 47%	8 30%	18 49%	23 38%
It is versatile and I can cook it several different ways	57 6%	1 3%	1 3%	- -	2 5%	- -	1 3%	5 8%	4 12%	2 5%	9 11%	3 6%	1 3%	- -	- -	16 7%	1 3%	1 4%	2 9%	3 7%	4 6%
It is cheap	50 5%	2 6%	1 3%	2 5%	3 7%	2 16%	7 20%	2 3%	- -	1 2%	2 3%	6 11%	1 5%	3 19%	- -	9 4%	1 5%	2 6%	- -	1 1%	5 8%
It is healthy and nutritious	317 34%	13 36%	16 43%	12 30%	11 27%	2 21%	6 18%	25 38%	13 39%	23 52%	23 28%	19 38%	12 46%	4 23%	4 30%	76 34%	11 35%	8 22%	10 39%	8 22%	21 34%
It is traditional	20 2%	* 1%	1 4%	3 6%	1 3%	- -	- -	4 6%	- -	1 1%	3 3%	- -	1 3%	- -	2 17%	1 *	- -	- -	- -	1 3%	1 2%
It complements the other ingredients in the meal	49 5%	4 11%	2 5%	7 18%	1 2%	- -	1 3%	2 3%	6 18%	2 5%	- -	- -	2 7%	- -	2 11%	10 5%	3 9%	1 2%	2 9%	3 8%	* 1%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 59

Q.2 Brassica is a family of plants that includes many common vegetables such as broccoli, swede, turnip, cauliflower, cabbage, kale and brussel sprouts. Thinking about each of the Brassica vegetables you use in your meals, which of the following reasons best describes why you use each one?

Base: All respondents who ever use each

Swede

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	807	403	404	74	99	144	155	146	189	182	243	173	209	69	29	89	68	53	61	48	95	86	128	81	91	327	
Weighted base	817	377	439	102	127	135	145	122	185	228	218	178	193	78	37	87	72	64	57	41	81	97	123	80	101	350	
It is quick and easy to cook	55 7%	37 10%	17 4%	8 8%	14 11%	8 6%	11 8%	5 4%	8 4%	14 6%	13 6%	13 7%	15 8%	4 5%	6 15%	9 11%	8 11%	6 10%	1 2%	4 11%	5 6%	6 6%	4 3%	2 2%	5 5%	31 9%	
I/my family love the taste	202 25%	96 25%	106 24%	30 29%	22 17%	31 23%	36 25%	44 36%	40 21%	70 31%	43 20%	40 22%	50 26%	27 34%	6 17%	17 20%	22 31%	12 19%	7 12%	9 21%	18 22%	25 26%	33 27%	26 32%	25 24%	95 27%	
It is versatile and I can cook it several different ways	77 9%	37 10%	40 9%	10 10%	13 10%	11 8%	15 10%	13 11%	16 8%	13 6%	27 12%	21 12%	16 8%	4 5%	4 10%	11 13%	7 9%	1 2%	9 16%	2 5%	13 16%	11 11%	9 8%	6 7%	10 10%	30 9%	
It is cheap	96 12%	45 12%	51 12%	11 11%	18 14%	12 9%	12 8%	8 7%	34 19%	31 14%	27 13%	22 12%	15 8%	9 12%	2 5%	6 7%	12 17%	13 20%	4 7%	4 9%	14 17%	14 14%	9 8%	8 10%	12 11%	43 12%	
It is healthy and nutritious	176 22%	76 20%	100 23%	24 24%	32 25%	33 24%	33 23%	22 18%	32 18%	48 21%	49 23%	38 21%	41 21%	20 26%	8 20%	21 24%	16 22%	10 16%	19 34%	7 18%	17 20%	18 19%	28 23%	13 16%	30 29%	69 20%	
It is traditional	90 11%	36 9%	54 12%	9 9%	16 12%	15 11%	17 12%	12 10%	21 11%	29 13%	20 9%	20 11%	21 11%	7 9%	4 10%	7 8%	3 5%	13 20%	10 17%	5 12%	7 9%	5 5%	22 18%	8 10%	10 10%	37 11%	
It complements the other ingredients in the meal	120 15%	49 13%	71 16%	9 9%	12 10%	25 18%	22 15%	18 15%	34 18%	23 10%	39 18%	24 14%	34 18%	7 9%	8 23%	15 17%	4 6%	8 13%	7 12%	10 24%	8 10%	17 18%	17 14%	18 22%	10 10%	44 13%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 60

Q.2 Brassica is a family of plants that includes many common vegetables such as broccoli, swede, turnip, cauliflower, cabbage, kale and brussel sprouts. Thinking about each of the Brassica vegetables you use in your meals, which of the following reasons best describes why you use each one?

Base: All respondents who ever use each

Swede

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil- lage	Hamlet & Iso- lated Dwel- ling	No child- ren aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k- £14k	>£14k- £21k	>£21k- £28k	>£28k- £34k	>£34k- £41k	>£41k- £48k	>£48k- £55k	>£55k or more	
Unweighted base	807	643	309	334	164	151	13	585	219	68	100	93	61	41	139	173	166	150	59	28	10	8	
Weighted base	817	642	310	332	175	164	11	577	238	76	105	101	68	41	115	170	164	150	75	32	14	16	
It is quick and easy to cook	55 7%	42 7%	22 7%	20 6%	12 7%	12 8%	-	35 6%	20 8%	10 13%	4 3%	9 9%	2 3%	3 8%	10 8%	4 2%	10 6%	13 9%	8 11%	2 6%	-	3 21%	
I/my family love the taste	202 25%	160 25%	72 23%	88 26%	43 24%	39 24%	4 36%	147 26%	55 23%	18 24%	19 19%	20 20%	22 33%	11 26%	34 29%	51 30%	36 22%	30 20%	22 30%	4 11%	1 11%	5 29%	
It is versatile and I can cook it several different ways	77 9%	60 9%	29 9%	31 9%	17 10%	17 10%	1 6%	47 8%	30 13%	9 12%	16 15%	10 10%	9 14%	2 5%	10 8%	16 9%	15 9%	13 9%	7 10%	8 24%	1 8%	2 11%	
It is cheap	96 12%	77 12%	46 15%	31 9%	19 11%	19 12%	-	69 12%	26 11%	8 10%	13 13%	14 14%	6 9%	4 9%	14 13%	25 15%	11 7%	19 13%	7 10%	3 10%	2 16%	3 20%	
It is healthy and nutritious	176 22%	140 22%	64 21%	76 23%	37 21%	34 21%	2 22%	122 21%	54 23%	14 18%	22 21%	28 28%	19 28%	14 35%	18 16%	30 17%	53 32%	27 18%	12 16%	7 21%	4 28%	1 7%	
It is traditional	90 11%	67 10%	31 10%	36 11%	23 13%	22 13%	1 9%	65 11%	25 10%	11 14%	14 13%	7 6%	6 8%	5 13%	10 9%	18 11%	17 10%	20 14%	7 10%	3 8%	3 18%	2 12%	
It complements the other ingredients in the meal	120 15%	97 15%	47 15%	50 15%	23 13%	20 13%	3 27%	92 16%	28 12%	6 8%	16 15%	14 14%	3 5%	1 3%	20 17%	26 16%	22 13%	27 18%	11 14%	6 20%	3 19%	-	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 61

Q.2 Brassica is a family of plants that includes many common vegetables such as broccoli, swede, turnip, cauliflower, cabbage, kale and brussel sprouts. Thinking about each of the Brassica vegetables you use in your meals, which of the following reasons best describes why you use each one?

Base: All respondents who ever use each

Swede

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Central	Grampian	Granada	London	Meridian	Scottish	Tyne Tees	Wales & West	West-country	Yorkshire	NET: Married/Civil partnership/co hab-iting	Married	Civil Partnership	Co Hab-iting	NET: Wid-owed/separ-ated/div-orced	Wid-owed	Separ-ated	Div-orced	
Unweighted base	807	98	9	97	88	146	79	63	29	46	24	46	187	488	362	12	114	127	34	11	82
Weighted base	817	86	9	99	89	159	67	71	37	40	29	46	202	492	365	12	115	119	37	10	73
It is quick and easy to cook	55 7%	5 5%	- -	7 7%	9 10%	7 4%	3 5%	4 6%	6 15%	4 11%	2 6%	- -	20 10%	31 6%	24 7%	4 36%	3 2%	4 3%	1 3%	- -	3 4%
I/my family love the taste	202 25%	21 25%	4 39%	17 17%	16 19%	39 25%	20 29%	25 35%	6 17%	8 21%	7 24%	16 35%	46 23%	126 26%	93 25%	4 29%	30 26%	29 24%	8 21%	3 33%	18 25%
It is versatile and I can cook it several different ways	77 9%	11 13%	- -	7 7%	10 11%	19 12%	3 5%	4 6%	4 10%	2 5%	6 20%	1 1%	16 8%	49 10%	38 10%	2 14%	9 8%	12 10%	1 4%	2 16%	9 12%
It is cheap	96 12%	16 18%	- -	9 9%	7 8%	19 12%	3 5%	9 13%	2 5%	3 8%	9 31%	3 7%	14 7%	60 12%	39 11%	- -	21 19%	21 18%	11 31%	- -	10 13%
It is healthy and nutritious	176 22%	16 18%	3 32%	21 21%	25 28%	37 24%	15 23%	17 24%	8 21%	7 18%	3 11%	6 12%	58 29%	100 20%	79 22%	2 14%	20 17%	17 15%	7 18%	* 4%	11 15%
It is traditional	90 11%	7 8%	3 29%	22 22%	7 7%	11 7%	16 24%	5 7%	4 10%	5 12%	1 2%	6 14%	26 13%	52 11%	38 10%	1 7%	13 12%	12 10%	4 11%	- -	8 11%
It complements the other ingredients in the meal	120 15%	11 13%	- -	16 16%	15 17%	26 17%	6 9%	7 10%	8 23%	10 25%	1 5%	14 31%	23 11%	73 15%	54 15%	- -	18 16%	24 20%	5 13%	5 47%	15 20%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 62

Q.2 Brassica is a family of plants that includes many common vegetables such as broccoli, swede, turnip, cauliflower, cabbage, kale and brussel sprouts. Thinking about each of the Brassica vegetables you use in your meals, which of the following reasons best describes why you use each one?

Base: All respondents who ever use each

Swede

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	807	29	31	30	35	10	21	58	33	40	52	49	27	16	13	174	35	28	28	36	62
Weighted base	817	35	36	39	36	9	26	57	33	37	63	44	21	16	14	185	27	33	24	29	53
It is quick and easy to cook	55 7%	4 10%	- -	6 15%	4 10%	- -	- -	7 13%	2 7%	5 12%	6 10%	3 8%	1 4%	1 3%	* 3%	8 4%	- -	1 3%	- -	4 14%	3 6%
I/my family love the taste	202 25%	6 16%	17 48%	8 22%	14 39%	4 38%	5 17%	11 19%	3 9%	5 14%	9 15%	11 24%	3 15%	7 47%	2 14%	45 25%	9 34%	12 37%	8 33%	8 26%	15 28%
It is versatile and I can cook it several different ways	77 9%	2 7%	- -	4 10%	2 6%	- -	4 16%	5 9%	6 17%	3 9%	2 3%	6 13%	2 11%	- -	- -	23 12%	3 9%	2 7%	1 3%	2 7%	10 19%
It is cheap	96 12%	6 16%	3 10%	1 3%	7 19%	3 36%	4 16%	5 10%	1 4%	- -	12 20%	10 22%	2 8%	1 6%	- -	22 12%	2 7%	2 6%	3 14%	1 4%	10 19%
It is healthy and nutritious	176 22%	8 24%	11 31%	7 18%	7 18%	1 9%	12 46%	17 29%	7 20%	9 25%	10 16%	6 13%	8 37%	3 18%	3 24%	40 22%	9 34%	4 13%	4 15%	6 19%	5 9%
It is traditional	90 11%	4 13%	2 5%	4 11%	1 3%	1 8%	1 5%	4 6%	3 9%	10 26%	15 23%	3 7%	1 6%	2 15%	4 30%	17 9%	1 5%	2 7%	3 11%	4 14%	7 13%
It complements the other ingredients in the meal	120 15%	5 13%	2 7%	8 22%	2 4%	1 9%	- -	8 14%	11 34%	6 15%	8 13%	6 13%	4 18%	2 10%	4 29%	29 16%	3 11%	9 26%	6 25%	5 16%	3 5%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 63

Q.2 Brassica is a family of plants that includes many common vegetables such as broccoli, swede, turnip, cauliflower, cabbage, kale and brussel sprouts. Thinking about each of the Brassica vegetables you use in your meals, which of the following reasons best describes why you use each one?

Base: All respondents who ever use each

Turnip

	Gender			Age						Social Grade				Region														Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private			
Unweighted base	692	373	319	60	86	123	137	122	164	152	223	149	168	75	27	79	63	42	55	31	77	76	95	72	91	287			
Weighted base	703	355	349	83	114	115	128	103	160	193	206	149	155	83	33	71	65	55	49	31	63	90	93	70	100	308			
It is quick and easy to cook	39 6%	27 8%	12 4%	4 5%	11 10%	4 3%	11 8%	5 5%	5 3%	10 5%	13 6%	6 4%	10 7%	6 8%	3 8%	1 1%	2 3%	7 13%	* 1%	2 6%	7 12%	5 5%	3 3%	2 3%	6 6%	25 8%			
I/my family love the taste	113 16%	68 19%	45 13%	17 20%	10 9%	19 16%	16 13%	26 25%	25 16%	30 15%	28 13%	27 18%	29 18%	25 30%	8 23%	13 19%	13 20%	4 8%	6 13%	4 13%	10 17%	15 17%	7 8%	7 10%	16 16%	53 17%			
It is versatile and I can cook it several different ways	71 10%	47 13%	25 7%	14 17%	11 10%	11 10%	11 8%	10 9%	14 9%	21 11%	19 9%	11 7%	21 13%	6 8%	2 5%	8 12%	7 11%	3 5%	7 15%	1 4%	6 9%	13 15%	10 10%	7 11%	9 9%	28 9%			
It is cheap	84 12%	38 11%	46 13%	10 12%	11 10%	14 12%	15 11%	10 10%	24 15%	26 14%	30 14%	17 11%	11 7%	6 8%	2 7%	13 18%	12 18%	14 26%	5 11%	3 9%	6 9%	9 10%	6 6%	8 11%	8 8%	42 14%			
It is healthy and nutritious	170 24%	78 22%	92 26%	22 26%	30 27%	34 30%	37 28%	16 15%	32 20%	42 22%	54 26%	41 27%	33 22%	17 21%	7 20%	18 25%	16 25%	11 20%	13 27%	9 29%	15 24%	19 21%	30 32%	15 21%	30 31%	75 24%			
It is traditional	104 15%	56 16%	48 14%	8 9%	17 15%	22 19%	18 14%	14 14%	25 16%	26 14%	31 15%	25 17%	22 14%	8 10%	5 14%	11 15%	11 17%	5 9%	7 14%	5 15%	9 14%	8 9%	20 21%	15 22%	20 20%	37 12%			
It complements the other ingredients in the meal	122 17%	41 12%	81 23%	9 11%	23 20%	12 10%	22 17%	21 21%	35 22%	37 19%	32 16%	24 16%	29 19%	13 16%	7 22%	7 10%	4 7%	10 18%	9 19%	8 25%	10 16%	20 22%	18 19%	16 22%	11 11%	49 16%			

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 64

Q.2 Brassica is a family of plants that includes many common vegetables such as broccoli, swede, turnip, cauliflower, cabbage, kale and brussel sprouts. Thinking about each of the Brassica vegetables you use in your meals, which of the following reasons best describes why you use each one?

Base: All respondents who ever use each

Turnip

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil- lage	Hamlet & Iso- lated Dwel- ling	No child- ren aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k- £14k	>£14k- £21k	>£21k- £28k	>£28k- £34k	>£34k- £41k	>£41k- £48k	>£48k- £55k	>£55k or more	
Unweighted base	692	555	279	276	137	122	15	491	198	60	91	91	59	32	107	152	155	132	46	22	8	7	
Weighted base	703	565	288	276	139	126	13	494	207	61	92	100	66	32	94	147	159	137	50	25	10	15	
It is quick and easy to cook	39 6%	35 6%	21 7%	14 5%	5 3%	5 4%	-	25 5%	14 7%	7 11%	7 8%	7 7%	2 3%	4 12%	3 3%	6 4%	6 4%	8 6%	3 7%	3 13%	-	5 36%	
I/my family love the taste	113 16%	87 15%	35 12%	52 19%	26 19%	24 19%	2 12%	85 17%	28 13%	8 14%	11 11%	12 12%	8 12%	8 26%	16 17%	27 18%	26 16%	14 10%	11 23%	3 11%	-	-	
It is versatile and I can cook it several different ways	71 10%	54 9%	36 12%	18 6%	18 13%	17 13%	1 8%	48 10%	23 11%	4 7%	9 10%	9 9%	13 20%	2 7%	14 15%	14 9%	9 6%	12 9%	8 16%	3 11%	2 16%	5 31%	
It is cheap	84 12%	70 12%	43 15%	27 10%	14 10%	14 11%	-	56 11%	28 14%	6 9%	15 16%	16 16%	8 12%	4 12%	14 15%	21 14%	15 10%	19 14%	6 12%	2 6%	2 21%	-	
It is healthy and nutritious	170 24%	136 24%	61 21%	75 27%	34 25%	33 26%	2 12%	107 22%	63 30%	21 35%	26 28%	31 31%	26 39%	5 15%	16 17%	32 21%	54 34%	34 25%	9 19%	5 19%	4 38%	1 8%	
It is traditional	104 15%	88 16%	38 13%	49 18%	16 12%	12 9%	4 33%	71 14%	32 16%	9 14%	18 20%	11 11%	7 11%	6 19%	7 7%	13 9%	29 18%	25 19%	7 15%	4 15%	3 25%	2 13%	
It complements the other ingredients in the meal	122 17%	97 17%	55 19%	42 15%	26 18%	21 17%	5 35%	102 21%	20 9%	6 10%	7 7%	13 13%	2 2%	3 10%	24 25%	36 24%	20 12%	25 18%	4 8%	6 26%	-	2 12%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 65

Q.2 Brassica is a family of plants that includes many common vegetables such as broccoli, swede, turnip, cauliflower, cabbage, kale and brussel sprouts. Thinking about each of the Brassica vegetables you use in your meals, which of the following reasons best describes why you use each one?

Base: All respondents who ever use each

Turnip

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Central	Grampian	Granada	London	Meridian	Scottish	Tyne Tees	Wales & West	West-country	Yorkshire	NET: Married/Civil partnership/co hab-iting	Married	Civil Partnership	Co Hab-iting	NET: Wid-owed/separated/div-orced	Wid-owed	Separated	Div-orced	
Unweighted base	692	77	10	82	79	128	54	68	26	29	19	43	151	429	325	10	94	106	28	9	69
Weighted base	703	65	10	83	74	142	49	74	32	30	24	40	172	430	327	8	95	98	28	9	61
It is quick and easy to cook	39 6%	7 11%	- -	8 9%	1 1%	8 5%	* 1%	6 9%	3 8%	2 6%	2 8%	- -	8 5%	29 7%	25 8%	- -	4 5%	2 2%	- -	- -	2 3%
I/my family love the taste	113 16%	10 15%	4 35%	9 11%	12 16%	20 14%	6 11%	23 30%	8 24%	4 13%	1 5%	4 9%	23 13%	72 17%	52 16%	3 41%	17 17%	17 17%	3 12%	3 39%	10 16%
It is versatile and I can cook it several different ways	71 10%	5 8%	- -	7 8%	8 11%	17 12%	6 12%	6 9%	2 6%	1 4%	3 14%	4 10%	22 13%	35 8%	26 8%	1 18%	7 8%	15 15%	4 16%	2 19%	8 14%
It is cheap	84 12%	7 11%	1 10%	12 14%	13 18%	13 9%	3 7%	5 7%	2 7%	2 7%	7 30%	4 11%	16 9%	56 13%	43 13%	- -	12 13%	12 12%	6 23%	- -	6 9%
It is healthy and nutritious	170 24%	14 22%	1 14%	22 26%	18 24%	40 28%	12 24%	16 22%	7 21%	9 30%	6 24%	7 17%	47 28%	100 23%	79 24%	2 30%	18 19%	22 22%	3 12%	2 19%	17 27%
It is traditional	104 15%	9 14%	2 20%	10 12%	12 16%	16 11%	15 30%	6 9%	4 12%	4 13%	2 7%	10 24%	25 15%	67 16%	46 14%	1 11%	20 21%	11 12%	4 13%	- -	8 13%
It complements the other ingredients in the meal	122 17%	12 19%	2 21%	16 19%	11 14%	29 20%	8 15%	11 14%	7 23%	8 27%	3 11%	12 29%	31 18%	71 17%	55 17%	- -	17 17%	20 20%	7 24%	2 24%	11 18%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 66

Q.2 Brassica is a family of plants that includes many common vegetables such as broccoli, swede, turnip, cauliflower, cabbage, kale and brussel sprouts. Thinking about each of the Brassica vegetables you use in your meals, which of the following reasons best describes why you use each one?

Base: All respondents who ever use each

Turnip

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	692	36	30	29	34	9	21	51	30	35	43	39	20	7	9	155	25	25	28	21	45
Weighted base	703	40	34	35	35	8	28	44	31	28	55	33	15	10	8	166	22	26	24	21	39
It is quick and easy to cook	39 6%	5 13%	1 2%	3 8%	1 4%	- -	1 2%	2 4%	* 2%	* 2%	7 12%	4 12%	- -	- -	* 5%	11 7%	- -	2 7%	- -	1 6%	1 1%
I/my family love the taste	113 16%	10 24%	13 37%	10 28%	7 20%	2 29%	5 19%	7 15%	4 12%	3 11%	2 4%	4 13%	1 6%	1 12%	1 11%	22 13%	4 16%	1 5%	4 15%	4 19%	8 21%
It is versatile and I can cook it several different ways	71 10%	4 10%	1 2%	2 5%	5 13%	2 23%	3 10%	6 14%	2 7%	2 8%	3 6%	3 9%	1 10%	- -	- -	20 12%	4 18%	4 16%	1 3%	1 6%	7 18%
It is cheap	84 12%	2 6%	3 9%	2 6%	7 19%	2 19%	3 10%	7 15%	7 21%	3 11%	14 26%	3 9%	3 21%	- -	- -	12 7%	3 14%	2 8%	3 15%	1 5%	7 17%
It is healthy and nutritious	170 24%	7 17%	9 27%	7 21%	8 23%	- -	9 34%	12 27%	7 22%	7 25%	12 21%	5 16%	5 30%	7 66%	2 27%	46 28%	1 6%	7 28%	4 17%	7 35%	7 17%
It is traditional	104 15%	5 12%	2 5%	4 11%	5 15%	2 19%	3 12%	7 16%	4 12%	6 23%	7 12%	5 15%	3 22%	1 15%	2 21%	23 14%	6 28%	3 12%	6 24%	3 15%	6 16%
It complements the other ingredients in the meal	122 17%	7 17%	6 17%	7 21%	2 6%	1 10%	3 13%	4 8%	8 24%	6 21%	10 18%	9 26%	2 12%	1 8%	3 37%	31 19%	4 18%	6 24%	6 27%	3 14%	4 10%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 67

Q.2 Brassica is a family of plants that includes many common vegetables such as broccoli, swede, turnip, cauliflower, cabbage, kale and brussel sprouts. Thinking about each of the Brassica vegetables you use in your meals, which of the following reasons best describes why you use each one?

**Base: All respondents who ever use each
Cauliflower**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	932	484	448	80	113	173	185	164	217	207	287	196	242	74	30	104	80	67	68	50	114	108	145	92	106	389	
Weighted base	939	451	488	109	148	158	171	140	213	255	254	203	226	81	39	103	83	84	64	42	96	123	136	88	117	408	
It is quick and easy to cook	134 14%	68 15%	66 13%	20 18%	19 13%	17 11%	32 19%	14 10%	32 15%	37 15%	31 12%	27 13%	39 17%	8 10%	5 14%	10 10%	8 9%	18 22%	7 11%	5 12%	19 20%	16 13%	22 17%	15 18%	10 8%	66 16%	
I/my family love the taste	261 28%	122 27%	139 28%	21 20%	45 30%	54 34%	45 26%	42 30%	54 25%	70 28%	73 29%	54 27%	63 28%	28 35%	6 15%	27 26%	26 31%	26 31%	19 30%	15 36%	24 25%	28 23%	40 30%	21 24%	29 25%	118 29%	
It is versatile and I can cook it several different ways	138 15%	58 13%	80 16%	11 10%	13 9%	26 16%	26 15%	21 15%	41 19%	35 14%	41 16%	32 16%	29 13%	17 21%	6 14%	14 14%	14 17%	8 9%	12 19%	4 9%	18 19%	13 11%	15 11%	17 19%	20 17%	54 13%	
It is cheap	69 7%	36 8%	33 7%	19 17%	13 9%	11 7%	8 5%	7 5%	9 4%	17 7%	19 8%	13 6%	20 9%	4 4%	5 12%	10 10%	13 15%	9 10%	2 3%	- -	6 6%	13 10%	3 2%	5 5%	5 4%	34 8%	
It is healthy and nutritious	225 24%	114 25%	111 23%	32 29%	31 21%	37 24%	39 22%	35 25%	51 24%	63 25%	49 19%	62 31%	50 22%	18 22%	8 21%	23 23%	17 21%	20 24%	16 26%	9 21%	22 23%	35 28%	34 25%	22 25%	31 27%	89 22%	
It is traditional	55 6%	23 5%	32 7%	2 2%	22 15%	4 3%	10 6%	8 6%	8 4%	21 8%	20 8%	7 3%	7 3%	1 1%	4 11%	5 5%	2 2%	* 1%	4 6%	5 11%	4 5%	13 11%	13 10%	3 3%	19 16%	23 6%	
It complements the other ingredients in the meal	58 6%	31 7%	28 6%	5 4%	5 3%	8 5%	12 7%	12 8%	17 8%	10 4%	21 8%	8 4%	18 8%	6 7%	5 13%	13 12%	4 5%	3 3%	4 6%	4 10%	3 4%	5 4%	7 5%	5 6%	3 2%	24 6%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 68

Q.2 Brassica is a family of plants that includes many common vegetables such as broccoli, swede, turnip, cauliflower, cabbage, kale and brussel sprouts. Thinking about each of the Brassica vegetables you use in your meals, which of the following reasons best describes why you use each one?

**Base: All respondents who ever use each
Cauliflower**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil- lage	Hamlet & Iso- lated Dwel- ling	No child- ren aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k- £14k	>£14k- £21k	>£21k- £28k	>£28k- £34k	>£34k- £41k	>£41k- £48k	>£48k- £55k	>£55k or more	
Unweighted base	932	744	368	376	188	172	16	660	269	90	123	116	74	45	157	200	200	176	66	27	10	9	
Weighted base	939	743	376	367	196	181	15	650	287	99	131	123	82	46	133	190	195	181	81	31	14	17	
It is quick and easy to cook	134 14%	104 14%	65 17%	40 11%	29 15%	28 15%	1 9%	95 15%	39 13%	12 12%	19 14%	17 14%	8 10%	4 10%	29 22%	23 12%	23 12%	32 18%	11 14%	-	-	6 35%	
I/my family love the taste	261 28%	208 28%	107 28%	101 27%	53 27%	48 26%	6 38%	173 27%	88 30%	26 26%	36 28%	42 34%	36 45%	14 31%	34 25%	66 35%	62 32%	53 29%	13 16%	6 20%	1 10%	1 8%	
It is versatile and I can cook it several different ways	138 15%	101 14%	49 13%	52 14%	36 19%	30 17%	6 42%	91 14%	45 16%	13 13%	23 18%	16 13%	12 14%	4 9%	22 17%	23 12%	24 13%	17 9%	22 27%	8 24%	2 14%	-	
It is cheap	69 7%	56 7%	35 9%	20 5%	13 7%	13 7%	- -	44 7%	25 9%	11 11%	13 10%	11 9%	3 3%	8 18%	7 5%	18 9%	8 4%	11 6%	3 4%	4 14%	-	6 33%	
It is healthy and nutritious	225 24%	182 25%	81 22%	102 28%	42 22%	42 23%	1 5%	158 24%	66 23%	27 28%	31 24%	26 21%	20 24%	9 19%	29 22%	44 23%	44 22%	46 25%	23 28%	11 36%	5 38%	3 18%	
It is traditional	55 6%	44 6%	27 7%	17 5%	10 5%	10 6%	- -	44 7%	11 4%	6 6%	3 3%	3 3%	3 4%	4 10%	3 2%	4 2%	23 12%	10 6%	5 6%	1 4%	3 18%	-	
It complements the other ingredients in the meal	58 6%	47 6%	12 3%	35 10%	11 6%	10 6%	1 6%	44 7%	14 5%	4 4%	5 4%	8 6%	- -	2 4%	9 7%	13 7%	11 6%	13 7%	3 4%	1 2%	3 19%	1 6%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 69

Q.2 Brassica is a family of plants that includes many common vegetables such as broccoli, swede, turnip, cauliflower, cabbage, kale and brussel sprouts. Thinking about each of the Brassica vegetables you use in your meals, which of the following reasons best describes why you use each one?

**Base: All respondents who ever use each
Cauliflower**

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Central	Grampian	Granada	London	Meridian	Scottish	Tyne Tees	Wales & West	West-coun-try	York-shire	Single	NET: Married/Civil partnership/co hab-iting	Mar-ried	Civil Part-ner-ship	Co Hab-iting	NET: Wid-owed/separ-ated/div-orced	Wid-owed	Separ-ated	Div-orced
Unweighted base	932	115	9	118	105	177	91	68	31	47	26	54	220	568	426	13	129	138	38	9	91
Weighted base	939	101	9	124	106	190	78	74	40	41	31	51	233	576	433	13	129	126	41	9	76
It is quick and easy to cook	134 14%	15 14%	- -	17 14%	10 9%	33 17%	10 13%	8 11%	5 13%	5 13%	9 31%	9 17%	39 17%	81 14%	61 14%	1 8%	18 14%	14 11%	6 16%	- -	8 10%
I/my family love the taste	261 28%	27 27%	5 51%	35 28%	31 29%	43 23%	27 35%	25 34%	5 13%	14 33%	6 20%	13 26%	65 28%	154 27%	120 28%	3 19%	32 25%	41 32%	12 29%	5 56%	24 32%
It is versatile and I can cook it several different ways	138 15%	21 20%	1 11%	18 15%	14 13%	20 11%	7 8%	16 21%	6 14%	4 10%	6 18%	10 20%	24 10%	81 14%	66 15%	1 8%	15 11%	31 25%	13 31%	2 23%	16 21%
It is cheap	69 7%	6 6%	- -	11 9%	10 10%	13 7%	3 4%	4 5%	5 11%	- -	1 3%	2 5%	20 8%	47 8%	31 7%	* 3%	15 12%	2 2%	- -	- -	2 3%
It is healthy and nutritious	225 24%	23 23%	3 31%	35 28%	24 23%	51 27%	21 27%	15 21%	10 25%	9 22%	8 26%	8 15%	55 24%	145 25%	112 26%	8 57%	25 20%	24 19%	8 19%	- -	16 21%
It is traditional	55 6%	4 4%	1 7%	4 3%	5 4%	19 10%	8 10%	1 1%	4 11%	5 12%	- -	3 6%	19 8%	30 5%	14 3%	- -	15 12%	6 5%	1 2%	2 20%	3 5%
It complements the other ingredients in the meal	58 6%	4 4%	- -	4 3%	13 12%	10 5%	2 2%	6 8%	5 12%	4 11%	1 2%	6 11%	12 5%	38 7%	29 7%	1 6%	8 7%	8 6%	1 4%	- -	6 8%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 70

Q.2 Brassica is a family of plants that includes many common vegetables such as broccoli, swede, turnip, cauliflower, cabbage, kale and brussel sprouts. Thinking about each of the Brassica vegetables you use in your meals, which of the following reasons best describes why you use each one?

**Base: All respondents who ever use each
Cauliflower**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	932	33	31	31	40	11	26	69	36	43	67	57	33	17	14	211	41	29	34	37	72
Weighted base	939	37	35	40	39	10	32	67	35	40	83	51	26	19	14	221	32	34	27	30	65
It is quick and easy to cook	134 14%	5 12%	2 5%	5 13%	2 4%	1 7%	7 21%	8 12%	2 6%	1 3%	16 20%	7 14%	5 18%	1 5%	4 28%	38 17%	4 12%	9 27%	3 11%	5 17%	10 16%
I/my family love the taste	261 28%	11 30%	16 47%	7 18%	11 30%	7 64%	10 30%	15 23%	7 21%	12 30%	26 31%	12 24%	4 15%	8 42%	1 4%	52 24%	12 37%	8 23%	8 30%	12 40%	20 31%
It is versatile and I can cook it several different ways	138 15%	8 20%	5 15%	6 14%	8 20%	1 12%	5 16%	7 10%	8 22%	9 23%	8 9%	10 20%	2 7%	2 11%	1 9%	27 12%	5 15%	7 20%	4 16%	2 7%	13 20%
It is cheap	69 7%	3 8%	1 2%	4 10%	8 20%	1 8%	4 13%	6 9%	2 4%	2 4%	6 8%	6 11%	1 4%	3 18%	- -	13 6%	1 2%	1 4%	2 8%	- -	5 8%
It is healthy and nutritious	225 24%	6 17%	10 27%	8 20%	9 23%	- -	3 10%	18 27%	7 21%	13 31%	23 28%	9 18%	11 43%	4 24%	6 43%	58 26%	8 26%	6 18%	5 18%	6 20%	14 21%
It is traditional	55 6%	1 2%	- -	5 13%	- -	- -	2 6%	5 7%	- -	2 5%	* 1%	3 7%	1 2%	- -	- -	24 11%	2 8%	2 4%	1 5%	5 16%	2 3%
It complements the other ingredients in the meal	58 6%	4 11%	2 5%	5 12%	1 4%	1 8%	1 3%	8 12%	9 25%	2 4%	3 3%	3 5%	3 10%	- -	2 16%	10 5%	- -	1 4%	3 12%	- -	* 1%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 71

Q.2 Brassica is a family of plants that includes many common vegetables such as broccoli, swede, turnip, cauliflower, cabbage, kale and brussel sprouts. Thinking about each of the Brassica vegetables you use in your meals, which of the following reasons best describes why you use each one?

Base: All respondents who ever use each

Cabbage

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	909	473	436	79	111	170	177	159	213	200	280	191	238	75	29	104	77	65	68	49	107	103	142	90	110	377	
Weighted base	917	446	471	107	150	156	164	136	206	247	249	204	218	81	37	107	81	82	63	39	89	118	132	87	120	403	
It is quick and easy to cook	133 15%	64 14%	69 15%	12 11%	23 16%	21 14%	26 16%	16 12%	34 17%	19 8%	42 17%	35 17%	36 17%	12 15%	8 22%	11 11%	10 13%	14 18%	12 20%	2 5%	12 13%	14 12%	22 17%	14 16%	13 11%	65 16%	
I/my family love the taste	208 23%	111 25%	98 21%	21 20%	23 15%	46 30%	25 15%	44 33%	48 23%	66 27%	48 19%	39 19%	55 25%	24 30%	7 20%	24 22%	20 24%	13 16%	11 18%	14 35%	23 25%	25 21%	30 23%	18 21%	26 22%	84 21%	
It is versatile and I can cook it several different ways	76 8%	36 8%	41 9%	13 12%	16 10%	10 6%	16 9%	11 8%	12 6%	16 6%	37 15%	10 5%	13 6%	4 5%	3 7%	9 8%	5 6%	4 5%	6 10%	3 9%	4 4%	14 12%	16 12%	8 10%	12 10%	33 8%	
It is cheap	108 12%	50 11%	59 12%	19 18%	21 14%	14 9%	24 15%	13 9%	18 9%	40 16%	19 7%	23 11%	27 12%	11 13%	1 1%	10 9%	15 18%	15 18%	4 6%	2 4%	12 13%	14 11%	16 12%	11 13%	10 9%	59 15%	
It is healthy and nutritious	283 31%	136 31%	147 31%	36 34%	38 26%	48 31%	50 30%	35 26%	77 37%	71 29%	79 32%	69 34%	64 29%	21 26%	11 30%	34 31%	29 35%	24 30%	23 36%	11 27%	34 38%	34 29%	35 26%	28 32%	41 35%	114 28%	
It is traditional	52 6%	27 6%	26 5%	5 4%	12 8%	10 6%	11 6%	8 6%	7 4%	14 5%	14 6%	17 9%	8 4%	3 4%	4 10%	9 9%	3 4%	3 4%	3 5%	8 19%	4 5%	6 5%	6 4%	3 4%	13 11%	23 6%	
It complements the other ingredients in the meal	56 6%	23 5%	32 7%	2 1%	17 11%	6 4%	12 8%	9 7%	10 5%	20 8%	9 4%	11 5%	15 7%	6 8%	4 11%	10 10%	* 1%	9 11%	3 5%	- -	1 1%	12 10%	6 5%	4 5%	4 3%	26 6%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 72

Q.2 Brassica is a family of plants that includes many common vegetables such as broccoli, swede, turnip, cauliflower, cabbage, kale and brussel sprouts. Thinking about each of the Brassica vegetables you use in your meals, which of the following reasons best describes why you use each one?

Base: All respondents who ever use each

Cabbage

	Which of the following best describes where you live?						Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Iso-lated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base	909	729	361	368	180	164	16	649	257	82	116	113	74	46	149	198	193	168	64	29	10	10
Weighted base	917	729	367	362	188	174	15	641	274	91	124	121	81	46	122	188	188	179	78	34	14	18
It is quick and easy to cook	133 15%	100 14%	51 14%	50 14%	33 17%	32 19%	* 3%	102 16%	31 11%	7 7%	17 14%	12 10%	4 5%	10 21%	19 15%	20 11%	32 17%	24 13%	11 14%	6 17%	4 26%	4 23%
I/my family love the taste	208 23%	172 24%	89 24%	82 23%	37 19%	35 20%	2 11%	142 22%	66 24%	23 25%	29 23%	33 28%	18 23%	12 26%	31 26%	50 27%	38 20%	44 24%	14 17%	5 16%	- -	4 20%
It is versatile and I can cook it several different ways	76 8%	58 8%	34 9%	24 7%	18 10%	17 10%	1 4%	47 7%	30 11%	11 13%	11 9%	10 9%	8 10%	6 12%	11 9%	16 9%	16 9%	16 9%	5 6%	2 6%	1 8%	2 10%
It is cheap	108 12%	90 12%	47 13%	43 12%	19 10%	14 8%	4 30%	66 10%	41 15%	11 12%	21 17%	20 16%	19 23%	7 16%	14 11%	19 10%	21 11%	17 9%	11 14%	4 10%	2 11%	7 36%
It is healthy and nutritious	283 31%	219 30%	107 29%	112 31%	65 34%	62 35%	3 20%	208 32%	76 28%	31 34%	31 25%	30 25%	26 32%	10 22%	41 34%	49 26%	59 31%	52 29%	30 39%	14 41%	5 37%	1 6%
It is traditional	52 6%	41 6%	13 3%	29 8%	11 6%	10 6%	2 11%	38 6%	15 5%	4 5%	7 6%	7 6%	3 4%	1 3%	3 3%	9 5%	11 6%	14 8%	6 8%	3 9%	3 18%	1 4%
It complements the other ingredients in the meal	56 6%	49 7%	26 7%	22 6%	7 4%	4 2%	3 20%	39 6%	16 6%	4 4%	7 6%	8 7%	2 3%	- -	3 3%	24 13%	12 6%	12 7%	2 2%	- -	- -	- -

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 73

Q.2 Brassica is a family of plants that includes many common vegetables such as broccoli, swede, turnip, cauliflower, cabbage, kale and brussel sprouts. Thinking about each of the Brassica vegetables you use in your meals, which of the following reasons best describes why you use each one?

Base: All respondents who ever use each

Cabbage

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Central	Grampian	Granada	London	Meridian	Scottish	Tyne Tees	Wales & West	West-country	Yorkshire	NET: Married/Civil partnership/co hab-iting	Married	Civil Partnership	Co Hab-iting	NET: Wid-owed/separ-ated/div-orced	Wid-owed	Separ-ated	Div-orced	
Unweighted base	909	109	10	115	105	169	89	68	30	46	25	54	211	548	414	13	121	143	40	11	92
Weighted base	917	94	10	121	110	184	75	73	39	37	30	51	228	554	417	13	123	132	42	10	80
It is quick and easy to cook	133 15%	12 13%	1 10%	22 18%	15 14%	24 13%	13 18%	11 15%	8 19%	2 5%	2 6%	11 22%	44 19%	69 13%	60 14%	* 3%	9 7%	19 15%	10 25%	- -	9 11%
I/my family love the taste	208 23%	23 25%	2 19%	19 15%	25 23%	41 23%	17 23%	23 31%	9 22%	12 32%	4 13%	10 19%	44 19%	125 23%	100 24%	1 10%	24 20%	39 29%	14 34%	4 42%	20 25%
It is versatile and I can cook it several different ways	76 8%	6 7%	- -	9 7%	8 7%	24 13%	3 4%	4 6%	3 7%	3 9%	6 19%	4 7%	19 8%	44 8%	27 6%	4 26%	14 11%	13 10%	7 16%	1 7%	5 7%
It is cheap	108 12%	9 10%	1 10%	13 11%	10 9%	22 12%	11 14%	10 13%	1 1%	2 5%	8 26%	8 15%	28 12%	72 13%	51 12%	* 3%	21 17%	7 5%	2 5%	- -	5 6%
It is healthy and nutritious	283 31%	37 40%	5 51%	43 35%	32 29%	49 27%	23 30%	17 24%	12 31%	11 29%	11 35%	12 24%	63 28%	180 32%	141 34%	8 58%	31 25%	39 30%	7 16%	1 13%	31 39%
It is traditional	52 6%	5 6%	1 9%	5 4%	9 8%	6 4%	6 8%	2 3%	4 9%	8 20%	- -	2 5%	17 7%	31 6%	19 5%	- -	12 10%	4 3%	- -	- -	4 6%
It complements the other ingredients in the meal	56 6%	1 1%	- -	11 9%	10 9%	16 9%	2 3%	6 8%	4 10%	- -	- -	4 8%	13 6%	32 6%	20 5%	- -	12 10%	10 8%	2 4%	4 38%	5 6%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 74

Q.2 Brassica is a family of plants that includes many common vegetables such as broccoli, swede, turnip, cauliflower, cabbage, kale and brussel sprouts. Thinking about each of the Brassica vegetables you use in your meals, which of the following reasons best describes why you use each one?

Base: All respondents who ever use each

Cabbage

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	909	33	32	30	39	10	26	70	34	43	65	56	29	17	13	203	39	29	34	37	70
Weighted base	917	37	36	39	39	9	32	71	30	40	81	50	22	18	12	214	31	34	27	32	64
It is quick and easy to cook	133 15%	8 22%	1 4%	8 19%	2 6%	2 17%	12 37%	9 13%	1 5%	4 11%	14 17%	5 11%	2 11%	2 13%	2 13%	35 17%	1 5%	8 24%	4 13%	2 6%	9 14%
I/my family love the taste	208 23%	10 26%	14 39%	8 22%	10 25%	4 44%	7 23%	16 22%	5 16%	8 19%	12 14%	11 21%	5 21%	1 7%	1 4%	53 25%	8 26%	8 24%	4 15%	12 38%	13 21%
It is versatile and I can cook it several different ways	76 8%	1 3%	2 7%	3 7%	5 12%	- -	- -	5 6%	4 15%	6 14%	4 5%	4 8%	* 2%	1 6%	1 6%	24 11%	3 10%	3 10%	3 10%	3 9%	5 7%
It is cheap	108 12%	5 13%	5 14%	- -	8 22%	2 22%	2 8%	3 5%	3 11%	2 6%	13 16%	3 6%	1 3%	7 38%	- -	25 12%	2 8%	4 12%	6 21%	1 4%	14 22%
It is healthy and nutritious	283 31%	6 16%	12 34%	13 33%	12 31%	2 17%	9 28%	25 36%	10 32%	16 39%	26 33%	22 45%	13 57%	6 31%	7 60%	52 24%	10 34%	8 22%	10 36%	7 22%	19 29%
It is traditional	52 6%	3 8%	- -	4 9%	2 5%	- -	1 5%	6 9%	3 10%	2 5%	4 4%	4 7%	2 7%	1 5%	1 5%	7 3%	3 11%	2 4%	- -	7 21%	2 3%
It complements the other ingredients in the meal	56 6%	4 11%	1 3%	4 10%	- -	- -	- -	7 9%	3 12%	2 6%	9 11%	1 2%	- -	- -	2 13%	16 8%	2 7%	1 4%	1 5%	- -	2 3%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 75

Q.2 Brassica is a family of plants that includes many common vegetables such as broccoli, swede, turnip, cauliflower, cabbage, kale and brussel sprouts. Thinking about each of the Brassica vegetables you use in your meals, which of the following reasons best describes why you use each one?

Base: All respondents who ever use each Kale

	Gender			Age							Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private		
Unweighted base	491	236	255	49	58	80	88	85	131	129	163	93	106	39	16	49	39	28	43	24	51	59	87	56	59	203		
Weighted base	501	223	278	64	83	72	81	70	131	161	160	89	91	42	20	43	45	38	41	21	42	70	87	54	68	220		
It is quick and easy to cook	40 8%	23 10%	17 6%	6 10%	11 13%	4 5%	10 12%	4 5%	6 4%	13 8%	15 9%	5 6%	6 7%	4 10%	1 7%	5 11%	3 6%	3 9%	2 6%	* 2%	5 12%	3 4%	7 8%	5 9%	7 11%	22 10%		
I/my family love the taste	74 15%	36 16%	39 14%	13 21%	11 13%	10 13%	11 14%	12 17%	18 14%	26 16%	28 18%	9 10%	11 12%	8 20%	1 6%	4 9%	8 17%	5 13%	1 2%	3 16%	9 21%	17 24%	15 18%	4 6%	8 12%	34 15%		
It is versatile and I can cook it several different ways	38 8%	19 9%	19 7%	15 24%	4 5%	6 8%	3 3%	5 7%	5 4%	11 7%	13 8%	4 4%	11 12%	5 11%	- -	4 9%	7 16%	* 1%	2 6%	3 15%	1 3%	6 8%	7 8%	2 4%	4 7%	15 7%		
It is cheap	36 7%	18 8%	18 6%	6 9%	2 3%	6 8%	2 2%	2 3%	18 14%	13 8%	12 8%	5 6%	5 6%	4 10%	- -	5 12%	6 14%	- -	4 9%	1 4%	3 7%	4 6%	5 6%	4 8%	1 2%	13 6%		
It is healthy and nutritious	239 48%	90 40%	149 53%	18 28%	43 52%	39 54%	40 50%	32 45%	67 51%	82 51%	66 41%	51 57%	40 44%	14 33%	14 70%	21 49%	15 33%	23 62%	27 65%	11 53%	18 42%	32 46%	32 37%	32 59%	30 44%	105 48%		
It is traditional	32 6%	17 7%	16 6%	4 6%	10 12%	3 5%	5 7%	5 7%	5 4%	8 5%	11 7%	7 7%	6 7%	4 9%	3 13%	2 5%	3 6%	4 11%	2 5%	1 4%	1 2%	2 3%	9 10%	2 3%	13 19%	12 5%		
It complements the other ingredients in the meal	43 8%	20 9%	22 8%	2 3%	2 3%	5 6%	10 13%	11 16%	12 9%	8 5%	15 9%	8 9%	12 13%	3 6%	1 4%	2 5%	4 8%	1 4%	3 8%	1 7%	5 12%	6 8%	12 13%	5 9%	4 6%	18 8%		

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 76

Q.2 Brassica is a family of plants that includes many common vegetables such as broccoli, swede, turnip, cauliflower, cabbage, kale and brussel sprouts. Thinking about each of the Brassica vegetables you use in your meals, which of the following reasons best describes why you use each one?

Base: All respondents who ever use each Kale

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Iso-lated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more	
Unweighted base	491	384	197	187	107	94	13	363	126	37	55	61	38	26	66	111	107	94	32	18	6	6	
Weighted base	501	390	209	181	111	102	10	370	130	39	56	60	41	26	52	109	114	95	37	21	9	12	
It is quick and easy to cook	40 8%	33 9%	20 9%	14 7%	6 6%	5 5%	1 13%	28 8%	11 9%	4 11%	6 11%	7 11%	-	2 9%	5 10%	8 7%	6 5%	11 11%	1 3%	5 23%	-	2 17%	
I/my family love the taste	74 15%	63 16%	37 18%	26 14%	11 10%	10 10%	1 7%	57 15%	18 14%	6 16%	7 12%	6 10%	7 17%	2 9%	7 14%	20 19%	16 14%	13 14%	3 9%	4 20%	-	3 26%	
It is versatile and I can cook it several different ways	38 8%	25 6%	17 8%	9 5%	13 12%	12 12%	* 4%	28 7%	10 8%	5 13%	4 7%	4 7%	2 5%	8 30%	6 11%	6 5%	6 5%	6 6%	1 3%	1 3%	-	5 40%	
It is cheap	36 7%	25 6%	13 6%	12 6%	11 10%	9 8%	3 28%	27 7%	9 7%	2 5%	5 9%	7 12%	-	3 10%	6 11%	8 8%	9 8%	5 6%	* 1%	2 9%	-	1 7%	
It is healthy and nutritious	239 48%	190 49%	100 48%	90 50%	49 44%	45 44%	4 39%	176 48%	61 47%	17 45%	24 44%	27 45%	24 59%	11 41%	24 47%	44 40%	56 49%	50 53%	25 69%	10 46%	3 34%	1 10%	
It is traditional	32 6%	18 5%	8 4%	10 5%	14 13%	13 13%	1 9%	24 6%	8 6%	3 7%	6 11%	7 11%	-	* 2%	2 3%	7 6%	12 10%	3 3%	3 7%	-	5 56%	-	
It complements the other ingredients in the meal	43 8%	35 9%	14 7%	22 12%	7 6%	7 7%	-	30 8%	12 9%	1 3%	3 6%	3 5%	8 18%	-	2 4%	17 15%	8 7%	7 8%	3 8%	-	1 9%	-	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 77

Q.2 Brassica is a family of plants that includes many common vegetables such as broccoli, swede, turnip, cauliflower, cabbage, kale and brussel sprouts. Thinking about each of the Brassica vegetables you use in your meals, which of the following reasons best describes why you use each one?

Base: All respondents who ever use each Kale

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Central	Grampian	Granada	London	Meridian	Scottish	Tyne Tees	Wales & West	West-county	Yorkshire	NET: Married/Civil partnership/cohabiting	Married	Civil Partnership	Co Habiting	NET: Widowed/separated/divorced	Widowed	Separated	Divorced	
Unweighted base	491	52	6	60	50	102	53	33	16	23	10	37	116	296	223	6	67	75	24	3	48
Weighted base	501	46	6	62	44	115	47	34	20	20	13	37	124	302	222	5	75	73	27	3	43
It is quick and easy to cook	40 8%	7 15%	1 23%	6 9%	4 9%	7 6%	2 4%	4 10%	1 7%	* 2%	2 14%	3 7%	9 8%	28 9%	18 8%	- -	10 14%	2 3%	2 9%	- -	- -
I/my family love the taste	74 15%	10 21%	1 15%	5 8%	6 13%	24 21%	7 14%	6 16%	2 11%	3 16%	1 4%	3 7%	19 15%	46 15%	28 13%	1 30%	16 22%	10 13%	6 22%	- -	4 8%
It is versatile and I can cook it several different ways	38 8%	1 3%	- -	3 4%	3 7%	9 8%	4 9%	5 14%	- -	3 15%	2 11%	1 4%	21 17%	9 3%	7 3%	* 8%	1 2%	8 11%	* 2%	1 45%	6 15%
It is cheap	36 7%	3 6%	1 16%	1 1%	6 14%	7 6%	3 7%	3 9%	- -	- -	- -	3 7%	5 4%	23 8%	18 8%	- -	5 7%	8 11%	4 17%	- -	3 8%
It is healthy and nutritious	239 48%	21 44%	3 45%	40 65%	21 47%	48 41%	20 41%	11 32%	13 65%	11 55%	9 70%	24 64%	51 41%	147 49%	113 51%	3 62%	31 42%	39 54%	12 45%	2 55%	25 59%
It is traditional	32 6%	1 2%	- -	6 9%	2 5%	10 8%	3 6%	4 11%	3 13%	1 4%	- -	- -	12 10%	17 6%	13 6%	- -	5 7%	2 3%	- -	- -	2 5%
It complements the other ingredients in the meal	43 8%	4 9%	- -	2 3%	2 4%	11 9%	9 18%	3 8%	1 4%	1 8%	- -	4 11%	7 6%	31 10%	26 12%	- -	6 8%	4 5%	2 6%	- -	2 5%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 78

Q.2 Brassica is a family of plants that includes many common vegetables such as broccoli, swede, turnip, cauliflower, cabbage, kale and brussel sprouts. Thinking about each of the Brassica vegetables you use in your meals, which of the following reasons best describes why you use each one?

Base: All respondents who ever use each Kale

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin-burgh	New-castle	Leeds	Hull	Shef-field	Manch-ester	Liver-pool	Nott-ingham	Birm-ingham	Norwich	Milton Keynes	Brigh-ton	Oxford	London	South-ampton	Bristol	Ply-mouth	Cardiff	None of these
Unweighted base	491	14	18	16	21	6	14	32	20	29	29	30	13	7	6	119	28	19	21	18	31
Weighted base	501	14	22	19	24	6	18	25	20	28	37	25	10	10	5	133	23	23	18	17	25
It is quick and easy to cook	40 8%	1 6%	2 9%	2 11%	1 4%	- -	3 15%	2 9%	2 10%	1 4%	3 9%	2 8%	- -	1 8%	- -	11 8%	2 9%	2 8%	3 16%	* 3%	2 6%
I/my family love the taste	74 15%	2 15%	6 28%	1 6%	6 23%	2 26%	* 3%	3 11%	1 6%	1 2%	5 13%	7 29%	1 13%	- -	1 11%	27 20%	3 15%	2 7%	2 9%	3 19%	2 8%
It is versatile and I can cook it several different ways	38 8%	2 11%	3 14%	- -	5 22%	- -	1 7%	1 6%	2 13%	2 6%	* 1%	1 4%	* 4%	- -	- -	12 9%	1 5%	1 5%	1 3%	3 18%	2 6%
It is cheap	36 7%	2 15%	2 9%	- -	1 5%	1 14%	7 38%	2 9%	3 15%	- -	1 1%	1 6%	1 9%	- -	- -	8 6%	4 16%	- -	2 10%	- -	2 7%
It is healthy and nutritious	239 48%	5 39%	6 26%	13 67%	9 37%	2 32%	5 29%	14 54%	9 44%	20 71%	23 63%	9 35%	7 74%	4 41%	2 33%	54 40%	8 36%	17 75%	10 55%	8 49%	14 57%
It is traditional	32 6%	1 6%	2 11%	3 13%	1 4%	- -	- -	2 8%	- -	4 14%	4 11%	* 2%	- -	1 5%	- -	9 7%	3 15%	- -	- -	1 5%	1 4%
It complements the other ingredients in the meal	43 8%	1 8%	1 4%	1 4%	1 5%	2 29%	1 8%	1 3%	2 13%	* 2%	1 2%	4 16%	- -	5 46%	3 56%	12 9%	1 5%	1 5%	1 7%	1 6%	3 12%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 79

Q.2 Brassica is a family of plants that includes many common vegetables such as broccoli, swede, turnip, cauliflower, cabbage, kale and brussel sprouts. Thinking about each of the Brassica vegetables you use in your meals, which of the following reasons best describes why you use each one?

**Base: All respondents who ever use each
Brussel Sprouts**

	Gender			Age							Social Grade				Region														Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate				
Unweighted base	866	449	417	71	93	154	171	160	217	192	271	184	219	72	31	90	70	64	65	48	103	99	139	85	98	347				
Weighted base	863	413	450	94	120	136	162	137	212	231	244	186	202	77	40	87	71	79	63	42	88	114	125	76	108	360				
It is quick and easy to cook	66 8%	36 9%	29 6%	2 3%	10 8%	4 3%	18 11%	12 8%	20 9%	11 5%	16 7%	13 7%	26 13%	7 9%	4 11%	2 3%	6 9%	6 8%	4 7%	* 1%	10 12%	11 10%	9 7%	3 4%	3 3%	32 9%				
I/my family love the taste	222 26%	112 27%	111 25%	17 18%	26 21%	32 24%	44 27%	39 28%	65 31%	56 24%	73 30%	46 25%	47 23%	19 25%	8 20%	23 27%	19 27%	21 26%	13 20%	10 24%	30 34%	21 19%	39 31%	20 26%	30 28%	87 24%				
It is versatile and I can cook it several different ways	44 5%	24 6%	21 5%	14 15%	4 3%	7 5%	8 5%	4 3%	7 4%	16 7%	11 5%	7 4%	10 5%	2 2%	2 5%	5 6%	2 3%	6 7%	6 9%	2 6%	1 1%	13 11%	3 2%	3 4%	6 5%	17 5%				
It is cheap	38 4%	21 5%	17 4%	15 16%	8 6%	5 3%	4 3%	4 3%	3 1%	22 9%	7 3%	1 1%	8 4%	1 1%	2 5%	7 7%	9 12%	8 10%	-	1 4%	2 2%	6 5%	-	3 4%	4 4%	24 7%				
It is healthy and nutritious	206 24%	99 24%	107 24%	19 20%	23 19%	41 30%	36 22%	34 25%	53 25%	52 23%	56 23%	52 28%	45 22%	22 28%	5 13%	21 24%	15 21%	14 18%	18 29%	12 29%	26 30%	28 25%	26 21%	18 24%	27 25%	83 23%				
It is traditional	238 28%	97 23%	141 31%	23 24%	49 41%	41 30%	39 24%	39 28%	47 22%	66 29%	67 28%	56 30%	49 24%	23 30%	9 23%	22 25%	19 27%	24 31%	19 30%	11 27%	18 21%	26 22%	39 31%	27 35%	33 31%	102 28%				
It complements the other ingredients in the meal	48 6%	23 6%	25 5%	4 4%	1 1%	6 4%	13 8%	6 4%	17 8%	8 3%	13 5%	11 6%	17 8%	3 4%	9 24%	7 8%	* 1%	- -	3 4%	4 10%	1 1%	8 7%	9 7%	3 4%	5 4%	17 5%				

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 80

Q.2 Brassica is a family of plants that includes many common vegetables such as broccoli, swede, turnip, cauliflower, cabbage, kale and brussel sprouts. Thinking about each of the Brassica vegetables you use in your meals, which of the following reasons best describes why you use each one?

Base: All respondents who ever use each Brussel Sprouts

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more	
Unweighted base	866	682	343	339	184	169	15	622	241	78	112	109	70	44	144	193	183	163	57	27	9	6	
Weighted base	863	677	351	326	186	173	13	612	248	79	115	117	77	43	121	182	183	167	63	31	13	13	
It is quick and easy to cook	66 8%	53 8%	29 8%	24 7%	12 7%	12 7%	* 4%	52 8%	14 6%	5 7%	9 8%	8 7%	3 4%	5 11%	13 11%	12 6%	7 4%	16 9%	4 6%	-	-	3 27%	
I/my family love the taste	222 26%	175 26%	85 24%	90 28%	48 26%	41 24%	6 49%	167 27%	55 22%	16 20%	25 22%	25 22%	19 25%	11 25%	30 25%	46 25%	55 30%	42 25%	15 23%	9 30%	2 14%	3 20%	
It is versatile and I can cook it several different ways	44 5%	35 5%	24 7%	12 4%	9 5%	9 5%	- -	26 4%	18 7%	7 8%	9 7%	6 6%	5 7%	3 8%	6 5%	12 7%	7 4%	8 5%	6 9%	-	1 8%	-	
It is cheap	38 4%	31 5%	22 6%	10 3%	7 4%	7 4%	- -	26 4%	12 5%	3 3%	9 7%	7 6%	2 3%	3 7%	3 2%	7 4%	5 3%	8 5%	-	2 5%	2 11%	5 37%	
It is healthy and nutritious	206 24%	158 23%	83 24%	75 23%	48 26%	46 27%	2 17%	144 24%	62 25%	18 23%	26 23%	33 29%	20 26%	7 16%	31 25%	43 24%	45 24%	43 26%	12 19%	11 36%	4 27%	-	
It is traditional	238 28%	184 27%	93 26%	92 28%	54 29%	50 29%	4 30%	160 26%	78 31%	30 38%	36 31%	28 24%	27 34%	14 32%	24 19%	48 26%	59 32%	43 26%	23 37%	9 29%	5 40%	2 15%	
It complements the other ingredients in the meal	48 6%	40 6%	16 4%	24 7%	8 4%	8 5%	- -	36 6%	11 4%	1 1%	3 2%	9 7%	1 1%	* 1%	16 13%	14 7%	5 3%	8 5%	4 6%	-	-	-	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 81

Q.2 Brassica is a family of plants that includes many common vegetables such as broccoli, swede, turnip, cauliflower, cabbage, kale and brussel sprouts. Thinking about each of the Brassica vegetables you use in your meals, which of the following reasons best describes why you use each one?

Base: All respondents who ever use each Brussel Sprouts

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Central	Grampian	Granada	London	Meridian	Scottish	Tyne Tees	Wales & West	West-country	Yorkshire	Single	NET: Married/Civil partnership/co hab-iting	Married	Civil Partnership	Co Hab-iting	NET: Wid-owed/separated/div-orced	Wid-owed	Separated	Div-orced
Unweighted base	866	105	9	115	92	162	88	65	31	45	22	52	192	534	407	10	117	133	37	11	85
Weighted base	863	92	9	122	91	175	72	69	40	40	27	44	204	529	410	8	112	125	40	10	75
It is quick and easy to cook	66 8%	9 9%	- -	11 9%	2 2%	19 11%	3 5%	7 11%	4 11%	* 1%	1 2%	2 5%	16 8%	41 8%	37 9%	1 8%	3 3%	9 7%	5 13%	- -	4 5%
I/my family love the taste	222 26%	32 34%	4 39%	25 21%	24 26%	39 22%	28 39%	17 24%	9 23%	8 20%	5 18%	10 23%	49 24%	138 26%	105 26%	1 9%	32 29%	34 27%	15 39%	2 18%	17 23%
It is versatile and I can cook it several different ways	44 5%	1 1%	- -	11 9%	4 5%	15 9%	1 1%	2 2%	2 5%	2 6%	3 13%	- -	10 5%	26 5%	19 5%	3 37%	4 4%	8 6%	3 8%	- -	5 6%
It is cheap	38 4%	2 3%	- -	3 2%	7 7%	6 3%	- -	1 1%	2 5%	1 4%	6 22%	1 3%	12 6%	24 5%	15 4%	- -	10 9%	1 1%	1 1%	- -	1 1%
It is healthy and nutritious	206 24%	30 33%	5 50%	27 23%	21 23%	40 23%	13 19%	17 24%	5 13%	12 30%	8 31%	8 18%	50 24%	131 25%	108 26%	3 35%	20 18%	24 19%	5 12%	3 26%	16 22%
It is traditional	238 28%	16 17%	1 11%	41 33%	26 29%	44 25%	23 32%	22 32%	8 21%	11 28%	4 14%	20 45%	54 26%	140 26%	102 25%	1 11%	37 33%	44 35%	9 22%	6 56%	30 40%
It complements the other ingredients in the meal	48 6%	3 3%	- -	3 2%	7 8%	13 7%	3 4%	3 4%	9 23%	4 11%	- -	3 6%	13 7%	29 5%	24 6%	- -	5 5%	5 4%	2 6%	- -	3 3%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 82

Q.2 Brassica is a family of plants that includes many common vegetables such as broccoli, swede, turnip, cauliflower, cabbage, kale and brussel sprouts. Thinking about each of the Brassica vegetables you use in your meals, which of the following reasons best describes why you use each one?

Base: All respondents who ever use each Brussel Sprouts

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin-burgh	New-castle	Leeds	Hull	Shef-field	Manch-ester	Liver-pool	Nott-ingham	Birm-ingham	Norwich	Milton Keynes	Brigh-ton	Oxford	London	South-ampton	Bristol	Ply-mouth	Cardiff	None of these
Unweighted base	866	32	30	31	37	10	24	60	33	42	62	54	31	16	13	193	41	24	32	35	66
Weighted base	863	36	33	41	37	9	30	55	33	38	77	49	24	15	12	204	32	24	26	30	59
It is quick and easy to cook	66 8%	4 11%	3 8%	4 11%	2 7%	1 9%	2 8%	3 5%	- -	4 10%	6 7%	5 10%	3 12%	1 9%	1 9%	20 10%	1 2%	1 3%	2 6%	* 2%	3 5%
I/my family love the taste	222 26%	7 18%	10 30%	10 25%	10 28%	5 57%	7 24%	13 23%	7 21%	5 12%	20 26%	16 32%	5 23%	4 26%	1 4%	48 24%	19 59%	3 14%	7 28%	7 25%	19 32%
It is versatile and I can cook it several different ways	44 5%	2 4%	- -	2 5%	- -	- -	2 8%	3 5%	2 8%	5 13%	6 8%	- -	* 2%	- -	- -	16 8%	* 1%	- -	- -	2 8%	3 5%
It is cheap	38 4%	1 3%	- -	1 3%	7 18%	1 9%	1 4%	2 3%	2 5%	- -	6 8%	- -	1 2%	- -	- -	7 3%	- -	1 4%	1 5%	1 3%	7 12%
It is healthy and nutritious	206 24%	6 17%	13 39%	5 13%	10 27%	1 9%	4 13%	16 29%	7 22%	11 29%	16 21%	18 36%	10 41%	3 17%	1 10%	47 23%	4 14%	6 26%	6 25%	10 33%	11 19%
It is traditional	238 28%	15 40%	7 20%	8 21%	7 20%	2 16%	13 43%	15 28%	7 22%	11 28%	22 29%	8 16%	5 20%	8 49%	7 58%	51 25%	7 22%	12 50%	9 35%	9 30%	16 27%
It complements the other ingredients in the meal	48 6%	2 6%	1 3%	9 23%	- -	- -	- -	4 8%	7 22%	3 7%	- -	3 6%	- -	- -	2 19%	14 7%	1 2%	1 3%	* 2%	- -	* 1%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 83

Q.3 Do the following Brassica vegetables form part of your children's diet?**Base: All respondents with children****Summary**

	Brassica Vegetables						
	Broccoli	Swede	Turnip	Cauliflower	Cabbage	Kale	Brussel Sprouts
Unweighted base	284	284	284	284	284	284	284
Weighted base	300	300	300	300	300	300	300
NET: Yes	259 87%	180 60%	151 50%	243 81%	222 74%	100 33%	172 57%
Yes, as often as in my diet	148 49%	102 34%	79 26%	135 45%	121 40%	47 16%	70 23%
Yes, more often than in my diet	46 15%	29 10%	19 6%	49 16%	32 11%	18 6%	35 12%
Yes, but less often than in my diet	65 22%	50 17%	53 18%	60 20%	68 23%	36 12%	67 22%
NET: No	40 13%	120 40%	149 50%	57 19%	78 26%	200 67%	127 43%
No, because they do not like it	31 10%	68 23%	76 25%	42 14%	55 18%	49 16%	100 33%
No, they have never tried it	10 3%	52 17%	73 24%	15 5%	24 8%	150 50%	27 9%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 84

Q.3 Do the following Brassica vegetables form part of your children's diet?**Base: All respondents with children****Broccoli**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humbs-erside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	284	141	143	25	57	119	72	10	1	65	69	82	68	20	12	38	29	26	18	19	17	36	41	28	48	157	
Weighted base	300	141	159	32	69	113	75	10	*	74	59	91	75	22	15	40	35	32	15	15	13	39	42	30	41	173	
NET: Yes	259	121	139	29	57	96	67	10	*	64	51	81	63	16	13	38	26	26	14	15	12	36	38	25	36	151	
	87%	86%	87%	90%	83%	84%	90%	100%	100%	86%	87%	89%	84%	71%	88%	94%	74%	80%	93%	97%	94%	93%	90%	85%	89%	87%	
Yes, as often as in my diet	148	57	91	15	34	57	34	8	*	30	26	52	40	10	10	18	14	14	10	12	6	20	21	13	20	85	
	49%	40%	57%	47%	49%	50%	45%	87%	100%	41%	44%	57%	53%	44%	67%	44%	40%	45%	65%	76%	50%	52%	49%	43%	48%	49%	
Yes, more often than in my diet	46	27	19	9	8	16	13	1	-	10	12	14	11	3	3	6	6	3	3	2	2	7	6	4	9	24	
	15%	19%	12%	27%	12%	14%	17%	6%	-	13%	20%	15%	15%	16%	21%	15%	18%	10%	17%	14%	19%	18%	15%	12%	21%	14%	
Yes, but less often than in my diet	65	37	28	5	16	23	21	1	-	24	14	16	12	3	-	14	6	8	2	1	3	9	11	9	8	42	
	22%	26%	18%	15%	23%	20%	28%	7%	-	32%	23%	17%	16%	12%	-	35%	16%	26%	11%	7%	26%	22%	26%	30%	19%	24%	
NET: No	40	20	20	3	12	18	7	-	-	10	8	10	12	6	2	3	9	6	1	*	1	3	4	5	5	22	
	13%	14%	13%	10%	17%	16%	10%	-	-	14%	13%	11%	16%	29%	12%	6%	26%	20%	7%	3%	6%	7%	10%	15%	11%	13%	
No, because they do not like it	31	12	19	3	6	14	7	-	-	8	6	8	8	6	2	3	5	6	1	*	1	3	2	1	5	17	
	10%	9%	12%	10%	9%	13%	9%	-	-	11%	10%	9%	11%	29%	12%	6%	15%	20%	7%	3%	6%	7%	5%	4%	11%	10%	
No, they have never tried it	10	8	2	-	6	4	*	-	-	2	2	2	4	-	-	-	4	-	-	-	-	-	2	4	-	5	
	3%	6%	1%	-	8%	3%	1%	-	-	2%	3%	2%	5%	-	-	-	11%	-	-	-	-	-	5%	12%	-	3%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 85

Q.3 Do the following Brassica vegetables form part of your children's diet?**Base: All respondents with children****Broccoli**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?					What is the combined annual income of your household, prior to tax being deducted?										
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil- lage	Hamlet & Iso- lated Dwel- ling	No child- ren aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k- £14k	>£14k- £21k	>£21k- £28k	>£28k- £34k	>£34k- £41k	>£41k- £48k	>£48k- £55k	>£55k or more	
Unweighted base	284	240	113	127	44	42	2	-	284	96	129	119	77	7	28	66	67	70	28	10	1	1	
Weighted base	300	253	116	137	47	45	3	-	300	105	135	126	84	12	30	67	68	69	37	9	1	1	
NET: Yes	259 87%	223 88%	100 86%	123 90%	37 78%	37 82%	-	-	259 87%	87 83%	122 90%	113 90%	75 89%	11 92%	25 83%	57 86%	56 82%	60 87%	36 97%	7 74%	1 100%	1 100%	
Yes, as often as in my diet	148 49%	126 50%	43 37%	83 61%	22 47%	22 50%	-	-	148 49%	51 48%	68 51%	57 45%	42 50%	6 53%	15 50%	36 54%	26 38%	30 44%	27 74%	2 25%	1 100%	1 100%	
Yes, more often than in my diet	46 15%	40 16%	24 20%	17 12%	6 12%	6 13%	-	-	46 15%	13 12%	21 16%	22 18%	14 17%	4 33%	5 15%	9 14%	11 17%	9 13%	3 9%	2 26%	-	-	
Yes, but less often than in my diet	65 22%	56 22%	34 29%	23 17%	9 18%	9 19%	-	-	65 22%	24 22%	32 24%	34 27%	18 22%	1 6%	5 18%	12 18%	18 27%	20 29%	5 14%	2 22%	-	-	
NET: No	40 13%	30 12%	16 14%	14 10%	10 22%	8 18%	3 100%	-	40 13%	18 17%	13 10%	13 10%	9 11%	1 8%	5 17%	9 14%	12 18%	9 13%	1 3%	2 26%	-	-	
No, because they do not like it	31 10%	22 9%	12 10%	11 8%	9 18%	6 14%	3 100%	-	31 10%	12 11%	11 8%	9 8%	6 7%	1 8%	2 6%	7 10%	9 13%	9 13%	1 3%	2 26%	-	-	
No, they have never tried it	10 3%	8 3%	4 4%	4 3%	2 4%	2 4%	-	-	10 3%	6 6%	2 2%	4 3%	3 4%	-	3 10%	3 4%	4 6%	-	-	-	-	-	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 86

Q.3 Do the following Brassica vegetables form part of your children's diet?**Base: All respondents with children****Broccoli**

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Central	Grampian	Granada	London	Meridian	Scot-tish	Tyne Tees	Wales & West	West-count-ry	York-shire	NET: Married/Civil partnership/co hab-iting	Mar-ried	Civil Part-ner-ship	Co Hab-iting	NET: Wid-owed/separ-ated/div-orced	Wid-owed	Separ-ated	Div-orced	
Unweighted base	284	18	1	41	39	51	27	19	12	18	9	18	43	217	151	5	61	23	3	4	16
Weighted base	300	14	1	44	41	59	23	21	15	15	9	20	46	232	172	6	54	21	5	4	13
NET: Yes	259	13	-	38	38	54	21	16	13	14	8	17	43	194	144	6	44	21	5	4	13
	87%	95%	-	86%	94%	92%	89%	75%	88%	97%	88%	82%	94%	84%	84%	100%	81%	100%	100%	100%	100%
Yes, as often as in my diet	148	9	-	22	18	28	11	10	10	11	3	10	17	117	89	5	23	14	5	3	6
	49%	62%	-	50%	45%	48%	46%	46%	67%	75%	37%	49%	37%	50%	52%	84%	42%	66%	100%	82%	48%
Yes, more often than in my diet	46	1	-	6	6	11	4	3	3	2	1	3	6	37	28	*	9	3	-	1	2
	15%	7%	-	13%	15%	18%	19%	16%	21%	14%	13%	14%	13%	16%	16%	6%	17%	13%	-	18%	15%
Yes, but less often than in my diet	65	4	-	10	14	15	6	3	-	1	3	4	20	40	27	1	12	5	-	-	5
	22%	26%	-	22%	34%	26%	24%	12%	-	8%	38%	20%	45%	17%	16%	11%	22%	21%	-	-	36%
NET: No	40	1	1	6	3	5	3	5	2	*	1	4	3	38	27	-	10	-	-	-	-
	13%	5%	100%	14%	6%	8%	11%	25%	12%	3%	12%	18%	6%	16%	16%	-	19%	-	-	-	-
No, because they do not like it	31	1	1	6	3	3	2	5	2	*	1	-	3	28	22	-	7	-	-	-	-
	10%	5%	100%	14%	6%	5%	9%	25%	12%	3%	12%	-	6%	12%	13%	-	12%	-	-	-	-
No, they have never tried it	10	-	-	-	-	2	*	-	-	-	-	4	-	10	6	-	4	-	-	-	-
	3%	-	-	-	-	3%	2%	-	-	-	-	18%	-	4%	3%	-	7%	-	-	-	-

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 87

Q.3 Do the following Brassica vegetables form part of your children's diet?**Base: All respondents with children****Broccoli**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Bright- on	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	284	14	4	12	18	-	9	27	11	14	25	7	7	6	4	62	10	14	8	15	17
Weighted base	300	16	5	15	17	-	12	28	11	15	31	6	4	10	4	68	6	17	7	13	17
NET: Yes	259	10	5	13	11	-	11	26	10	15	25	6	3	10	2	63	6	13	6	12	13
	87%	66%	100%	88%	65%	-	86%	93%	94%	100%	80%	100%	82%	100%	43%	92%	100%	75%	93%	97%	79%
Yes, as often as in my diet	148	6	3	10	3	-	6	15	4	12	14	4	1	5	2	35	1	9	2	10	5
	49%	38%	65%	67%	20%	-	50%	53%	37%	82%	46%	77%	17%	57%	43%	51%	24%	55%	34%	75%	27%
Yes, more often than in my diet	46	2	2	3	3	-	4	3	1	1	2	-	1	2	-	11	2	2	1	2	5
	15%	11%	35%	21%	16%	-	30%	9%	13%	7%	8%	-	24%	17%	-	17%	36%	14%	17%	13%	28%
Yes, but less often than in my diet	65	3	-	-	5	-	1	9	5	2	8	1	2	3	-	17	2	1	3	1	4
	22%	16%	-	-	29%	-	7%	31%	44%	11%	26%	23%	41%	27%	-	25%	40%	7%	42%	9%	24%
NET: No	40	5	-	2	6	-	2	2	1	-	6	-	1	-	2	5	-	4	*	*	4
	13%	34%	-	12%	35%	-	14%	7%	6%	-	20%	-	18%	-	57%	8%	-	25%	7%	3%	21%
No, because they do not like it	31	5	-	2	4	-	-	2	1	-	6	-	1	-	2	3	-	1	-	*	4
	10%	34%	-	12%	22%	-	-	7%	6%	-	20%	-	18%	-	57%	4%	-	6%	-	3%	21%
No, they have never tried it	10	-	-	-	2	-	2	-	-	-	-	-	-	-	-	2	-	3	*	-	-
	3%	-	-	-	12%	-	14%	-	-	-	-	-	-	-	-	3%	-	18%	7%	-	-

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 88

Q.3 Do the following Brassica vegetables form part of your children's diet?**Base: All respondents with children****Swede**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	284	141	143	25	57	119	72	10	1	65	69	82	68	20	12	38	29	26	18	19	17	36	41	28	48	157	
Weighted base	300	141	159	32	69	113	75	10	*	74	59	91	75	22	15	40	35	32	15	15	13	39	42	30	41	173	
NET: Yes	180 60%	80 57%	100 63%	22 68%	36 52%	74 65%	44 59%	3 35%	*	47 63%	36 61%	57 62%	40 53%	17 76%	11 73%	27 67%	16 45%	13 40%	9 60%	11 74%	6 43%	20 52%	31 72%	20 66%	22 54%	115 66%	
Yes, as often as in my diet	102 34%	35 25%	67 42%	11 33%	21 30%	45 39%	22 30%	3 35%	-	25 34%	19 33%	31 33%	27 36%	9 40%	8 55%	17 43%	5 13%	5 14%	7 47%	7 46%	4 30%	11 28%	16 39%	13 45%	12 30%	64 37%	
Yes, more often than in my diet	29 10%	17 12%	12 8%	6 19%	6 9%	9 8%	7 9%	-	-	6 8%	12 20%	7 7%	5 6%	1 5%	2 13%	2 5%	6 17%	1 3%	2 13%	1 7%	-	7 17%	4 10%	2 8%	4 10%	21 12%	
Yes, but less often than in my diet	50 17%	29 20%	21 13%	5 15%	9 13%	20 18%	15 20%	-	*	16 22%	5 9%	20 22%	8 11%	7 31%	1 4%	8 19%	5 15%	7 23%	-	3 22%	2 13%	3 7%	10 23%	4 13%	6 14%	30 17%	
NET: No	120 40%	61 43%	59 37%	11 32%	33 48%	39 35%	30 41%	6 65%	-	27 37%	23 39%	34 38%	35 47%	5 24%	4 27%	13 33%	20 55%	19 60%	6 40%	4 26%	7 57%	19 48%	12 28%	10 34%	19 46%	59 34%	
No, because they do not like it	68 23%	31 22%	37 23%	6 19%	17 25%	20 18%	19 25%	6 58%	-	11 15%	15 25%	21 23%	21 28%	3 12%	1 3%	9 22%	9 25%	9 29%	3 21%	4 26%	5 41%	15 38%	4 9%	7 22%	11 26%	34 20%	
No, they have never tried it	52 17%	29 21%	22 14%	4 13%	16 23%	19 17%	12 16%	1 7%	-	16 22%	8 14%	13 14%	14 19%	3 12%	4 24%	4 11%	11 30%	10 30%	3 19%	-	2 16%	4 10%	8 19%	4 12%	8 19%	24 14%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 89

Q.3 Do the following Brassica vegetables form part of your children's diet?**Base: All respondents with children****Swede**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?					What is the combined annual income of your household, prior to tax being deducted?										
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more	
Unweighted base	284	240	113	127	44	42	2	-	284	96	129	119	77	7	28	66	67	70	28	10	1	1	
Weighted base	300	253	116	137	47	45	3	-	300	105	135	126	84	12	30	67	68	69	37	9	1	1	
NET: Yes	180 60%	152 60%	63 55%	89 65%	28 60%	27 61%	1 38%	-	180 60%	54 51%	82 61%	75 60%	51 61%	5 45%	17 58%	42 63%	38 56%	41 60%	28 75%	3 37%	1 100%	-	
Yes, as often as in my diet	102 34%	87 34%	29 25%	58 42%	15 33%	14 32%	1 38%	-	102 34%	32 30%	48 36%	38 30%	27 32%	1 5%	12 39%	26 39%	16 24%	21 31%	22 59%	1 10%	1 100%	-	
Yes, more often than in my diet	29 10%	23 9%	16 14%	7 5%	6 12%	6 13%	-	-	29 10%	6 6%	14 10%	15 12%	7 8%	4 33%	2 8%	9 13%	7 10%	5 8%	-	-	-	-	
Yes, but less often than in my diet	50 17%	42 17%	18 16%	24 18%	7 15%	7 16%	-	-	50 17%	16 15%	20 15%	22 17%	18 21%	1 6%	3 11%	7 11%	16 23%	14 20%	6 16%	2 27%	-	-	
NET: No	120 40%	101 40%	52 45%	48 35%	19 40%	17 39%	2 62%	-	120 40%	51 49%	53 39%	51 40%	33 39%	7 55%	12 42%	25 37%	30 44%	28 40%	9 25%	6 63%	-	1 100%	
No, because they do not like it	68 23%	57 23%	31 27%	26 19%	11 22%	11 24%	-	-	68 23%	24 23%	30 22%	29 23%	19 22%	7 55%	5 15%	14 21%	15 22%	13 19%	8 22%	5 54%	-	-	
No, they have never tried it	52 17%	43 17%	21 18%	22 16%	8 18%	7 15%	2 62%	-	52 17%	27 26%	23 17%	22 17%	14 17%	-	8 27%	10 16%	15 22%	15 22%	1 3%	1 8%	-	1 100%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 90

Q.3 Do the following Brassica vegetables form part of your children's diet?**Base: All respondents with children****Swede**

	Which of the following ITV regions do you live in?													Marital Status							
	Total	Anglia	Central	Grampian	Granada	London	Meridian	Scot-tish	Tyne Tees	Wales & West	West-count-ry	York-shire	Single	NET: Married/Civil partnership/co hab-iting	Mar-ried	Civil Part-ner-ship	Co Hab-iting	NET: Wid-owed/separ-ated/div-orced	Wid-owed	Separ-ated	Div-orced
Unweighted base	284	18	1	41	39	51	27	19	12	18	9	18	43	217	151	5	61	23	3	4	16
Weighted base	300	14	1	44	41	59	23	21	15	15	9	20	46	232	172	6	54	21	5	4	13
NET: Yes	180	8	-	20	28	31	18	17	11	11	5	14	28	140	108	2	29	12	1	3	8
	60%	60%	-	47%	68%	53%	78%	79%	73%	74%	57%	69%	61%	60%	63%	37%	54%	57%	25%	82%	61%
Yes, as often as in my diet	102	4	-	12	17	19	7	9	8	7	4	10	11	85	66	2	17	6	1	2	3
	34%	32%	-	26%	42%	33%	31%	42%	55%	47%	44%	48%	25%	37%	39%	31%	32%	26%	13%	43%	25%
Yes, more often than in my diet	29	2	-	1	3	7	3	1	2	1	1	2	5	19	15	-	4	4	1	2	2
	10%	12%	-	3%	7%	11%	11%	6%	13%	4%	13%	9%	11%	8%	9%	-	7%	19%	12%	39%	15%
Yes, but less often than in my diet	50	2	-	7	8	6	8	7	1	3	-	2	12	35	27	*	8	3	-	-	3
	17%	16%	-	17%	19%	9%	36%	32%	4%	22%	-	12%	25%	15%	16%	6%	15%	12%	-	-	21%
NET: No	120	6	1	23	13	27	5	4	4	4	4	6	18	93	64	4	25	9	3	1	5
	40%	40%	100%	53%	32%	47%	22%	21%	27%	26%	43%	31%	39%	40%	37%	63%	46%	43%	75%	18%	39%
No, because they do not like it	68	4	1	12	9	18	3	2	1	4	4	3	14	47	33	4	10	7	3	-	4
	23%	25%	100%	27%	22%	30%	12%	8%	3%	26%	43%	14%	30%	20%	19%	63%	19%	34%	75%	-	31%
No, they have never tried it	52	2	-	12	4	10	2	3	4	-	-	4	4	46	31	-	15	2	-	1	1
	17%	15%	-	26%	10%	17%	10%	13%	24%	-	-	18%	9%	20%	18%	-	28%	8%	-	18%	8%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 91

Q.3 Do the following Brassica vegetables form part of your children's diet?**Base: All respondents with children****Swede**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Bright- on	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	284	14	4	12	18	-	9	27	11	14	25	7	7	6	4	62	10	14	8	15	17
Weighted base	300	16	5	15	17	-	12	28	11	15	31	6	4	10	4	68	6	17	7	13	17
NET: Yes	180 60%	12 74%	4 74%	11 73%	8 45%	-	8 63%	19 67%	9 81%	6 40%	13 41%	3 46%	3 68%	10 100%	1 27%	38 56%	5 82%	11 63%	6 84%	9 70%	9 51%
Yes, as often as in my diet	102 34%	5 33%	3 55%	8 55%	1 3%	-	2 18%	13 47%	4 32%	5 36%	5 17%	2 39%	1 17%	6 67%	1 27%	22 33%	* 6%	9 54%	2 32%	6 47%	5 32%
Yes, more often than in my diet	29 10%	1 8%	-	2 13%	4 24%	-	3 27%	* 2%	2 21%	1 4%	-	-	-	-	-	9 13%	2 36%	1 4%	2 27%	1 4%	1 5%
Yes, but less often than in my diet	50 17%	5 33%	1 19%	1 4%	3 18%	-	2 18%	5 18%	3 29%	-	7 24%	* 7%	2 51%	3 33%	-	7 10%	2 40%	1 5%	2 25%	2 18%	2 14%
NET: No	120 40%	4 26%	1 26%	4 27%	9 55%	-	5 37%	9 33%	2 19%	9 60%	18 59%	3 54%	1 32%	-	3 73%	30 44%	1 18%	6 37%	1 16%	4 30%	8 49%
No, because they do not like it	68 23%	3 17%	-	1 3%	5 28%	-	-	7 25%	2 19%	7 47%	9 30%	2 40%	1 32%	-	1 22%	18 27%	1 18%	3 19%	1 10%	4 30%	3 18%
No, they have never tried it	52 17%	1 9%	1 26%	4 24%	5 26%	-	5 37%	2 8%	-	2 13%	9 29%	1 14%	-	-	2 51%	12 17%	-	3 18%	* 7%	-	5 31%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 92

Q.3 Do the following Brassica vegetables form part of your children's diet?**Base: All respondents with children****Turnip**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	284	141	143	25	57	119	72	10	1	65	69	82	68	20	12	38	29	26	18	19	17	36	41	28	48	157	
Weighted base	300	141	159	32	69	113	75	10	*	74	59	91	75	22	15	40	35	32	15	15	13	39	42	30	41	173	
NET: Yes	151	71	80	19	28	57	40	6	*	39	27	45	39	17	11	22	16	6	7	8	6	23	24	11	21	92	
	50%	50%	50%	57%	40%	50%	54%	67%	100%	53%	45%	50%	52%	76%	73%	55%	44%	19%	47%	54%	43%	59%	56%	37%	51%	53%	
Yes, as often as in my diet	79	28	52	11	17	25	20	6	-	19	11	21	28	9	8	13	4	3	5	5	3	12	15	2	9	46	
	26%	20%	33%	32%	25%	22%	27%	67%	-	26%	19%	23%	37%	42%	55%	31%	12%	10%	35%	31%	22%	30%	35%	8%	21%	27%	
Yes, more often than in my diet	19	11	7	5	*	6	7	-	-	4	7	7	1	1	2	1	4	-	-	1	-	6	1	3	4	11	
	6%	8%	5%	16%	1%	6%	9%	-	-	5%	12%	7%	1%	5%	13%	3%	10%	-	-	4%	-	15%	3%	9%	9%	7%	
Yes, but less often than in my diet	53	32	21	3	10	26	13	-	*	16	8	18	10	6	1	8	8	3	2	3	3	6	8	6	8	34	
	18%	23%	13%	9%	15%	23%	17%	-	100%	22%	14%	19%	14%	28%	4%	21%	22%	9%	12%	19%	21%	14%	18%	21%	20%	20%	
NET: No	149	70	79	14	41	56	35	3	-	35	32	46	36	5	4	18	20	26	8	7	7	16	19	19	20	82	
	50%	50%	50%	43%	60%	50%	46%	33%	-	47%	55%	50%	48%	24%	27%	45%	56%	81%	53%	46%	57%	41%	44%	63%	49%	47%	
No, because they do not like it	76	39	37	7	18	36	13	2	-	17	18	24	17	4	2	9	10	12	3	5	5	6	6	14	10	50	
	25%	28%	23%	23%	25%	31%	18%	22%	-	22%	31%	27%	23%	18%	15%	23%	28%	36%	20%	31%	39%	17%	13%	47%	25%	29%	
No, they have never tried it	73	31	42	6	24	21	21	1	-	18	14	22	19	1	2	9	10	14	5	2	2	9	13	5	10	32	
	24%	22%	26%	20%	34%	18%	28%	11%	-	25%	24%	24%	25%	6%	12%	22%	28%	45%	33%	15%	19%	24%	30%	15%	24%	18%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 93

Q.3 Do the following Brassica vegetables form part of your children's diet?**Base: All respondents with children****Turnip**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?					What is the combined annual income of your household, prior to tax being deducted?										
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more	
Unweighted base	284	240	113	127	44	42	2	-	284	96	129	119	77	7	28	66	67	70	28	10	1	1	
Weighted base	300	253	116	137	47	45	3	-	300	105	135	126	84	12	30	67	68	69	37	9	1	1	
NET: Yes	151 50%	128 50%	62 53%	66 48%	23 49%	22 50%	1 38%	-	151 50%	49 46%	66 49%	70 55%	39 46%	9 74%	14 46%	33 50%	36 53%	33 49%	20 54%	1 15%	1 100%	-	
Yes, as often as in my diet	79 26%	67 27%	25 22%	42 31%	12 26%	11 25%	1 38%	-	79 26%	27 26%	35 26%	30 24%	20 24%	4 35%	9 30%	20 30%	14 21%	16 24%	11 31%	1 10%	1 100%	-	
Yes, more often than in my diet	19 6%	16 6%	15 13%	2 1%	2 5%	2 6%	-	-	19 6%	1 1%	9 7%	12 9%	7 8%	5 39%	2 8%	3 5%	6 9%	2 3%	-	-	-	-	
Yes, but less often than in my diet	53 18%	44 17%	22 19%	22 16%	8 18%	8 19%	-	-	53 18%	20 19%	22 16%	28 22%	12 14%	-	2 8%	10 15%	15 23%	15 22%	9 23%	*	-	-	
NET: No	149 50%	125 50%	54 47%	71 52%	24 51%	23 50%	2 62%	-	149 50%	56 54%	69 51%	56 45%	45 54%	3 26%	16 54%	33 50%	32 47%	35 51%	17 46%	8 85%	-	1 100%	
No, because they do not like it	76 25%	66 26%	27 24%	39 28%	10 22%	10 23%	-	-	76 25%	24 23%	42 31%	31 25%	24 29%	3 26%	5 15%	13 19%	16 23%	24 34%	10 27%	4 39%	-	-	
No, they have never tried it	73 24%	59 23%	26 23%	33 24%	14 29%	12 28%	2 62%	-	73 24%	33 31%	27 20%	25 20%	21 25%	-	12 39%	21 31%	17 25%	12 17%	7 18%	4 46%	-	1 100%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 94

Q.3 Do the following Brassica vegetables form part of your children's diet?**Base: All respondents with children****Turnip**

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Central	Grampian	Granada	London	Meridian	Scot-tish	Tyne Tees	Wales & West	West-count-ry	York-shire	NET: Married/Civil partnership/co hab-iting	Mar-ried	Civil Part-ner-ship	Co Hab-iting	NET: Wid-owed/separ-ated/div-orced	Wid-owed	Separ-ated	Div-orced	
Unweighted base	284	18	1	41	39	51	27	19	12	18	9	18	43	217	151	5	61	23	3	4	16
Weighted base	300	14	1	44	41	59	23	21	15	15	9	20	46	232	172	6	54	21	5	4	13
NET: Yes	151	7	-	11	23	33	14	17	11	8	4	6	19	117	92	2	23	14	5	1	8
	50%	48%	-	25%	55%	57%	61%	79%	73%	52%	50%	28%	43%	50%	53%	37%	42%	64%	100%	16%	67%
Yes, as often as in my diet	79	3	-	7	13	19	7	9	8	5	2	1	6	66	50	1	14	8	4	1	3
	26%	25%	-	16%	31%	33%	29%	44%	55%	32%	18%	4%	12%	28%	29%	20%	26%	37%	88%	16%	25%
Yes, more often than in my diet	19	-	-	-	2	6	1	1	2	-	1	2	3	15	12	-	2	1	1	-	1
	6%	-	-	-	5%	10%	6%	6%	13%	-	8%	10%	6%	6%	7%	-	4%	6%	12%	-	6%
Yes, but less often than in my diet	53	3	-	4	8	8	6	6	1	3	2	3	11	36	29	1	6	5	-	-	5
	18%	23%	-	9%	20%	14%	26%	30%	4%	20%	24%	15%	24%	16%	17%	16%	12%	21%	-	-	36%
NET: No	149	7	1	33	18	25	9	4	4	7	4	14	26	115	80	4	31	8	-	4	4
	50%	52%	100%	75%	45%	43%	39%	21%	27%	48%	50%	72%	57%	50%	47%	63%	58%	36%	-	84%	33%
No, because they do not like it	76	5	1	15	9	11	1	3	2	5	4	10	14	55	40	4	11	7	-	4	3
	25%	37%	100%	34%	23%	19%	4%	14%	15%	32%	50%	49%	31%	24%	23%	63%	21%	32%	-	84%	26%
No, they have never tried it	73	2	-	18	9	14	8	1	2	2	-	5	12	60	40	-	20	1	-	-	1
	24%	15%	-	41%	22%	25%	35%	7%	12%	16%	-	23%	26%	26%	23%	-	37%	4%	-	-	7%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 95

Q.3 Do the following Brassica vegetables form part of your children's diet?**Base: All respondents with children****Turnip**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Bright- on	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	284	14	4	12	18	-	9	27	11	14	25	7	7	6	4	62	10	14	8	15	17
Weighted base	300	16	5	15	17	-	12	28	11	15	31	6	4	10	4	68	6	17	7	13	17
NET: Yes	151 50%	12 74%	4 74%	11 73%	8 49%	-	9 70%	16 57%	7 66%	4 29%	7 21%	3 46%	2 51%	8 83%	1 27%	38 56%	2 42%	6 33%	3 46%	6 45%	5 29%
Yes, as often as in my diet	79 26%	6 36%	3 55%	8 55%	2 12%	-	4 29%	9 32%	4 32%	3 17%	4 12%	2 39%	-	5 57%	-	22 32%	-	2 9%	1 12%	5 37%	2 10%
Yes, more often than in my diet	19 6%	1 8%	-	2 13%	-	-	4 30%	1 5%	1 5%	-	-	-	-	-	-	7 10%	*	2 12%	1 9%	-	-
Yes, but less often than in my diet	53 18%	5 30%	1 19%	1 4%	6 37%	-	1 11%	6 20%	3 29%	2 12%	3 9%	*	2 51%	3 27%	1 27%	9 14%	2 34%	2 12%	2 25%	1 9%	3 19%
NET: No	149 50%	4 26%	1 26%	4 27%	9 51%	-	4 30%	12 43%	4 34%	11 71%	24 79%	3 54%	2 49%	2 17%	3 73%	30 44%	3 58%	12 67%	4 54%	7 55%	12 71%
No, because they do not like it	76 25%	3 17%	1 26%	2 15%	4 24%	-	-	5 20%	4 34%	9 59%	12 38%	2 40%	1 32%	-	-	12 18%	1 23%	8 49%	3 48%	5 37%	3 18%
No, they have never tried it	73 24%	1 9%	-	2 12%	5 27%	-	4 30%	6 23%	-	2 12%	13 41%	1 14%	1 17%	2 17%	3 73%	18 27%	2 35%	3 18%	*	2 18%	9 53%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 96

Q.3 Do the following Brassica vegetables form part of your children's diet?**Base: All respondents with children****Cauliflower**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	284	141	143	25	57	119	72	10	1	65	69	82	68	20	12	38	29	26	18	19	17	36	41	28	48	157	
Weighted base	300	141	159	32	69	113	75	10	*	74	59	91	75	22	15	40	35	32	15	15	13	39	42	30	41	173	
NET: Yes	243	112	131	28	52	91	62	10	*	57	48	77	61	17	10	34	30	23	15	15	10	31	35	23	31	143	
	81%	80%	82%	86%	75%	80%	83%	100%	100%	77%	82%	84%	81%	75%	64%	84%	86%	72%	97%	97%	74%	81%	83%	78%	77%	83%	
Yes, as often as in my diet	135	57	77	16	32	54	28	5	*	28	24	48	34	12	8	14	17	9	12	9	5	17	21	12	17	84	
	45%	41%	49%	49%	46%	48%	37%	51%	100%	37%	41%	53%	46%	53%	51%	35%	47%	29%	77%	61%	35%	43%	49%	40%	43%	48%	
Yes, more often than in my diet	49	24	24	8	10	15	11	4	-	13	10	13	13	2	2	8	6	5	2	4	3	9	6	3	8	23	
	16%	17%	15%	26%	15%	13%	14%	42%	-	18%	16%	14%	18%	8%	13%	19%	18%	15%	15%	23%	26%	24%	13%	8%	19%	14%	
Yes, but less often than in my diet	60	30	29	4	10	22	24	1	-	16	14	16	13	3	-	12	7	9	1	2	2	5	9	9	6	36	
	20%	22%	18%	12%	14%	19%	32%	7%	-	22%	24%	17%	18%	15%	-	31%	20%	28%	5%	13%	13%	13%	22%	30%	15%	21%	
NET: No	57	29	28	5	17	23	13	-	-	17	11	15	14	6	5	6	5	9	*	*	3	8	7	7	10	30	
	19%	20%	18%	14%	25%	20%	17%	-	-	23%	18%	16%	19%	25%	36%	16%	14%	28%	3%	3%	26%	19%	17%	22%	23%	17%	
No, because they do not like it	42	19	23	2	10	19	12	-	-	14	8	12	8	4	5	6	1	8	*	*	3	8	3	3	9	25	
	14%	13%	15%	7%	14%	16%	15%	-	-	18%	14%	13%	11%	17%	36%	16%	4%	25%	3%	3%	23%	19%	6%	10%	22%	14%	
No, they have never tried it	15	10	5	2	7	4	1	-	-	3	3	3	6	2	-	-	4	1	-	-	*	-	4	4	1	5	
	5%	7%	3%	7%	11%	3%	1%	-	-	5%	4%	3%	8%	8%	-	-	11%	2%	-	-	2%	-	10%	12%	2%	3%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 97

Q.3 Do the following Brassica vegetables form part of your children's diet?**Base: All respondents with children****Cauliflower**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?					What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base	284	240	113	127	44	42	2	-	284	96	129	119	77	7	28	66	67	70	28	10	1	1
Weighted base	300	253	116	137	47	45	3	-	300	105	135	126	84	12	30	67	68	69	37	9	1	1
NET: Yes	243	205	94	111	38	37	2	-	243	80	111	107	69	10	24	56	52	54	34	5	1	1
	81%	81%	81%	81%	81%	82%	62%	-	81%	76%	82%	85%	82%	87%	82%	83%	76%	78%	93%	50%	100%	100%
Yes, as often as in my diet	135	111	42	69	24	24	-	-	135	48	59	48	36	2	15	31	20	34	26	1	1	1
	45%	44%	36%	50%	51%	54%	-	-	45%	46%	44%	38%	43%	18%	51%	46%	30%	49%	71%	13%	100%	100%
Yes, more often than in my diet	49	45	27	18	4	4	-	-	49	15	29	26	14	7	4	9	14	9	3	1	-	-
	16%	18%	23%	13%	9%	9%	-	-	16%	15%	21%	21%	17%	62%	12%	14%	20%	13%	7%	12%	-	-
Yes, but less often than in my diet	60	50	25	25	10	8	2	-	60	17	24	33	19	1	6	15	18	10	6	2	-	-
	20%	20%	21%	18%	21%	19%	62%	-	20%	16%	17%	26%	22%	6%	19%	23%	26%	15%	15%	25%	-	-
NET: No	57	48	22	26	9	8	1	-	57	25	24	19	15	2	5	11	16	15	2	5	-	-
	19%	19%	19%	19%	19%	18%	38%	-	19%	24%	18%	15%	18%	13%	18%	17%	24%	22%	7%	50%	-	-
No, because they do not like it	42	37	18	19	5	4	1	-	42	15	20	15	12	1	2	6	12	15	2	5	-	-
	14%	15%	15%	14%	11%	10%	38%	-	14%	15%	15%	12%	14%	5%	6%	9%	18%	21%	7%	50%	-	-
No, they have never tried it	15	11	4	6	4	4	-	-	15	10	3	4	3	1	3	5	4	1	-	-	-	-
	5%	4%	4%	5%	8%	8%	-	-	5%	9%	3%	3%	4%	8%	11%	8%	6%	1%	-	-	-	-

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 98

Q.3 Do the following Brassica vegetables form part of your children's diet?**Base: All respondents with children****Cauliflower**

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Central	Grampian	Granada	London	Meridian	Scottish	Tyne Tees	Wales & West	West-county	Yorkshire	NET: Married/Civil partnership/cohabiting	Married	Civil Partnership	Co Habiting	NET: Widowed/separated/divorced	Widowed	Separated	Divorced	
Unweighted base	284	18	1	41	39	51	27	19	12	18	9	18	43	217	151	5	61	23	3	4	16
Weighted base	300	14	1	44	41	59	23	21	15	15	9	20	46	232	172	6	54	21	5	4	13
NET: Yes	243	11	-	35	34	47	19	17	10	14	7	17	40	183	141	6	36	19	5	3	12
	81%	78%	-	79%	84%	79%	84%	79%	64%	97%	77%	82%	88%	79%	82%	100%	67%	90%	100%	73%	92%
Yes, as often as in my diet	135	7	-	18	14	25	10	12	8	9	1	11	17	109	85	5	18	9	1	3	5
	45%	49%	-	41%	34%	43%	44%	56%	51%	63%	15%	53%	37%	47%	49%	84%	34%	42%	13%	73%	43%
Yes, more often than in my diet	49	2	-	7	8	13	3	2	2	4	2	1	5	39	29	1	9	5	3	-	2
	16%	14%	-	16%	18%	22%	13%	8%	13%	24%	21%	6%	10%	17%	17%	11%	17%	24%	75%	-	13%
Yes, but less often than in my diet	60	2	-	10	13	8	6	3	-	1	4	5	18	36	27	*	9	5	1	-	5
	20%	16%	-	22%	32%	14%	26%	15%	-	10%	41%	23%	40%	15%	16%	6%	17%	24%	12%	-	36%
NET: No	57	3	1	9	6	12	4	5	5	*	2	4	6	49	31	-	18	2	-	1	1
	19%	22%	100%	21%	16%	21%	16%	21%	36%	3%	23%	18%	12%	21%	18%	-	33%	10%	-	27%	8%
No, because they do not like it	42	3	1	9	6	9	3	3	5	*	2	-	6	34	24	-	10	2	-	1	1
	14%	22%	100%	20%	16%	15%	12%	13%	36%	3%	23%	-	12%	15%	14%	-	19%	10%	-	27%	8%
No, they have never tried it	15	-	-	1	-	4	1	2	-	-	-	4	-	15	7	-	7	-	-	-	-
	5%	-	-	2%	-	6%	4%	8%	-	-	-	18%	-	6%	4%	-	14%	-	-	-	-

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 99

Q.3 Do the following Brassica vegetables form part of your children's diet?**Base: All respondents with children****Cauliflower**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Bright- on	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	284	14	4	12	18	-	9	27	11	14	25	7	7	6	4	62	10	14	8	15	17
Weighted base	300	16	5	15	17	-	12	28	11	15	31	6	4	10	4	68	6	17	7	13	17
NET: Yes	243	11	5	10	14	-	11	23	10	15	23	5	3	9	3	54	3	12	6	12	14
	81%	71%	100%	64%	80%	-	86%	82%	94%	97%	74%	84%	82%	92%	93%	79%	59%	70%	93%	97%	86%
Yes, as often as in my diet	135	8	4	8	6	-	6	11	3	12	10	3	1	6	2	29	*	9	3	8	6
	45%	50%	81%	51%	36%	-	50%	40%	32%	77%	32%	60%	17%	58%	66%	42%	6%	54%	42%	61%	34%
Yes, more often than in my diet	49	1	1	2	3	-	4	4	1	2	4	-	1	-	-	16	1	1	1	4	3
	16%	5%	19%	13%	16%	-	30%	15%	13%	15%	13%	-	24%	-	-	23%	24%	8%	17%	27%	17%
Yes, but less often than in my diet	60	3	-	-	5	-	1	8	5	1	9	1	2	3	1	9	2	1	2	1	6
	20%	17%	-	-	28%	-	7%	27%	49%	5%	29%	23%	41%	33%	27%	14%	28%	8%	34%	9%	35%
NET: No	57	5	-	5	3	-	2	5	1	*	8	1	1	1	*	14	2	5	*	*	2
	19%	29%	-	36%	20%	-	14%	18%	6%	3%	26%	16%	18%	8%	7%	21%	41%	30%	7%	3%	14%
No, because they do not like it	42	3	-	5	1	-	-	5	1	*	8	1	1	1	*	9	2	2	-	*	2
	14%	18%	-	36%	7%	-	-	18%	6%	3%	26%	16%	18%	8%	7%	14%	41%	12%	-	3%	10%
No, they have never tried it	15	2	-	-	2	-	2	-	-	-	-	-	-	-	-	5	-	3	*	-	1
	5%	11%	-	-	12%	-	14%	-	-	-	-	-	-	-	-	7%	-	18%	7%	-	4%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 100

Q.3 Do the following Brassica vegetables form part of your children's diet?**Base: All respondents with children****Cabbage**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humbs-erside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri- vate	
Unweighted base	284	141	143	25	57	119	72	10	1	65	69	82	68	20	12	38	29	26	18	19	17	36	41	28	48	157	
Weighted base	300	141	159	32	69	113	75	10	*	74	59	91	75	22	15	40	35	32	15	15	13	39	42	30	41	173	
NET: Yes	222	101	121	25	50	86	52	8	*	52	41	71	57	15	10	32	26	20	12	13	10	32	31	21	35	128	
	74%	71%	76%	78%	72%	76%	69%	85%	100%	71%	70%	78%	75%	67%	69%	79%	74%	64%	77%	84%	75%	82%	72%	70%	85%	74%	
Yes, as often as in my diet	121	45	76	17	25	49	24	7	*	23	19	38	40	11	8	14	14	5	11	8	5	17	17	12	19	67	
	40%	32%	48%	51%	36%	43%	32%	73%	100%	31%	33%	42%	54%	49%	51%	35%	39%	17%	73%	49%	40%	44%	39%	39%	47%	39%	
Yes, more often than in my diet	32	18	15	5	5	13	8	1	-	7	10	8	7	1	3	6	5	1	-	4	1	7	3	1	6	17	
	11%	13%	9%	16%	8%	11%	11%	6%	-	10%	16%	9%	9%	5%	17%	14%	14%	4%	-	26%	8%	18%	7%	5%	14%	10%	
Yes, but less often than in my diet	68	37	31	4	20	25	19	1	-	22	12	25	9	3	-	12	7	14	1	1	3	8	11	8	10	44	
	23%	27%	19%	11%	29%	22%	26%	6%	-	30%	20%	27%	13%	12%	-	30%	20%	43%	4%	9%	27%	20%	27%	26%	24%	25%	
NET: No	78	40	38	7	19	27	23	1	-	22	18	20	19	7	5	8	9	11	3	2	3	7	12	9	6	45	
	26%	29%	24%	22%	28%	24%	31%	15%	-	29%	30%	22%	25%	33%	31%	21%	26%	36%	23%	16%	25%	18%	28%	30%	15%	26%	
No, because they do not like it	55	26	29	5	12	20	17	1	-	16	15	13	10	6	2	8	4	9	1	2	3	6	7	6	4	36	
	18%	18%	18%	14%	18%	18%	22%	8%	-	22%	25%	14%	14%	25%	15%	19%	12%	28%	7%	16%	25%	16%	17%	18%	9%	21%	
No, they have never tried it	24	14	9	2	7	7	7	1	-	5	3	7	8	2	2	1	5	2	2	-	-	1	5	4	2	9	
	8%	10%	6%	8%	10%	6%	9%	7%	-	7%	5%	8%	11%	9%	16%	1%	14%	8%	16%	-	-	2%	11%	12%	6%	5%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 101

Q.3 Do the following Brassica vegetables form part of your children's diet?**Base: All respondents with children****Cabbage**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?					What is the combined annual income of your household, prior to tax being deducted?										
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil- lage	Hamlet & Iso- lated Dwel- ling	No child- ren aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k- £14k	>£14k- £21k	>£21k- £28k	>£28k- £34k	>£34k- £41k	>£41k- £48k	>£48k- £55k	>£55k or more	
Unweighted base	284	240	113	127	44	42	2	-	284	96	129	119	77	7	28	66	67	70	28	10	1	1	
Weighted base	300	253	116	137	47	45	3	-	300	105	135	126	84	12	30	67	68	69	37	9	1	1	
NET: Yes	222	187	85	102	35	34	1	-	222	73	100	99	60	10	20	52	43	55	31	6	1	-	
	74%	74%	73%	74%	74%	77%	38%	-	74%	69%	74%	79%	72%	87%	68%	78%	63%	79%	85%	64%	100%	-	
Yes, as often as in my diet	121	97	38	59	24	23	1	-	121	42	57	44	28	6	14	28	20	26	22	2	1	-	
	40%	38%	33%	43%	52%	52%	38%	-	40%	40%	43%	35%	34%	48%	48%	42%	29%	37%	59%	19%	100%	-	
Yes, more often than in my diet	32	31	18	12	2	2	-	-	32	5	12	22	11	5	4	8	8	4	3	-	-	-	
	11%	12%	16%	9%	4%	4%	-	-	11%	5%	9%	17%	14%	39%	13%	12%	12%	6%	7%	-	-	-	
Yes, but less often than in my diet	68	59	29	30	9	9	-	-	68	26	31	33	20	-	2	15	15	25	7	4	-	-	
	23%	23%	25%	22%	19%	20%	-	-	23%	25%	23%	26%	24%	-	7%	23%	22%	36%	18%	45%	-	-	
NET: No	78	66	31	35	12	10	2	-	78	32	35	27	24	2	9	15	25	14	6	3	-	1	
	26%	26%	27%	26%	26%	23%	62%	-	26%	31%	26%	21%	28%	13%	32%	22%	37%	21%	15%	36%	-	100%	
No, because they do not like it	55	47	21	25	8	7	2	-	55	19	27	22	18	1	4	11	17	12	4	3	-	-	
	18%	18%	18%	18%	17%	15%	62%	-	18%	18%	20%	17%	21%	8%	13%	17%	25%	17%	12%	36%	-	-	
No, they have never tried it	24	20	10	10	4	4	-	-	24	13	8	5	6	1	6	4	8	3	1	-	-	1	
	8%	8%	8%	7%	8%	9%	-	-	8%	12%	6%	4%	7%	5%	19%	6%	12%	4%	4%	-	-	100%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 102

Q.3 Do the following Brassica vegetables form part of your children's diet?**Base: All respondents with children****Cabbage**

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Central	Grampian	Granada	London	Meridian	Scot-tish	Tyne Tees	Wales & West	West-count-ry	York-shire	NET: Married/Civil partnership/co hab-iting	Mar-ried	Civil Part-ner-ship	Co Hab-iting	NET: Wid-owed/separ-ated/div-orced	Wid-owed	Separ-ated	Div-orced	
Unweighted base	284	18	1	41	39	51	27	19	12	18	9	18	43	217	151	5	61	23	3	4	16
Weighted base	300	14	1	44	41	59	23	21	15	15	9	20	46	232	172	6	54	21	5	4	13
NET: Yes	222	11	-	30	33	46	17	15	10	12	7	14	34	170	131	6	33	18	5	3	10
	74%	76%	-	68%	80%	78%	72%	70%	69%	84%	80%	69%	75%	73%	76%	94%	61%	82%	100%	73%	78%
Yes, as often as in my diet	121	6	-	15	14	25	8	11	8	8	3	9	18	93	68	5	20	10	4	1	5
	40%	42%	-	34%	35%	42%	36%	51%	51%	51%	29%	45%	40%	40%	40%	84%	36%	47%	88%	34%	36%
Yes, more often than in my diet	32	1	-	1	6	8	2	1	3	3	2	-	3	27	21	1	5	2	1	-	2
	11%	7%	-	3%	15%	13%	9%	6%	17%	24%	21%	-	7%	11%	12%	11%	9%	10%	12%	-	13%
Yes, but less often than in my diet	68	4	-	14	12	13	6	3	-	1	3	5	13	50	41	-	9	5	-	2	4
	23%	28%	-	31%	30%	22%	26%	12%	-	9%	30%	23%	28%	21%	24%	-	16%	25%	-	39%	29%
NET: No	78	3	1	14	8	13	7	7	5	2	2	6	11	63	41	*	21	4	-	1	3
	26%	24%	100%	32%	20%	22%	28%	30%	31%	16%	20%	31%	25%	27%	24%	6%	39%	18%	-	27%	22%
No, because they do not like it	55	3	1	10	8	12	2	5	2	2	2	3	10	41	27	*	13	4	-	1	3
	18%	24%	100%	23%	19%	21%	10%	21%	15%	16%	20%	14%	22%	18%	16%	6%	25%	18%	-	27%	22%
No, they have never tried it	24	-	-	4	1	1	4	2	2	-	-	4	2	22	14	-	8	-	-	-	-
	8%	-	-	9%	1%	2%	18%	9%	16%	-	-	18%	3%	9%	8%	-	14%	-	-	-	-

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 103

Q.3 Do the following Brassica vegetables form part of your children's diet?**Base: All respondents with children****Cabbage**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Bright- on	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	284	14	4	12	18	-	9	27	11	14	25	7	7	6	4	62	10	14	8	15	17
Weighted base	300	16	5	15	17	-	12	28	11	15	31	6	4	10	4	68	6	17	7	13	17
NET: Yes	222 74%	10 66%	3 70%	10 69%	13 76%	-	9 70%	22 80%	9 81%	14 93%	20 65%	5 86%	3 72%	8 83%	1 27%	54 80%	3 61%	12 69%	5 68%	11 81%	9 55%
Yes, as often as in my diet	121 40%	7 41%	3 70%	8 51%	6 34%	-	4 29%	12 44%	2 18%	13 89%	6 19%	4 62%	1 31%	5 57%	1 27%	28 41%	1 12%	8 49%	2 34%	7 51%	3 20%
Yes, more often than in my diet	32 11%	1 8%	-	3 17%	1 9%	-	4 30%	1 5%	3 27%	-	* 2%	-	-	-	-	9 14%	2 30%	1 8%	-	3 27%	3 17%
Yes, but less often than in my diet	68 23%	3 17%	-	-	6 33%	-	1 11%	9 32%	4 36%	1 4%	14 45%	1 23%	2 41%	3 27%	-	17 25%	1 19%	2 12%	2 34%	* 3%	3 18%
NET: No	78 26%	5 34%	1 30%	5 31%	4 24%	-	4 30%	6 20%	2 19%	1 7%	11 35%	1 14%	1 28%	2 17%	3 73%	14 20%	2 39%	5 31%	2 32%	2 19%	8 45%
No, because they do not like it	55 18%	4 25%	1 19%	2 15%	2 11%	-	1 7%	5 18%	2 19%	1 7%	9 29%	1 14%	1 28%	1 10%	1 22%	12 17%	2 30%	2 12%	2 25%	2 19%	4 26%
No, they have never tried it	24 8%	1 9%	* 10%	2 16%	2 12%	-	3 23%	1 2%	-	-	2 5%	-	-	1 7%	2 51%	2 3%	1 9%	3 18%	* 7%	-	3 19%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 104

Q.3 Do the following Brassica vegetables form part of your children's diet?**Base: All respondents with children****Kale**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	284	141	143	25	57	119	72	10	1	65	69	82	68	20	12	38	29	26	18	19	17	36	41	28	48	157	
Weighted base	300	141	159	32	69	113	75	10	*	74	59	91	75	22	15	40	35	32	15	15	13	39	42	30	41	173	
NET: Yes	100 33%	38 27%	63 39%	10 32%	16 24%	41 37%	25 34%	6 67%	* 100%	23 31%	24 41%	29 32%	23 31%	6 26%	5 36%	11 27%	9 25%	2 5%	6 39%	5 35%	5 36%	22 56%	20 48%	9 31%	12 30%	65 38%	
Yes, as often as in my diet	47 16%	14 10%	32 20%	2 7%	8 11%	19 17%	11 15%	6 67%	-	7 9%	9 15%	14 16%	17 22%	4 16%	2 11%	4 11%	2 6%	-	4 29%	2 14%	3 26%	12 31%	11 27%	1 4%	6 16%	29 17%	
Yes, more often than in my diet	18 6%	10 7%	8 5%	5 15%	-	5 5%	8 11%	-	-	5 7%	8 13%	5 5%	* *	1 3%	4 24%	1 3%	2 6%	-	-	2 16%	-	5 13%	1 2%	2 6%	4 11%	11 6%	
Yes, but less often than in my diet	36 12%	13 10%	22 14%	3 10%	9 12%	17 15%	6 9%	-	* 100%	11 15%	8 13%	10 11%	7 9%	1 7%	-	5 13%	4 12%	2 5%	1 10%	1 6%	1 10%	5 12%	8 19%	6 21%	2 4%	25 15%	
NET: No	200 67%	103 73%	96 61%	22 68%	53 76%	72 63%	49 66%	3 33%	-	51 69%	35 59%	62 68%	52 69%	16 74%	10 64%	29 73%	27 75%	30 95%	9 61%	10 65%	8 64%	17 44%	22 52%	21 69%	28 70%	108 62%	
No, because they do not like it	49 16%	25 17%	25 16%	11 34%	10 15%	18 16%	10 13%	1 6%	-	9 12%	13 22%	17 18%	11 14%	7 30%	1 3%	4 11%	7 20%	7 20%	2 11%	5 34%	2 13%	4 10%	6 15%	5 17%	6 14%	30 17%	
No, they have never tried it	150 50%	79 56%	72 45%	11 35%	43 62%	54 47%	40 53%	3 27%	-	42 56%	22 37%	45 50%	41 55%	10 44%	9 61%	25 62%	19 55%	24 74%	8 50%	5 31%	7 51%	13 34%	16 37%	15 51%	22 55%	78 45%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 105

Q.3 Do the following Brassica vegetables form part of your children's diet?**Base: All respondents with children****Kale**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?					What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base	284	240	113	127	44	42	2	-	284	96	129	119	77	7	28	66	67	70	28	10	1	1
Weighted base	300	253	116	137	47	45	3	-	300	105	135	126	84	12	30	67	68	69	37	9	1	1
NET: Yes	100	85	47	38	15	15	-	-	100	30	40	44	30	8	9	17	22	23	16	3	1	-
	33%	34%	41%	28%	32%	34%	-	-	33%	28%	30%	35%	36%	69%	31%	25%	33%	33%	44%	35%	100%	-
Yes, as often as in my diet	47	37	19	18	9	9	-	-	47	13	20	14	16	3	4	10	6	16	6	-	1	-
	16%	15%	16%	13%	20%	21%	-	-	16%	12%	15%	11%	19%	29%	14%	15%	8%	23%	17%	-	100%	-
Yes, more often than in my diet	18	16	12	4	2	2	-	-	18	1	7	13	8	4	2	2	8	1	1	-	-	-
	6%	6%	11%	3%	4%	4%	-	-	6%	1%	5%	11%	9%	33%	8%	3%	11%	1%	3%	-	-	-
Yes, but less often than in my diet	36	32	16	16	4	4	-	-	36	16	13	16	7	1	3	5	9	6	9	3	-	-
	12%	13%	14%	12%	8%	9%	-	-	12%	15%	10%	13%	8%	6%	9%	8%	13%	9%	24%	35%	-	-
NET: No	200	167	69	99	32	30	3	-	200	76	95	82	53	4	21	50	46	46	21	6	-	1
	67%	66%	59%	72%	68%	66%	100%	-	67%	72%	70%	65%	64%	31%	69%	75%	67%	67%	56%	65%	-	100%
No, because they do not like it	49	34	16	18	15	14	1	-	49	19	19	15	14	-	3	14	12	12	5	1	-	-
	16%	14%	14%	13%	32%	32%	38%	-	16%	18%	14%	12%	17%	-	11%	20%	18%	17%	14%	16%	-	-
No, they have never tried it	150	133	52	81	17	15	2	-	150	56	76	67	39	4	17	36	34	34	15	4	-	1
	50%	53%	45%	59%	36%	34%	62%	-	50%	54%	56%	53%	47%	31%	58%	54%	50%	49%	41%	49%	-	100%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 106

Q.3 Do the following Brassica vegetables form part of your children's diet?**Base: All respondents with children****Kale**

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Central	Grampian	Granada	London	Meridian	Scot-tish	Tyne Tees	Wales & West	West-count-ry	York-shire	NET: Married/Civil partnership/co hab-iting	Mar-ried	Civil Part-ner-ship	Co Hab-iting	NET: Wid-owed/separ-ated/div-orced	Wid-owed	Separ-ated	Div-orced	
Unweighted base	284	18	1	41	39	51	27	19	12	18	9	18	43	217	151	5	61	23	3	4	16
Weighted base	300	14	1	44	41	59	23	21	15	15	9	20	46	232	172	6	54	21	5	4	13
NET: Yes	100	6	-	7	11	28	13	6	5	5	2	8	14	75	63	2	11	11	3	2	6
	33%	45%	-	16%	26%	47%	56%	28%	36%	37%	18%	39%	30%	32%	37%	26%	20%	53%	75%	55%	44%
Yes, as often as in my diet	47	3	-	4	4	16	7	4	2	2	-	1	5	35	27	1	7	6	3	1	2
	16%	24%	-	10%	11%	27%	32%	17%	11%	14%	-	6%	12%	15%	16%	20%	13%	28%	75%	16%	15%
Yes, more often than in my diet	18	-	-	-	1	5	1	1	4	2	1	1	2	15	14	*	*	1	-	-	1
	6%	-	-	-	3%	9%	3%	4%	24%	16%	8%	5%	4%	7%	8%	6%	1%	3%	-	-	6%
Yes, but less often than in my diet	36	3	-	3	5	7	5	1	-	1	1	6	6	25	21	-	3	5	-	2	3
	12%	21%	-	6%	13%	11%	20%	7%	-	7%	10%	27%	14%	11%	12%	-	6%	21%	-	39%	23%
NET: No	200	8	1	37	30	31	10	15	10	9	7	12	32	157	109	5	43	10	1	2	7
	67%	55%	100%	84%	74%	53%	44%	72%	64%	63%	82%	61%	70%	68%	63%	74%	80%	47%	25%	45%	56%
No, because they do not like it	49	2	-	8	4	10	1	7	1	5	1	3	9	40	25	4	11	-	-	-	-
	16%	17%	-	19%	11%	16%	4%	31%	3%	35%	12%	15%	21%	17%	14%	63%	21%	-	-	-	-
No, they have never tried it	150	5	1	29	25	21	9	9	9	4	6	9	22	117	84	1	32	10	1	2	7
	50%	38%	100%	66%	63%	36%	39%	41%	61%	28%	69%	46%	49%	50%	49%	11%	59%	47%	25%	45%	56%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 107

Q.3 Do the following Brassica vegetables form part of your children's diet?**Base: All respondents with children****Kale**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Bright- on	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	284	14	4	12	18	-	9	27	11	14	25	7	7	6	4	62	10	14	8	15	17
Weighted base	300	16	5	15	17	-	12	28	11	15	31	6	4	10	4	68	6	17	7	13	17
NET: Yes	100 33%	4 28%	1 30%	5 36%	4 25%	-	4 36%	6 22%	5 47%	5 31%	2 8%	4 72%	1 18%	8 83%	-	33 48%	1 25%	9 51%	1 9%	5 38%	1 4%
Yes, as often as in my diet	47 16%	3 20%	* 10%	2 11%	1 9%	-	1 6%	3 11%	1 12%	3 21%	1 2%	3 48%	-	5 57%	-	18 27%	1 12%	1 8%	-	2 16%	1 4%
Yes, more often than in my diet	18 6%	1 5%	-	4 24%	* 3%	-	2 14%	1 5%	-	-	-	-	-	-	-	5 7%	1 14%	1 6%	1 9%	2 18%	-
Yes, but less often than in my diet	36 12%	1 3%	1 19%	-	2 14%	-	2 15%	2 7%	4 36%	1 10%	2 6%	1 23%	1 18%	3 27%	-	10 14%	-	6 38%	-	* 3%	-
NET: No	200 67%	11 72%	3 70%	10 64%	13 75%	-	8 64%	22 78%	6 53%	10 69%	29 92%	2 28%	3 82%	2 17%	4 100%	35 52%	4 75%	8 49%	6 91%	8 62%	16 96%
No, because they do not like it	49 16%	3 19%	3 55%	1 3%	1 8%	-	-	4 14%	1 6%	7 50%	7 21%	* 7%	1 32%	1 10%	-	9 13%	1 18%	2 13%	2 30%	5 37%	2 13%
No, they have never tried it	150 50%	8 53%	1 16%	9 61%	11 67%	-	8 64%	18 64%	5 47%	3 20%	22 71%	1 21%	2 50%	1 7%	4 100%	26 39%	3 56%	6 36%	4 61%	3 26%	14 83%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 108

Q.3 Do the following Brassica vegetables form part of your children's diet?**Base: All respondents with children****Brussel Sprouts**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	284	141	143	25	57	119	72	10	1	65	69	82	68	20	12	38	29	26	18	19	17	36	41	28	48	157	
Weighted base	300	141	159	32	69	113	75	10	*	74	59	91	75	22	15	40	35	32	15	15	13	39	42	30	41	173	
NET: Yes	172 57%	82 58%	90 57%	21 66%	36 52%	62 55%	46 62%	7 72%	* 100%	48 65%	28 48%	51 55%	45 60%	14 62%	10 69%	26 66%	13 35%	16 51%	10 67%	10 65%	8 61%	25 64%	26 60%	15 48%	24 58%	95 55%	
Yes, as often as in my diet	70 23%	29 21%	41 26%	10 32%	18 26%	23 20%	14 19%	3 36%	* 100%	24 32%	11 19%	16 17%	19 25%	10 46%	8 52%	10 25%	5 14%	3 10%	6 40%	4 26%	3 26%	6 16%	10 24%	4 13%	12 29%	38 22%	
Yes, more often than in my diet	35 12%	17 12%	18 12%	6 19%	6 9%	14 12%	9 11%	- -	- -	11 15%	7 11%	8 9%	9 12%	2 10%	2 13%	8 19%	3 10%	- -	1 10%	2 10%	* 3%	9 24%	5 12%	2 7%	3 9%	19 11%	
Yes, but less often than in my diet	67 22%	36 26%	31 19%	5 15%	11 16%	24 22%	23 31%	3 36%	- -	13 18%	11 18%	26 29%	17 22%	1 7%	1 4%	9 21%	4 12%	13 40%	3 17%	4 29%	4 32%	9 24%	10 24%	8 28%	8 20%	39 22%	
NET: No	127 43%	59 42%	69 43%	11 34%	33 48%	52 45%	29 38%	3 28%	- -	26 35%	31 52%	41 45%	30 40%	8 38%	5 31%	14 34%	23 65%	16 49%	5 33%	5 35%	5 39%	14 36%	17 40%	16 52%	17 42%	78 45%	
No, because they do not like it	100 33%	47 34%	53 33%	9 27%	24 35%	39 34%	27 35%	2 21%	- -	19 25%	26 43%	33 36%	23 31%	8 36%	2 12%	13 31%	19 54%	15 47%	3 22%	5 32%	5 36%	11 28%	13 32%	7 22%	13 33%	64 37%	
No, they have never tried it	27 9%	11 8%	16 10%	2 7%	9 14%	13 11%	2 3%	1 7%	- -	7 10%	5 9%	8 9%	7 9%	* 2%	3 19%	1 3%	4 11%	1 2%	2 11%	1 4%	* 2%	3 8%	3 8%	9 29%	4 9%	14 8%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 109

Q.3 Do the following Brassica vegetables form part of your children's diet?**Base: All respondents with children****Brussel Sprouts**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?										
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more		
Unweighted base	284	240	113	127	44	42	2	-	284	96	129	119	77	7	28	66	67	70	28	10	1	1		
Weighted base	300	253	116	137	47	45	3	-	300	105	135	126	84	12	30	67	68	69	37	9	1	1		
NET: Yes	172	147	70	77	25	24	1	-	172	58	75	80	49	10	17	38	42	39	17	4	1	1		
	57%	58%	61%	56%	53%	54%	38%	-	57%	56%	56%	64%	59%	87%	57%	57%	61%	56%	45%	41%	100%	100%		
Yes, as often as in my diet	70	54	21	33	16	15	1	-	70	29	27	29	14	-	11	16	13	18	8	-	1	1		
	23%	21%	18%	24%	33%	33%	38%	-	23%	28%	20%	23%	16%	-	37%	23%	19%	26%	21%	-	100%	100%		
Yes, more often than in my diet	35	33	17	17	2	2	-	-	35	9	19	22	13	6	2	7	11	5	2	1	-	-		
	12%	13%	15%	12%	4%	4%	-	-	12%	8%	14%	17%	16%	51%	7%	10%	16%	7%	5%	10%	-	-		
Yes, but less often than in my diet	67	60	32	27	8	8	-	-	67	20	29	30	22	4	4	15	18	16	7	3	-	-		
	22%	24%	28%	20%	16%	17%	-	-	22%	19%	21%	24%	27%	36%	12%	23%	27%	23%	20%	31%	-	-		
NET: No	127	105	45	60	22	20	2	-	127	47	60	45	35	2	13	29	26	30	20	5	-	-		
	43%	42%	39%	44%	47%	46%	62%	-	43%	44%	44%	36%	41%	13%	43%	43%	39%	44%	55%	59%	-	-		
No, because they do not like it	100	80	34	46	20	19	2	-	100	33	50	40	29	2	10	24	19	27	13	4	-	-		
	33%	32%	30%	33%	43%	42%	62%	-	33%	31%	37%	32%	35%	13%	32%	36%	28%	38%	36%	44%	-	-		
No, they have never tried it	27	25	11	14	2	2	-	-	27	14	10	5	6	-	3	5	7	3	7	1	-	-		
	9%	10%	9%	11%	4%	4%	-	-	9%	13%	7%	4%	7%	-	11%	7%	11%	5%	18%	15%	-	-		

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 110

Q.3 Do the following Brassica vegetables form part of your children's diet?**Base: All respondents with children****Brussel Sprouts**

	Which of the following ITV regions do you live in?													Marital Status							
	Total	Anglia	Central	Grampian	Granada	London	Meridian	Scot-tish	Tyne Tees	Wales & West	West-count-ry	York-shire	Single	NET: Married/Civil partnership/co hab-iting	Mar-ried	Civil Part-ner-ship	Co Hab-iting	NET: Wid-owed/separ-ated/div-orced	Wid-owed	Separ-ated	Div-orced
Unweighted base	284	18	1	41	39	51	27	19	12	18	9	18	43	217	151	5	61	23	3	4	16
Weighted base	300	14	1	44	41	59	23	21	15	15	9	20	46	232	172	6	54	21	5	4	13
NET: Yes	172	9	1	25	27	37	12	13	10	9	5	10	27	131	106	2	23	14	5	2	7
	57%	67%	100%	57%	66%	63%	53%	60%	69%	63%	54%	48%	59%	57%	62%	37%	42%	63%	100%	39%	58%
Yes, as often as in my diet	70	3	-	9	10	13	4	10	8	4	-	4	8	59	45	1	13	3	1	-	2
	23%	24%	-	21%	24%	21%	17%	48%	52%	27%	-	20%	18%	25%	26%	20%	23%	12%	13%	-	15%
Yes, more often than in my diet	35	1	-	1	8	11	3	2	2	2	1	1	8	26	21	-	5	1	-	-	1
	12%	7%	-	3%	19%	19%	11%	10%	13%	10%	16%	6%	18%	11%	12%	-	9%	4%	-	-	7%
Yes, but less often than in my diet	67	5	1	14	9	13	6	1	1	4	3	5	11	46	40	1	5	10	4	2	4
	22%	35%	100%	32%	23%	23%	25%	3%	4%	26%	38%	23%	23%	20%	23%	16%	10%	47%	87%	39%	35%
NET: No	127	5	-	19	14	22	11	8	5	5	4	10	19	101	66	4	31	8	-	3	5
	43%	33%	-	43%	34%	37%	47%	40%	31%	37%	46%	52%	41%	43%	38%	63%	58%	37%	-	61%	42%
No, because they do not like it	100	5	-	18	13	16	9	8	2	5	3	2	16	76	50	4	21	8	-	3	5
	33%	33%	-	40%	31%	27%	40%	37%	12%	33%	39%	11%	36%	33%	29%	63%	40%	37%	-	61%	42%
No, they have never tried it	27	-	-	1	1	6	1	*	3	1	1	8	2	25	15	-	10	-	-	-	-
	9%	-	-	3%	3%	9%	6%	2%	19%	4%	7%	41%	5%	11%	9%	-	19%	-	-	-	-

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 111

Q.3 Do the following Brassica vegetables form part of your children's diet?**Base: All respondents with children****Brussel Sprouts**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Bright- on	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	284	14	4	12	18	-	9	27	11	14	25	7	7	6	4	62	10	14	8	15	17
Weighted base	300	16	5	15	17	-	12	28	11	15	31	6	4	10	4	68	6	17	7	13	17
NET: Yes	172	9	4	10	7	-	7	18	8	6	17	3	3	5	-	46	2	4	7	8	10
	57%	58%	74%	69%	41%	-	56%	63%	73%	39%	54%	46%	72%	47%	-	69%	36%	23%	100%	61%	58%
Yes, as often as in my diet	70	7	3	8	3	-	2	9	1	5	4	2	1	1	-	15	*	1	3	3	3
	23%	41%	55%	52%	18%	-	15%	33%	6%	31%	12%	39%	31%	14%	-	23%	6%	3%	42%	24%	15%
Yes, more often than in my diet	35	1	1	2	2	-	2	3	3	-	-	*	-	1	-	12	2	1	1	2	4
	12%	8%	19%	13%	10%	-	14%	10%	29%	-	-	7%	-	7%	-	17%	30%	5%	17%	12%	22%
Yes, but less often than in my diet	67	1	-	1	2	-	3	6	4	1	13	-	2	3	-	19	-	3	3	3	4
	22%	9%	-	4%	14%	-	27%	20%	37%	8%	42%	-	41%	27%	-	28%	-	15%	41%	26%	21%
NET: No	127	7	1	5	10	-	5	10	3	9	14	3	1	5	4	21	4	13	-	5	7
	43%	42%	26%	31%	59%	-	44%	37%	27%	61%	46%	54%	28%	53%	100%	31%	64%	77%	-	39%	42%
No, because they do not like it	100	7	1	2	8	-	4	9	3	8	14	3	1	5	4	15	3	4	-	4	5
	33%	42%	16%	12%	46%	-	30%	32%	27%	56%	46%	54%	28%	53%	100%	22%	55%	25%	-	34%	31%
No, they have never tried it	27	-	*	3	2	-	2	1	-	1	-	-	-	-	-	6	1	9	-	1	2
	9%	-	10%	19%	12%	-	14%	5%	-	5%	-	-	-	-	-	10%	9%	52%	-	4%	10%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 112

Q.5 To what extent do you agree or disagree with each of the following statements about Brassica vegetables?

Base: All respondents

Summary

		Statements			
		There is enough information available for people to learn more about Brassica vegetables and how best to use them in meals	I would use Brassica vegetables more often if I knew more about how to cook them	In general, people in Britain today eat enough Brassica vegetables	Children should be taught more in schools about Brassica vegetables and how to use them
Unweighted base		1011	1011	1011	1011
Weighted base		1011	1011	1011	1011
NET: Agree		391 39%	254 25%	169 17%	766 76%
Strongly agree	(+2)	130 13%	62 6%	32 3%	380 38%
Agree a little	(+1)	261 26%	193 19%	137 14%	386 38%
Neither agree nor disagree	(0)	305 30%	371 37%	247 24%	170 17%
Disagree a little	(-1)	173 17%	157 15%	297 29%	23 2%
Strongly disagree	(-2)	62 6%	175 17%	171 17%	7 1%
NET: Disagree		235 23%	332 33%	468 46%	30 3%
Don't know		80 8%	54 5%	128 13%	45 4%
Mean		0.24	-0.20	-0.50	1.15
Standard deviation		1.11	1.15	1.08	0.84
Standard error		0.04	0.04	0.04	0.03

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 113

Q.5 To what extent do you agree or disagree with each of the following statements about Brassica vegetables?

Base: All respondents

There is enough information available for people to learn more about Brassica vegetables and how best to use them in meals

		Gender			Age						Social Grade				Region												Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-berside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base		1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420	
Weighted base		1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439	
NET: Agree		391 39%	192 39%	199 39%	37 31%	62 36%	61 36%	68 38%	64 43%	99 45%	103 38%	98 35%	94 43%	96 40%	36 40%	20 50%	48 43%	39 43%	34 38%	25 36%	20 39%	42 41%	43 32%	44 31%	40 44%	44 35%	172 39%	
Strongly agree		(+2) 130 13%	63 13%	68 13%	10 8%	25 15%	15 9%	25 14%	16 10%	38 17%	36 13%	38 13%	30 13%	27 11%	11 12%	12 30%	15 13%	7 8%	21 23%	9 12%	5 10%	13 13%	9 7%	17 12%	11 12%	14 11%	67 15%	
Agree a little		(+1) 261 26%	129 26%	131 25%	27 22%	37 22%	46 27%	42 23%	48 32%	61 28%	66 25%	61 22%	65 29%	69 29%	25 28%	8 20%	33 29%	32 35%	13 15%	17 24%	15 29%	28 28%	33 25%	27 19%	29 32%	30 24%	105 24%	
Neither agree nor disagree		(0) 305 30%	149 30%	156 30%	44 37%	51 30%	55 32%	58 32%	43 28%	55 25%	81 30%	93 33%	59 27%	73 30%	25 28%	6 14%	25 23%	25 27%	31 34%	27 38%	12 24%	37 37%	41 31%	52 37%	24 26%	49 39%	121 27%	
Disagree a little		(-1) 173 17%	79 16%	94 18%	13 11%	31 18%	31 18%	31 17%	28 19%	38 17%	58 22%	51 18%	30 14%	33 14%	16 18%	7 16%	21 19%	13 14%	10 11%	12 17%	8 16%	18 18%	29 22%	25 18%	13 15%	21 17%	82 19%	
Strongly disagree		(-2) 62 6%	30 6%	32 6%	11 9%	9 5%	7 4%	14 8%	10 6%	12 5%	15 6%	13 5%	18 8%	15 6%	7 8%	3 8%	5 5%	6 7%	10 11%	5 7%	2 3%	1 1%	6 5%	10 7%	5 6%	7 5%	25 6%	
NET: Disagree		235 23%	109 22%	125 24%	24 20%	40 23%	38 22%	45 25%	38 25%	50 23%	73 27%	64 23%	48 22%	49 20%	23 26%	10 24%	27 24%	19 20%	20 22%	17 24%	10 20%	19 19%	35 27%	35 25%	18 20%	28 22%	108 24%	
Don't know		80 8%	45 9%	35 7%	15 13%	17 10%	16 9%	10 6%	6 4%	16 7%	14 5%	24 9%	19 9%	23 10%	6 7%	5 11%	12 10%	9 9%	5 6%	2 2%	9 17%	3 3%	12 9%	10 7%	9 10%	5 4%	39 9%	
Mean		0.24	0.26	0.23	0.12	0.25	0.21	0.20	0.22	0.37	0.20	0.23	0.29	0.27	0.19	0.55	0.31	0.26	0.29	0.17	0.32	0.35	0.09	0.11	0.34	0.19	0.26	
Standard deviation		1.11	1.11	1.12	1.09	1.13	1.02	1.15	1.09	1.16	1.12	1.09	1.16	1.09	1.15	1.37	1.13	1.06	1.29	1.09	1.06	0.98	1.02	1.10	1.10	1.04	1.15	
Standard error		0.04	0.05	0.05	0.12	0.10	0.08	0.08	0.08	0.08	0.08	0.06	0.08	0.07	0.13	0.25	0.11	0.12	0.15	0.13	0.15	0.09	0.10	0.09	0.12	0.10	0.06	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 114

Q.5 To what extent do you agree or disagree with each of the following statements about Brassica vegetables?

Base: All respondents

There is enough information available for people to learn more about Brassica vegetables and how best to use them in meals

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil- lage	Hamlet & Isolated Dwel- ling	No chil- dren aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k- £14k	>£14k- £21k	>£21k- £28k	>£28k- £34k	>£34k- £41k	>£41k- £48k	>£48k- £55k	>£55k or more	
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10	
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18	
NET: Agree	391 39%	310 38%	159 39%	151 38%	81 40%	76 40%	6 40%	268 38%	123 41%	30 28%	52 38%	67 54%	39 46%	18 33%	51 36%	94 46%	78 37%	74 37%	31 39%	11 29%	6 40%	16 90%	
Strongly agree	(+2)	130 13%	107 13%	53 13%	54 14%	23 11%	20 11%	3 22%	93 13%	37 12%	9 9%	11 8%	23 18%	8 10%	3 6%	19 13%	27 13%	34 16%	23 11%	8 10%	4 12%	- -	8 43%
Agree a little	(+1)	261 26%	203 25%	106 26%	96 24%	58 29%	55 29%	3 18%	175 25%	86 29%	21 20%	41 30%	44 35%	30 36%	15 27%	32 22%	66 32%	45 21%	51 26%	23 28%	6 17%	6 40%	9 47%
Neither agree nor disagree	(0)	305 30%	245 30%	125 31%	120 30%	60 30%	58 31%	3 18%	217 31%	88 29%	39 37%	40 30%	26 21%	20 23%	21 40%	44 31%	54 26%	66 32%	56 28%	25 30%	15 43%	5 35%	- -
Disagree a little	(-1)	173 17%	137 17%	75 18%	63 16%	35 17%	33 17%	2 17%	126 18%	47 16%	13 12%	27 20%	19 15%	18 22%	8 14%	21 14%	36 18%	46 22%	30 15%	14 17%	4 11%	4 25%	1 7%
Strongly disagree	(-2)	62 6%	49 6%	22 5%	27 7%	13 6%	9 5%	4 25%	43 6%	18 6%	7 7%	7 5%	8 7%	4 4%	3 6%	11 8%	9 5%	9 4%	17 9%	3 3%	5 13%	- -	- -
NET: Disagree		235 23%	187 23%	97 24%	90 22%	48 24%	42 22%	6 42%	168 24%	66 22%	21 20%	34 25%	27 21%	22 26%	11 21%	32 22%	46 22%	55 26%	47 24%	17 20%	9 24%	4 25%	1 7%
Don't know		80 8%	67 8%	28 7%	39 10%	14 7%	14 7%	- -	56 8%	24 8%	16 16%	10 7%	5 4%	4 4%	3 6%	17 12%	11 6%	10 5%	22 11%	9 11%	1 4%	- -	1 4%
Mean		0.24	0.24	0.24	0.25	0.23	0.26	-0.04	0.23	0.27	0.12	0.17	0.46	0.27	0.13	0.22	0.34	0.24	0.18	0.28	0.05	0.15	1.30
Standard deviation		1.11	1.12	1.10	1.13	1.10	1.05	1.54	1.11	1.10	1.06	1.04	1.17	1.07	0.98	1.15	1.09	1.12	1.15	1.03	1.18	0.82	0.82
Standard error		0.04	0.04	0.06	0.06	0.08	0.08	0.39	0.04	0.07	0.11	0.09	0.11	0.12	0.14	0.09	0.08	0.08	0.09	0.13	0.21	0.26	0.27

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 115

Q.5 To what extent do you agree or disagree with each of the following statements about Brassica vegetables?

Base: All respondents

There is enough information available for people to learn more about Brassica vegetables and how best to use them in meals

		Which of the following ITV regions do you live in?												Marital Status									
														NET: Mar- ried/ Civil part- ner- ship/ co hab- iting		Civil Part- ner- ship	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Separ- ated	Div- orced		
		Total	Anglia	Cent- ral	Gram- pian	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	Single		Mar- ried							
Unweighted base		1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98	
Weighted base		1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84	
NET: Agree		391	48	5	49	46	59	28	32	20	20	14	24	89	242	185	6	51	60	20	4	35	
		39%	45%	54%	36%	40%	30%	34%	39%	49%	41%	44%	44%	34%	40%	41%	38%	36%	44%	49%	38%	42%	
Strongly agree	(+2)	130	17	2	27	14	18	9	10	12	5	2	6	33	82	62	2	18	15	4	2	8	
		13%	16%	16%	20%	12%	9%	11%	12%	29%	11%	6%	12%	13%	14%	14%	12%	13%	11%	10%	21%	10%	
Agree a little	(+1)	261	30	4	22	32	41	19	23	8	15	12	17	56	160	122	4	33	45	16	2	27	
		26%	29%	38%	16%	28%	20%	23%	27%	19%	30%	38%	32%	21%	26%	27%	26%	23%	33%	39%	17%	32%	
Neither agree nor disagree	(0)	305	39	2	41	31	65	33	22	7	11	11	15	83	187	140	3	45	33	15	2	16	
		30%	37%	24%	30%	27%	33%	40%	26%	16%	22%	35%	28%	32%	31%	31%	17%	32%	24%	35%	19%	19%	
Disagree a little	(-1)	173	15	1	22	21	49	11	15	7	8	3	7	48	100	75	1	24	24	6	1	18	
		17%	14%	10%	16%	19%	25%	14%	18%	17%	17%	10%	13%	18%	17%	17%	9%	17%	18%	14%	7%	21%	
Strongly disagree	(-2)	62	2	-	18	6	11	4	7	3	1	1	3	18	33	25	-	8	11	1	3	7	
		6%	2%	-	13%	5%	5%	5%	9%	7%	3%	3%	5%	7%	5%	6%	-	5%	8%	3%	27%	8%	
NET: Disagree		235	17	1	39	27	60	15	22	10	10	4	10	66	133	100	1	32	35	7	4	24	
		23%	16%	10%	29%	24%	30%	19%	27%	24%	20%	13%	18%	25%	22%	22%	9%	22%	26%	17%	34%	29%	
Don't know		80	3	1	8	10	16	6	6	5	9	2	6	23	46	27	5	14	9	-	1	8	
		8%	3%	12%	6%	9%	8%	7%	7%	11%	18%	8%	11%	9%	8%	6%	36%	10%	7%	-	9%	10%	
Mean		0.24	0.44	0.68	0.15	0.26	0.04	0.23	0.16	0.52	0.35	0.37	0.37	0.16	0.28	0.29	0.64	0.24	0.22	0.39	-0.02	0.16	
Standard deviation		1.11	1.00	0.95	1.31	1.11	1.06	1.02	1.18	1.36	1.06	0.91	1.06	1.13	1.10	1.10	0.99	1.10	1.14	0.95	1.62	1.17	
Standard error		0.04	0.09	0.32	0.12	0.11	0.08	0.11	0.14	0.24	0.15	0.19	0.15	0.07	0.05	0.05	0.29	0.10	0.10	0.15	0.49	0.12	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 116

Q.5 To what extent do you agree or disagree with each of the following statements about Brassica vegetables?

Base: All respondents

There is enough information available for people to learn more about Brassica vegetables and how best to use them in meals

		Which of the following cities do you live in, or nearest to?																				
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base		1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base		1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
NET: Agree		391 39%	21 48%	12 33%	22 52%	18 40%	5 44%	17 50%	33 45%	19 53%	15 33%	32 36%	24 45%	13 47%	8 36%	4 30%	71 31%	12 36%	15 41%	13 43%	12 32%	26 37%
Strongly agree (+2)		130 13%	8 19%	1 3%	13 31%	5 10%	1 6%	4 11%	10 14%	5 13%	3 6%	21 23%	10 18%	4 13%	1 3%	1 5%	21 9%	8 26%	2 7%	4 15%	4 12%	5 7%
Agree a little (+1)		261 26%	13 29%	11 29%	9 22%	13 30%	4 38%	13 39%	23 31%	14 39%	12 26%	11 13%	15 27%	9 33%	7 33%	4 25%	50 22%	3 10%	12 35%	8 29%	8 20%	21 30%
Neither agree nor disagree (0)		305 30%	13 28%	11 29%	5 12%	12 27%	2 21%	15 44%	16 21%	7 18%	13 27%	30 34%	19 35%	9 33%	9 41%	4 28%	79 34%	13 40%	10 27%	7 23%	9 24%	25 35%
Disagree a little (-1)		173 17%	6 12%	9 23%	6 14%	12 26%	1 6%	1 2%	14 18%	6 16%	9 19%	11 13%	9 16%	3 12%	2 11%	1 9%	54 23%	4 14%	3 8%	6 22%	8 20%	9 13%
Strongly disagree (-2)		62 6%	4 9%	3 9%	3 7%	2 4%	2 18%	- -	3 4%	2 7%	5 11%	10 11%	1 2%	1 3%	1 6%	2 17%	11 5%	2 8%	- -	3 9%	1 3%	4 6%
NET: Disagree		235 23%	10 22%	12 32%	9 21%	14 30%	3 24%	1 2%	17 23%	8 23%	14 29%	22 24%	10 18%	4 15%	4 17%	4 26%	65 28%	7 22%	3 8%	9 31%	9 24%	13 19%
Don't know		80 8%	1 2%	3 7%	6 14%	1 3%	1 10%	1 4%	8 11%	2 6%	5 11%	5 6%	1 2%	2 6%	1 5%	2 16%	16 7%	1 2%	8 23%	1 3%	8 20%	7 9%
Mean		0.24	0.36	-0.05	0.63	0.17	0.09	0.61	0.35	0.38	-0.01	0.25	0.44	0.45	0.17	-0.10	0.07	0.34	0.52	0.19	0.21	0.22
Standard deviation		1.11	1.21	1.05	1.36	1.08	1.32	0.73	1.13	1.16	1.14	1.30	1.03	1.00	0.93	1.25	1.04	1.25	0.81	1.22	1.13	1.00
Standard error		0.04	0.19	0.18	0.25	0.17	0.40	0.14	0.14	0.20	0.17	0.16	0.13	0.18	0.21	0.36	0.07	0.20	0.16	0.21	0.18	0.12

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 117

Q.5 To what extent do you agree or disagree with each of the following statements about Brassica vegetables?

Base: All respondents

I would use Brassica vegetables more often if I knew more about how to cook them

		Gender			Age						Social Grade				Region										Employment Sector		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humberside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base		1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420
Weighted base		1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439
NET: Agree		254 25%	115 23%	140 27%	51 42%	66 39%	59 35%	40 22%	18 12%	20 9%	74 27%	70 25%	57 26%	54 22%	22 25%	9 21%	33 30%	29 32%	19 21%	12 17%	15 30%	14 14%	38 29%	37 26%	27 30%	40 32%	140 32%
Strongly agree (+2)		62 6%	27 5%	35 7%	8 6%	25 15%	18 10%	8 4%	1 1%	2 1%	21 8%	10 4%	12 5%	19 8%	6 6%	4 9%	10 9%	2 3%	9 9%	2 2%	1 1%	* *	13 10%	11 8%	4 5%	8 6%	41 9%
Agree a little (+1)		193 19%	88 18%	105 20%	43 36%	41 24%	42 24%	33 18%	17 11%	18 8%	53 20%	60 22%	45 20%	35 14%	17 18%	5 12%	23 20%	27 30%	10 11%	10 15%	15 29%	13 13%	25 19%	25 18%	22 25%	32 25%	98 22%
Neither agree nor disagree (0)		371 37%	204 41%	167 32%	39 32%	59 35%	58 34%	71 39%	60 40%	84 38%	102 38%	89 32%	86 39%	93 39%	32 36%	16 39%	40 36%	34 37%	37 41%	27 38%	22 44%	44 44%	43 33%	52 37%	23 26%	48 38%	154 35%
Disagree a little (-1)		157 15%	75 15%	81 16%	16 13%	21 12%	23 13%	29 16%	28 19%	39 18%	38 14%	47 17%	41 19%	31 13%	20 22%	2 6%	19 17%	10 11%	17 19%	16 23%	5 11%	25 25%	16 12%	17 12%	8 9%	23 18%	67 15%
Strongly disagree (-2)		175 17%	72 15%	103 20%	6 5%	10 6%	21 12%	32 18%	41 27%	64 29%	46 17%	59 21%	32 15%	38 16%	9 10%	11 27%	12 11%	15 16%	16 18%	10 15%	5 10%	15 15%	26 20%	28 20%	27 30%	14 11%	58 13%
NET: Disagree		332 33%	147 30%	185 36%	22 19%	31 19%	44 26%	62 34%	69 46%	103 47%	84 31%	106 38%	73 33%	68 28%	29 32%	13 33%	31 28%	25 27%	33 37%	26 37%	11 21%	40 40%	42 32%	45 32%	36 39%	38 30%	125 28%
Don't know		54 5%	30 6%	24 5%	9 7%	13 8%	9 6%	8 4%	2 1%	13 6%	10 4%	14 5%	4 2%	26 11%	8 8%	3 7%	8 7%	3 3%	1 2%	5 8%	2 5%	3 3%	8 6%	8 5%	5 5%	1 1%	21 5%
Mean		-0.20	-0.17	-0.23	0.27	0.32	0.08	-0.27	-0.61	-0.70	-0.13	-0.32	-0.17	-0.16	-0.11	-0.32	*	-0.09	-0.25	-0.35	*	-0.42	-0.14	-0.20	-0.37	-0.03	-0.01
Standard deviation		1.15	1.08	1.21	0.99	1.10	1.17	1.10	1.04	1.03	1.17	1.16	1.09	1.16	1.07	1.30	1.13	1.09	1.17	1.01	0.96	0.93	1.26	1.21	1.31	1.08	1.16
Standard error		0.04	0.05	0.06	0.11	0.10	0.09	0.08	0.08	0.07	0.08	0.07	0.08	0.07	0.12	0.23	0.11	0.12	0.14	0.12	0.13	0.09	0.12	0.10	0.14	0.10	0.06

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 118

Q.5 To what extent do you agree or disagree with each of the following statements about Brassica vegetables?

Base: All respondents

I would use Brassica vegetables more often if I knew more about how to cook them

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?										
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil- lage	Hamlet & Isolated Dwel- ling	No child- ren aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k- £14k	>£14k- £21k	>£21k- £28k	>£28k- £34k	>£34k- £41k	>£41k- £48k	>£48k- £55k	>£55k or more		
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10		
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18		
NET: Agree	254 25%	207 26%	114 28%	92 23%	48 24%	44 24%	3 24%	168 24%	86 29%	32 30%	42 31%	41 32%	18 21%	13 24%	28 20%	46 22%	62 30%	55 28%	25 31%	10 27%	3 19%	5 26%		
Strongly agree	(+2)	62 6%	57 7%	35 9%	22 6%	5 2%	5 2%	- -	41 6%	21 7%	9 8%	6 5%	9 7%	4 5%	6 11%	7 5%	16 8%	11 5%	12 6%	9 11%	1 1%	- -		
Agree a little	(+1)	193 19%	149 18%	79 19%	70 18%	43 21%	40 21%	3 24%	126 18%	65 22%	23 22%	35 26%	32 25%	14 16%	7 13%	21 15%	30 14%	52 25%	43 22%	16 19%	9 26%	3 19%		
Neither agree nor disagree	(0)	371 37%	290 36%	136 33%	154 39%	81 40%	76 40%	5 33%	253 36%	116 39%	47 45%	56 41%	50 39%	33 39%	26 49%	57 40%	68 33%	71 34%	72 36%	28 34%	14 40%	8 54%		
Disagree a little	(-1)	157 15%	120 15%	64 16%	56 14%	37 18%	33 17%	4 27%	116 16%	40 13%	6 5%	15 11%	20 16%	14 16%	4 7%	17 12%	41 20%	34 16%	24 12%	20 25%	7 19%	1 5%		
Strongly disagree	(-2)	175 17%	145 18%	72 18%	73 18%	30 15%	29 15%	2 11%	137 19%	38 13%	8 7%	15 11%	10 8%	15 18%	8 14%	29 20%	40 19%	34 16%	37 18%	8 9%	3 10%	3 22%		
NET: Disagree		332 33%	265 33%	136 33%	129 32%	67 33%	62 33%	6 38%	253 36%	79 26%	13 13%	30 22%	30 24%	29 34%	11 21%	45 32%	81 40%	69 33%	60 30%	28 34%	10 28%	4 27%		
Don't know		54 5%	47 6%	23 6%	23 6%	7 4%	7 4%	1 6%	35 5%	19 6%	13 12%	7 5%	6 5%	4 5%	3 5%	13 9%	10 5%	7 4%	12 6%	1 1%	2 4%	- -		
Mean		-0.20	-0.19	-0.15	-0.23	-0.23	-0.23	-0.26	-0.27	-0.04	0.21	0.02	0.08	-0.27	0.01	-0.30	-0.30	-0.15	-0.16	-0.02	-0.10	-0.31		
Standard deviation		1.15	1.18	1.21	1.14	1.04	1.04	1.00	1.16	1.10	0.99	1.04	1.12	1.15	1.14	1.19	1.14	1.17	1.14	0.98	1.05			
Standard error		0.04	0.04	0.06	0.06	0.08	0.08	0.26	0.04	0.07	0.11	0.09	0.10	0.13	0.16	0.09	0.08	0.08	0.09	0.14	0.18			

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 119

Q.5 To what extent do you agree or disagree with each of the following statements about Brassica vegetables?

Base: All respondents

I would use Brassica vegetables more often if I knew more about how to cook them

Which of the following ITV regions do you live in?													Marital Status									
		Total	Anglia	Central	Grampian	Granada	London	Meridian	Scottish	Tyne Tees	Wales & West	West-county	Yorkshire	Single	NET: Married/Civil partnership/cohabiting	Married	Civil Partnership	Co Habiting	NET: Widowed/separated/divorced	Widowed	Separated	Divorced
Unweighted base		1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98
Weighted base		1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
NET: Agree		254 25%	21 20%	4 35%	30 22%	32 28%	55 27%	17 21%	19 23%	8 19%	15 32%	4 13%	18 34%	97 37%	135 22%	94 21%	3 20%	37 26%	22 16%	4 9%	5 46%	13 16%
Strongly agree	(+2)	62 6%	4 4%	1 6%	10 7%	10 8%	17 9%	3 4%	6 7%	4 9%	1 1%	3 10%	2 3%	22 8%	37 6%	25 5%	1 9%	11 8%	2 2%	1 2%	2 15%	- -
Agree a little	(+1)	193 19%	17 16%	3 29%	20 14%	23 20%	37 19%	14 17%	14 17%	4 10%	15 30%	1 3%	17 31%	75 29%	98 16%	69 15%	2 11%	26 19%	20 14%	3 7%	3 31%	13 16%
Neither agree nor disagree	(0)	371 37%	45 42%	2 22%	57 42%	40 35%	71 36%	26 32%	29 35%	16 37%	22 44%	10 33%	12 22%	82 31%	236 39%	177 39%	10 66%	49 35%	51 38%	20 49%	1 13%	30 35%
Disagree a little	(-1)	157 15%	21 19%	3 31%	20 14%	22 19%	27 14%	12 14%	18 22%	2 6%	5 11%	7 23%	5 9%	37 14%	95 16%	74 16%	- -	21 15%	24 17%	10 24%	2 17%	11 14%
Strongly disagree	(-2)	175 17%	16 15%	- -	25 18%	13 12%	35 18%	23 28%	9 11%	13 31%	4 8%	8 25%	16 29%	30 12%	110 18%	82 18%	2 14%	25 18%	35 26%	8 18%	2 15%	26 31%
NET: Disagree		332 33%	37 34%	3 31%	44 32%	35 31%	62 31%	34 42%	27 32%	15 37%	9 19%	15 48%	21 38%	68 26%	205 34%	156 35%	2 14%	46 33%	59 43%	18 43%	4 33%	37 45%
Don't know		54 5%	4 3%	1 12%	5 4%	7 6%	11 5%	4 5%	8 9%	3 7%	2 5%	2 6%	3 6%	15 6%	33 5%	24 5%	- -	9 6%	5 3%	- -	1 9%	4 4%
Mean		-0.20	-0.27	0.13	-0.22	-0.06	-0.14	-0.47	-0.14	-0.44	0.05	-0.52	-0.33	0.09	-0.25	-0.28	*	-0.17	-0.53	-0.51	0.14	-0.62
Standard deviation		1.15	1.04	1.03	1.15	1.13	1.21	1.21	1.09	1.32	0.92	1.25	1.31	1.14	1.14	1.12	1.05	1.19	1.09	0.93	1.43	1.11
Standard error		0.04	0.10	0.34	0.10	0.11	0.09	0.13	0.13	0.23	0.13	0.25	0.18	0.07	0.05	0.05	0.28	0.10	0.09	0.15	0.43	0.11

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 120

Q.5 To what extent do you agree or disagree with each of the following statements about Brassica vegetables?

Base: All respondents

I would use Brassica vegetables more often if I knew more about how to cook them

		Which of the following cities do you live in, or nearest to?																				
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base		1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base		1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
NET: Agree		254 25%	14 32%	8 21%	8 20%	17 39%	4 31%	7 22%	23 31%	9 26%	5 12%	20 23%	7 12%	8 28%	1 6%	8 55%	61 27%	9 27%	14 38%	7 26%	15 41%	8 11%
Strongly agree		(+2) 62 6%	5 12%	1 2%	4 10%	2 5%	- -	- -	7 10%	2 7%	1 2%	9 10%	- -	- -	- -	- -	22 9%	3 9%	2 7%	1 3%	1 1%	1 1%
Agree a little		(+1) 193 19%	9 21%	7 19%	4 10%	15 33%	4 31%	7 22%	16 21%	7 19%	4 9%	11 13%	7 12%	8 28%	1 6%	8 55%	39 17%	6 18%	11 31%	7 22%	15 40%	7 10%
Neither agree nor disagree		(0) 371 37%	13 29%	15 39%	15 36%	14 32%	3 27%	16 49%	29 39%	15 41%	23 48%	32 36%	24 44%	12 43%	9 45%	2 13%	82 35%	9 29%	9 25%	8 27%	12 33%	29 41%
Disagree a little		(-1) 157 15%	8 19%	11 28%	3 8%	4 10%	2 14%	5 15%	9 12%	6 18%	8 17%	18 20%	14 25%	2 9%	1 5%	2 18%	31 13%	7 23%	2 5%	1 5%	4 12%	17 24%
Strongly disagree		(-2) 175 17%	6 14%	2 4%	11 26%	7 15%	3 24%	4 12%	9 13%	3 7%	8 16%	16 18%	8 14%	4 16%	7 35%	2 14%	45 19%	7 21%	6 17%	12 42%	3 8%	13 18%
NET: Disagree		332 33%	15 33%	12 33%	14 34%	11 25%	4 38%	9 27%	19 25%	9 25%	16 33%	34 38%	21 39%	7 25%	8 40%	4 32%	75 33%	14 44%	8 22%	14 47%	7 20%	30 43%
Don't know		54 5%	2 5%	3 7%	4 10%	2 5%	* 4%	1 2%	4 5%	3 8%	4 8%	3 3%	3 5%	1 4%	2 9%	- -	12 5%	- -	5 14%	- -	2 6%	4 5%
Mean		-0.20	-0.03	-0.15	-0.33	0.05	-0.33	-0.18	0.03	*	-0.38	-0.24	-0.43	-0.14	-0.75	0.08	-0.17	-0.29	0.07	-0.60	0.16	-0.51
Standard deviation		1.15	1.24	0.87	1.32	1.15	1.23	0.93	1.15	1.02	0.98	1.22	0.90	1.04	1.07	1.18	1.23	1.26	1.27	1.33	0.98	0.98
Standard error		0.04	0.20	0.15	0.24	0.18	0.35	0.18	0.14	0.18	0.15	0.14	0.12	0.18	0.25	0.31	0.08	0.20	0.24	0.22	0.15	0.11

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 121

Q.5 To what extent do you agree or disagree with each of the following statements about Brassica vegetables?**Base: All respondents****In general, people in Britain today eat enough Brassica vegetables**

		Gender			Age						Social Grade				Region												Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base		1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420	
Weighted base		1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439	
NET: Agree		169 17%	78 16%	91 18%	29 24%	37 22%	29 17%	29 16%	23 16%	21 10%	49 18%	52 18%	34 16%	33 14%	11 12%	7 17%	20 18%	23 25%	19 21%	9 13%	10 19%	19 19%	18 13%	21 15%	12 13%	22 17%	89 20%	
Strongly agree	(+2)	32 3%	18 4%	14 3%	2 1%	8 5%	5 3%	8 4%	6 4%	3 1%	6 2%	10 4%	9 4%	8 3%	3 3%	3 6%	5 5%	6 6%	1 1%	2 3%	2 4%	2 2%	3 2%	5 4%	1 1%	3 3%	21 5%	
Agree a little	(+1)	137 14%	60 12%	76 15%	27 23%	29 17%	24 14%	21 11%	17 12%	18 8%	43 16%	42 15%	26 12%	26 11%	8 9%	4 11%	15 13%	17 19%	19 21%	7 10%	8 15%	17 17%	15 11%	16 11%	12 13%	18 15%	68 16%	
Neither agree nor disagree	(0)	247 24%	118 24%	129 25%	38 31%	38 22%	50 29%	43 24%	34 23%	44 20%	70 26%	63 22%	51 23%	63 26%	15 17%	7 17%	25 22%	24 26%	28 31%	12 17%	12 23%	23 22%	40 31%	44 31%	19 20%	29 23%	114 26%	
Disagree a little	(-1)	297 29%	143 29%	154 30%	22 19%	39 23%	55 32%	47 26%	54 36%	80 36%	70 26%	88 31%	77 35%	63 26%	39 42%	10 24%	30 27%	20 22%	21 23%	32 45%	15 30%	30 30%	31 24%	39 28%	31 34%	41 32%	121 28%	
Strongly disagree	(-2)	171 17%	87 17%	84 16%	15 13%	31 18%	16 9%	35 19%	29 20%	45 20%	48 18%	49 18%	32 15%	41 17%	14 16%	10 25%	21 19%	12 13%	17 19%	11 16%	8 16%	21 21%	18 13%	26 18%	12 13%	26 20%	54 12%	
NET: Disagree		468 46%	230 46%	238 46%	37 31%	69 41%	70 41%	82 46%	84 56%	125 57%	118 44%	137 49%	109 49%	104 43%	53 58%	20 49%	51 46%	32 35%	38 41%	43 61%	23 46%	51 50%	49 37%	65 46%	43 47%	66 52%	175 40%	
Don't know		128 13%	70 14%	58 11%	16 14%	26 15%	20 12%	26 15%	9 6%	30 14%	32 12%	29 10%	26 12%	40 17%	12 13%	7 18%	15 14%	13 14%	6 7%	6 9%	6 11%	9 8%	25 19%	12 8%	18 19%	10 8%	61 14%	
Mean		-0.50	-0.52	-0.47	-0.21	-0.38	-0.34	-0.52	-0.59	-0.76	-0.47	-0.49	-0.50	-0.52	-0.67	-0.62	-0.50	-0.20	-0.41	-0.67	-0.44	-0.55	-0.44	-0.50	-0.56	-0.57	-0.31	
Standard deviation		1.08	1.09	1.07	1.04	1.19	0.99	1.14	1.08	0.97	1.08	1.10	1.06	1.08	1.02	1.27	1.16	1.16	1.07	0.99	1.12	1.11	1.01	1.07	0.97	1.09	1.10	
Standard error		0.04	0.05	0.05	0.12	0.11	0.08	0.09	0.09	0.07	0.08	0.07	0.08	0.07	0.12	0.24	0.12	0.13	0.13	0.12	0.16	0.11	0.10	0.09	0.11	0.10	0.06	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 122

Q.5 To what extent do you agree or disagree with each of the following statements about Brassica vegetables?

Base: All respondents

In general, people in Britain today eat enough Brassica vegetables

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?					What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18
NET: Agree	169 17%	135 17%	66 16%	69 17%	34 16%	32 17%	2 13%	107 15%	60 20%	17 16%	28 21%	29 23%	20 24%	* 1%	18 12%	38 18%	29 14%	33 17%	18 22%	8 24%	3 25%	6 36%
Strongly agree (+2)	32 3%	27 3%	18 4%	9 2%	5 2%	5 3%	- -	15 2%	17 6%	7 7%	3 3%	8 6%	4 4%	- -	2 2%	7 3%	5 2%	8 4%	6 7%	2 5%	1 5%	- -
Agree a little (+1)	137 14%	108 13%	48 12%	60 15%	29 14%	27 14%	2 13%	92 13%	43 14%	10 10%	25 19%	21 17%	17 20%	* 1%	15 11%	31 15%	24 12%	25 12%	12 14%	7 19%	3 19%	6 36%
Neither agree nor disagree (0)	247 24%	205 25%	107 26%	98 25%	42 21%	39 21%	3 18%	166 23%	81 27%	29 28%	35 26%	31 25%	23 28%	19 36%	42 29%	51 25%	41 19%	45 23%	18 22%	11 32%	3 20%	5 26%
Disagree a little (-1)	297 29%	233 29%	121 30%	112 28%	64 31%	60 32%	4 25%	218 31%	78 26%	19 18%	32 24%	34 27%	21 25%	14 25%	36 25%	64 31%	82 39%	46 23%	25 31%	12 33%	5 37%	3 14%
Strongly disagree (-2)	171 17%	125 15%	62 15%	63 16%	46 23%	42 22%	3 23%	126 18%	45 15%	18 17%	26 19%	20 16%	12 15%	15 28%	23 16%	34 17%	36 17%	39 20%	10 13%	3 10%	- -	1 7%
NET: Disagree	468 46%	358 44%	184 45%	175 44%	109 54%	102 54%	7 48%	344 49%	123 41%	36 35%	58 43%	54 43%	34 40%	29 54%	59 41%	98 48%	119 57%	85 43%	35 43%	15 43%	5 37%	4 21%
Don't know	128 13%	110 14%	53 13%	57 14%	18 9%	15 8%	3 21%	92 13%	35 12%	22 21%	14 10%	12 10%	7 8%	5 10%	24 17%	18 9%	21 10%	36 18%	10 13%	1 2%	3 18%	3 17%
Mean	-0.50	-0.46	-0.45	-0.47	-0.63	-0.63	-0.72	-0.56	-0.34	-0.36	-0.42	-0.33	-0.28	-0.90	-0.52	-0.47	-0.64	-0.51	-0.31	-0.25	-0.08	0.09
Standard deviation	1.08	1.07	1.08	1.06	1.10	1.10	1.10	1.05	1.13	1.20	1.12	1.17	1.12	0.86	1.01	1.08	1.01	1.16	1.16	1.04	1.02	1.01
Standard error	0.04	0.04	0.06	0.06	0.08	0.09	0.31	0.04	0.07	0.14	0.10	0.11	0.13	0.13	0.08	0.08	0.07	0.09	0.15	0.19	0.34	0.36

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 123

Q.5 To what extent do you agree or disagree with each of the following statements about Brassica vegetables?

Base: All respondents

In general, people in Britain today eat enough Brassica vegetables

Which of the following ITV regions do you live in?													Marital Status								
													NET: Mar- ried/ Civil part- ner- ship/ co hab- iting				NET: Wid- owed/ separ- ated/ div- orced				
	Total	Anglia	Cent- ral	Gram- plan	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	Single	Mar- ried	Civil Part- ner- ship	Co Hab- iting		Wid- owed	Separ- ated	Div- orced	
Unweighted base	1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
NET: Agree	169 17%	22 21%	-	28 20%	20 17%	27 14%	10 12%	11 13%	16%	10 20%	2 5%	9 18%	50 19%	105 17%	84 19%	3 19%	18 13%	12 9%	1 2%	2 20%	9 11%
Strongly agree	(+2) 3%	3 3%	-	3 2%	5 5%	4 2%	3 4%	3 4%	3 6%	2 4%	* 1%	1 1%	4 1%	25 4%	22 5%	1 4%	2 2%	3 2%	-	2 15%	1 1%
Agree a little	(+1) 14%	18 17%	-	25 19%	15 13%	24 12%	7 8%	8 10%	4 10%	8 16%	1 4%	9 16%	46 18%	80 13%	62 14%	2 15%	16 11%	9 6%	1 2%	1 5%	8 9%
Neither agree nor disagree	(0) 24%	22 20%	3 27%	27 20%	23 20%	62 31%	26 31%	14 17%	9 21%	10 21%	9 28%	16 30%	59 23%	162 27%	115 25%	2 15%	46 32%	25 18%	10 24%	1 14%	14 16%
Disagree a little	(-1) 29%	36 34%	4 37%	46 33%	35 31%	43 21%	26 31%	34 41%	9 21%	15 30%	11 35%	13 25%	78 30%	159 26%	121 27%	3 19%	35 25%	60 44%	18 43%	2 14%	40 48%
Strongly disagree	(-2) 17%	17 16%	2 17%	25 18%	22 19%	38 19%	10 12%	13 15%	10 24%	8 17%	3 10%	7 13%	40 15%	99 16%	77 17%	2 12%	21 15%	31 23%	13 31%	4 38%	14 17%
NET: Disagree	468 46%	53 50%	6 54%	71 52%	57 50%	81 41%	36 44%	46 56%	19 45%	23 47%	14 46%	20 37%	119 45%	258 42%	198 44%	5 31%	56 39%	91 67%	31 73%	6 51%	55 65%
Don't know	128 13%	10 9%	2 18%	11 8%	14 12%	29 14%	11 13%	11 13%	7 17%	6 12%	7 21%	8 15%	34 13%	83 14%	55 12%	5 36%	22 16%	9 7%	1 2%	2 15%	7 8%
Mean	-0.50	-0.47	-0.88	-0.52	-0.54	-0.52	-0.46	-0.62	-0.57	-0.45	-0.63	-0.37	-0.46	-0.43	-0.42	-0.33	-0.47	-0.84	-1.04	-0.63	-0.76
Standard deviation	1.08	1.10	0.78	1.09	1.14	1.05	1.01	1.04	1.25	1.14	0.86	1.01	1.05	1.10	1.13	1.26	0.99	0.95	0.79	1.60	0.92
Standard error	0.04	0.11	0.27	0.10	0.12	0.08	0.11	0.13	0.23	0.16	0.19	0.14	0.07	0.05	0.06	0.36	0.09	0.08	0.13	0.51	0.10

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 124

Q.5 To what extent do you agree or disagree with each of the following statements about Brassica vegetables?

Base: All respondents

In general, people in Britain today eat enough Brassica vegetables

		Which of the following cities do you live in, or nearest to?																				
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base		1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base		1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
NET: Agree		169 17%	9 21%	1 4%	7 16%	13 29%	- -	9 27%	8 11%	11 30%	8 16%	19 22%	6 10%	5 20%	1 4%	2 17%	38 17%	5 16%	7 20%	3 12%	6 15%	9 13%
Strongly agree		(+2) 32 3%	3 7%	- -	3 6%	6 12%	- -	- -	3 4%	2 6%	1 3%	1 1%	1 1%	1 3%	- -	1 8%	7 3%	1 2%	- -	1 2%	2 5%	* 1%
Agree a little		(+1) 137 14%	6 14%	1 4%	4 10%	8 17%	- -	9 27%	5 7%	9 24%	6 14%	18 20%	5 9%	5 17%	1 4%	1 9%	31 14%	4 13%	7 20%	3 10%	3 9%	9 13%
Neither agree nor disagree		(0) 247 24%	6 13%	8 21%	7 17%	10 23%	3 28%	13 38%	16 22%	8 21%	5 10%	25 28%	12 22%	6 22%	13 62%	4 27%	69 30%	4 12%	9 26%	6 20%	8 21%	17 24%
Disagree a little		(-1) 297 29%	16 37%	20 53%	9 23%	12 26%	5 42%	6 17%	23 31%	8 22%	17 37%	23 26%	23 42%	9 32%	3 16%	6 41%	49 21%	13 41%	8 22%	11 38%	13 34%	23 33%
Strongly disagree		(-2) 171 17%	9 20%	5 12%	10 24%	8 17%	1 13%	3 8%	17 23%	6 15%	10 21%	16 18%	11 20%	4 16%	1 6%	1 8%	41 18%	5 16%	4 13%	5 16%	7 18%	7 10%
NET: Disagree		468 46%	25 56%	25 65%	20 47%	19 43%	6 55%	8 25%	40 53%	13 38%	27 57%	40 45%	34 62%	13 48%	5 22%	7 49%	90 39%	18 57%	12 35%	16 54%	20 52%	30 43%
Don't know		128 13%	5 11%	4 11%	8 20%	2 5%	2 18%	3 10%	10 14%	4 11%	8 16%	5 5%	3 6%	3 9%	3 12%	1 7%	33 14%	5 16%	7 19%	4 14%	5 12%	14 20%
Mean		-0.50	-0.54	-0.82	-0.61	-0.19	-0.82	-0.07	-0.70	-0.19	-0.70	-0.42	-0.75	-0.46	-0.27	-0.35	-0.44	-0.65	-0.33	-0.66	-0.58	-0.49
Standard deviation		1.08	1.22	0.72	1.26	1.30	0.72	0.93	1.09	1.22	1.12	1.08	0.95	1.10	0.67	1.09	1.09	1.07	1.04	1.01	1.13	0.94
Standard error		0.04	0.21	0.13	0.23	0.20	0.23	0.19	0.14	0.22	0.17	0.13	0.13	0.20	0.16	0.30	0.08	0.18	0.20	0.18	0.18	0.12

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 125

Q.5 To what extent do you agree or disagree with each of the following statements about Brassica vegetables?

Base: All respondents

Children should be taught more in schools about Brassica vegetables and how to use them

		Gender			Age						Social Grade				Region												Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humbs-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base		1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420	
Weighted base		1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439	
NET: Agree		766 76%	370 75%	396 77%	68 57%	123 72%	125 73%	148 82%	125 83%	178 81%	195 72%	212 76%	182 83%	177 74%	70 77%	38 93%	84 75%	62 68%	73 80%	61 86%	41 81%	82 81%	92 70%	101 72%	63 70%	102 81%	327 74%	
Strongly agree		(+2) 380 38%	184 37%	196 38%	16 13%	70 41%	59 34%	77 43%	65 43%	94 42%	90 33%	104 37%	89 40%	97 40%	34 37%	30 74%	40 36%	21 23%	39 43%	30 42%	26 51%	36 36%	47 35%	57 40%	21 23%	56 45%	159 36%	
Agree a little		(+1) 386 38%	187 38%	200 39%	52 44%	53 31%	66 39%	71 40%	60 40%	84 38%	105 39%	108 39%	93 42%	80 33%	36 40%	8 19%	44 39%	41 45%	34 37%	31 44%	15 30%	46 45%	45 34%	45 32%	43 47%	46 36%	168 38%	
Neither agree nor disagree		(0) 170 17%	85 17%	85 17%	36 30%	33 19%	32 19%	23 13%	18 12%	28 13%	56 21%	45 16%	29 13%	40 17%	11 13%	2 5%	18 16%	19 21%	16 18%	6 9%	5 11%	15 15%	28 22%	30 21%	18 20%	18 15%	77 18%	
Disagree a little		(-1) 23 2%	13 3%	10 2%	9 8%	3 2%	3 2%	1 1%	3 2%	3 1%	9 3%	6 2%	6 3%	3 1%	5 5%	1 2%	3 2%	6 7%	- -	- -	1 2%	1 1%	2 1%	3 2%	3 3%	2 2%	15 3%	
Strongly disagree		(-2) 7 1%	2 *	4 1%	- -	1 *	- -	1 1%	1 1%	3 2%	2 1%	2 1%	- -	3 1%	1 1%	- -	2 2%	2 2%	- -	- -	- -	- -	- -	1 1%	1 2%	1 1%	- -	
NET: Disagree		30 3%	16 3%	14 3%	9 8%	4 2%	3 2%	3 2%	4 3%	7 3%	10 4%	8 3%	6 3%	6 2%	5 6%	1 2%	5 4%	8 9%	- -	- -	1 2%	1 1%	2 1%	4 3%	4 4%	3 2%	15 3%	
Don't know		45 4%	25 5%	20 4%	7 6%	11 6%	11 6%	6 3%	3 2%	8 4%	8 3%	14 5%	4 2%	18 8%	4 5%	- -	5 5%	2 2%	2 2%	4 5%	3 7%	3 3%	9 7%	7 5%	5 5%	3 2%	20 5%	
Mean		1.15	1.14	1.16	0.66	1.18	1.13	1.27	1.25	1.23	1.04	1.15	1.23	1.19	1.12	1.66	1.10	0.83	1.25	1.35	1.40	1.20	1.12	1.14	0.92	1.26	1.12	
Standard deviation		0.84	0.84	0.84	0.82	0.85	0.80	0.78	0.82	0.85	0.87	0.84	0.78	0.86	0.90	0.66	0.90	0.95	0.75	0.64	0.77	0.73	0.82	0.88	0.86	0.81	0.83	
Standard error		0.03	0.04	0.04	0.09	0.08	0.06	0.06	0.06	0.06	0.06	0.05	0.05	0.06	0.10	0.12	0.09	0.10	0.09	0.08	0.10	0.07	0.08	0.07	0.09	0.08	0.04	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 126

Q.5 To what extent do you agree or disagree with each of the following statements about Brassica vegetables?

Base: All respondents

Children should be taught more in schools about Brassica vegetables and how to use them

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more	
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10	
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18	
NET: Agree	766 76%	608 75%	300 73%	308 77%	158 78%	146 77%	12 83%	548 77%	216 72%	62 58%	104 77%	100 80%	66 78%	37 69%	107 75%	158 77%	168 80%	150 75%	62 77%	26 71%	14 100%	10 58%	
Strongly agree	(+2)	380 38%	305 38%	151 37%	154 39%	75 37%	68 36%	7 47%	272 38%	108 36%	33 32%	46 34%	51 41%	26 31%	23 43%	61 43%	78 38%	85 41%	72 36%	33 41%	7 19%	4 31%	5 26%
Agree a little	(+1)	386 38%	303 38%	149 36%	154 39%	83 41%	78 41%	5 36%	276 39%	108 36%	28 27%	57 43%	49 39%	39 47%	14 26%	46 32%	80 39%	83 40%	78 39%	29 36%	19 52%	10 69%	6 32%
Neither agree nor disagree	(0)	170 17%	139 17%	76 19%	63 16%	31 15%	29 16%	2 11%	113 16%	57 19%	26 24%	21 15%	20 16%	13 15%	14 27%	21 15%	37 18%	31 15%	31 15%	11 14%	6 17%	- -	5 29%
Disagree a little	(-1)	23 2%	16 2%	6 1%	11 3%	7 3%	7 4%	- -	14 2%	9 3%	5 5%	2 2%	1 1%	2 2%	- -	2 2%	1 *	5 2%	4 2%	5 7%	2 6%	- -	2 10%
Strongly disagree	(-2)	7 1%	5 1%	3 1%	2 *	1 1%	1 1%	- -	7 1%	- -	- -	- -	- -	- -	1 1%	- -	* *	2 1%	1 2%	1 4%	- -	1 4%	
NET: Disagree		30 3%	22 3%	9 2%	13 3%	8 4%	8 4%	- -	21 3%	9 3%	5 5%	2 2%	1 1%	2 2%	- -	4 3%	1 *	5 3%	6 3%	7 8%	4 10%	- -	2 14%
Don't know		45 4%	39 5%	25 6%	14 3%	6 3%	5 3%	1 6%	27 4%	17 6%	13 12%	8 6%	5 4%	4 4%	2 5%	11 8%	9 4%	5 3%	13 6%	1 1%	1 2%	- -	- -
Mean		1.15	1.15	1.14	1.16	1.13	1.12	1.38	1.16	1.11	0.96	1.17	1.25	1.12	1.17	1.23	1.20	1.21	1.15	1.09	0.78	1.31	0.66
Standard deviation		0.84	0.84	0.84	0.84	0.85	0.86	0.71	0.84	0.84	0.94	0.76	0.75	0.76	0.85	0.87	0.75	0.80	0.84	0.99	0.98	0.48	1.11
Standard error		0.03	0.03	0.04	0.04	0.06	0.06	0.18	0.03	0.05	0.10	0.07	0.07	0.09	0.12	0.07	0.05	0.06	0.06	0.12	0.18	0.15	0.35

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 127

Q.5 To what extent do you agree or disagree with each of the following statements about Brassica vegetables?

Base: All respondents

Children should be taught more in schools about Brassica vegetables and how to use them

		Which of the following ITV regions do you live in?												Marital Status									
														NET: Mar- ried/ Civil part- ner- ship/ co hab- iting		Civil Part- ner- ship	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Separ- ated	Div- orced		
		Total	Anglia	Cent- ral	Gram- pian	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	Single		Mar- ried							
Unweighted base		1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98	
Weighted base		1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84	
NET: Agree		766	87	6	117	89	144	51	64	38	40	17	39	195	451	347	10	94	118	36	9	73	
		76%	82%	59%	85%	78%	72%	63%	77%	91%	81%	54%	72%	74%	74%	77%	68%	66%	86%	86%	80%	88%	
Strongly agree	(+2)	380	40	3	57	40	81	24	31	31	25	7	11	97	222	172	5	46	60	19	7	35	
		38%	37%	30%	42%	35%	41%	29%	38%	73%	52%	24%	20%	37%	37%	38%	34%	32%	44%	44%	65%	41%	
Agree a little	(+1)	386	47	3	60	49	62	27	33	8	14	9	28	98	228	175	5	48	58	17	2	39	
		38%	44%	29%	44%	42%	31%	34%	39%	18%	29%	31%	52%	37%	38%	39%	34%	34%	42%	42%	16%	46%	
Neither agree nor disagree	(0)	170	15	1	14	16	39	25	11	3	5	12	9	46	110	73	*	36	14	5	1	8	
		17%	14%	8%	10%	14%	20%	30%	14%	7%	11%	39%	16%	18%	18%	16%	3%	26%	10%	11%	11%	9%	
Disagree a little	(-1)	23	1	2	-	3	4	1	2	1	*	1	2	7	15	8	4	3	*	*	-	-	
		2%	1%	21%	-	3%	2%	1%	3%	1%	1%	2%	4%	3%	3%	2%	30%	2%	*	1%	-	-	
Strongly disagree	(-2)	7	-	-	-	2	1	1	1	-	-	-	1	1	3	3	-	-	2	1	-	2	
		1%	-	-	-	2%	*	1%	1%	-	-	-	1%	*	1%	1%	-	-	2%	2%	-	2%	
NET: Disagree		30	1	2	-	5	4	2	3	1	*	1	3	9	19	11	4	3	3	1	-	2	
		3%	1%	21%	-	4%	2%	3%	4%	1%	1%	2%	5%	3%	3%	3%	30%	2%	2%	3%	-	2%	
Don't know		45	3	1	6	4	12	4	4	-	3	1	4	12	29	20	-	9	2	-	1	1	
		4%	3%	12%	4%	3%	6%	5%	5%	-	7%	4%	7%	5%	5%	4%	-	6%	1%	-	9%	1%	
Mean		1.15	1.22	0.77	1.33	1.11	1.18	0.93	1.16	1.63	1.42	0.80	0.94	1.13	1.13	1.17	0.72	1.03	1.28	1.25	1.59	1.26	
Standard deviation		0.84	0.73	1.23	0.66	0.88	0.86	0.89	0.86	0.69	0.74	0.86	0.81	0.85	0.85	0.83	1.25	0.84	0.80	0.84	0.73	0.79	
Standard error		0.03	0.07	0.41	0.06	0.09	0.06	0.09	0.10	0.12	0.10	0.17	0.11	0.06	0.04	0.04	0.34	0.07	0.07	0.13	0.22	0.08	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 128

Q.5 To what extent do you agree or disagree with each of the following statements about Brassica vegetables?

Base: All respondents

Children should be taught more in schools about Brassica vegetables and how to use them

		Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin-burgh	New-castle	Leeds	Hull	Shef-field	Manch-ester	Liver-pool	Nott-ingham	Birm-ingham	Norwich	Milton Keynes	Brigh-ton	Oxford	London	South-ampton	Bristol	Ply-mouth	Cardiff	None of these	
Unweighted base		1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79	
Weighted base		1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70	
NET: Agree		766 76%	36 80%	26 70%	39 92%	36 81%	6 55%	24 71%	59 79%	29 81%	37 78%	71 80%	44 80%	22 79%	11 52%	10 73%	168 73%	22 69%	23 65%	24 81%	31 81%	51 73%	
Strongly agree		(+2)	380 38%	17 37%	13 36%	30 72%	14 30%	2 20%	10 30%	27 37%	16 46%	16 34%	36 41%	21 37%	10 36%	3 16%	3 23%	93 40%	12 37%	3 9%	10 33%	19 51%	24 34%
Agree a little		(+1)	386 38%	19 43%	13 35%	9 20%	23 51%	4 36%	14 41%	31 42%	12 35%	21 43%	35 39%	23 42%	12 43%	7 36%	7 49%	75 32%	10 32%	19 55%	14 48%	11 30%	27 38%
Neither agree nor disagree		(0)	170 17%	5 12%	6 15%	2 4%	7 16%	3 23%	7 21%	9 12%	4 12%	3 7%	16 18%	10 18%	2 6%	9 42%	4 27%	45 20%	9 27%	6 18%	3 11%	4 11%	16 23%
Disagree a little		(-1)	23 2%	2 6%	2 6%	1 1%	1 2%	- -	1 4%	3 4%	* 1%	4 8%	- -	2 7%	- -	- -	4 2%	- -	1 3%	2 5%	* 1%	* -	
Strongly disagree		(-2)	7 1%	- -	1 2%	- -	1 11%	1 2%	2 3%	- -	- -	- -	- -	- -	- -	- -	1 *	1 3%	- -	1 2%	- -	- -	
NET: Disagree			30 3%	2 6%	3 8%	1 1%	1 2%	1 11%	2 6%	5 6%	* 1%	4 8%	- -	2 7%	- -	- -	4 2%	1 3%	1 3%	2 7%	* 1%	* -	
Don't know			45 4%	1 2%	3 7%	1 3%	1 2%	1 10%	1 2%	2 6%	3 7%	2 2%	1 2%	2 8%	1 5%	- -	13 5%	1 2%	5 14%	- -	2 6%	3 4%	
Mean			1.15	1.15	1.03	1.67	1.12	0.59	0.95	1.10	1.34	1.11	1.23	1.20	1.18	0.72	0.96	1.18	1.02	0.83	1.05	1.40	1.11
Standard deviation			0.84	0.85	1.01	0.63	0.73	1.25	0.93	0.94	0.76	0.90	0.74	0.73	0.87	0.76	0.74	0.84	0.97	0.67	0.93	0.75	0.78
Standard error			0.03	0.14	0.18	0.11	0.11	0.38	0.18	0.11	0.13	0.13	0.09	0.09	0.15	0.17	0.20	0.06	0.15	0.13	0.15	0.12	0.09

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 129

Q.6 How important or unimportant is each of the following factors when considering purchasing vegetables?

Base: All respondents who eat vegetables

Summary

		Factors							
		Price	Whether the vegetables are on special offer	Whether vegetables are locally sourced	Whether vegetables are from a British farm (not necessarily local)	Personal taste	Whether vegetable is in season	Appearance of vegetables in the shop	Whether vegetables are organic
Unweighted base		1007	1007	1007	1007	1007	1007	1007	1007
Weighted base		1009	1009	1009	1009	1009	1009	1009	1009
NET: Important		835 83%	564 56%	428 42%	498 49%	914 91%	596 59%	766 76%	182 18%
Very important	(+2)	381 38%	181 18%	106 11%	135 13%	564 56%	194 19%	360 36%	53 5%
Quite important	(+1)	453 45%	383 38%	322 32%	363 36%	350 35%	402 40%	407 40%	129 13%
Neither important nor unimportant	(0)	121 12%	339 34%	374 37%	344 34%	72 7%	304 30%	162 16%	391 39%
Quite unimportant	(-1)	30 3%	60 6%	123 12%	93 9%	5 1%	52 5%	40 4%	220 22%
Very unimportant	(-2)	10 1%	32 3%	68 7%	59 6%	5 *	39 4%	25 3%	201 20%
NET: Unimportant		40 4%	92 9%	191 19%	152 15%	10 1%	91 9%	66 7%	420 42%
Don't know		13 1%	13 1%	15 1%	15 1%	12 1%	17 2%	15 1%	15 2%
Mean		1.17	0.62	0.28	0.42	1.47	0.67	1.04	-0.39
Standard deviation		0.83	0.96	1.04	1.03	0.70	0.98	0.96	1.11
Standard error		0.03	0.03	0.03	0.03	0.02	0.03	0.03	0.04

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 130

Q.6 How important or unimportant is each of the following factors when considering purchasing vegetables?**Base: All respondents who eat vegetables****Price**

		Gender			Age						Social Grade				Region										Employment Sector		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base		1007	530	477	91	129	188	197	176	226	224	314	210	259	84	32	109	87	76	75	57	120	116	155	96	118	418
Weighted base		1009	495	514	119	169	170	180	150	220	270	279	220	239	91	40	111	90	90	71	51	101	131	142	91	127	438
NET: Important		835	397	438	91	132	150	164	121	177	220	223	193	198	76	37	87	73	80	64	39	88	88	121	82	110	374
		83%	80%	85%	76%	78%	88%	91%	81%	80%	81%	80%	88%	83%	83%	92%	78%	81%	89%	91%	76%	87%	67%	86%	90%	87%	85%
Very important	(+2)	381	178	203	45	66	85	83	47	54	103	93	94	91	33	22	29	31	54	28	22	31	51	41	40	44	198
		38%	36%	40%	38%	39%	50%	46%	32%	25%	38%	33%	43%	38%	36%	53%	26%	35%	60%	39%	44%	31%	39%	29%	44%	35%	45%
Quite important	(+1)	453	219	234	46	65	65	81	74	122	116	130	99	108	43	16	58	41	26	37	17	57	37	80	42	65	175
		45%	44%	46%	38%	39%	38%	45%	49%	56%	43%	47%	45%	45%	47%	39%	52%	46%	29%	52%	33%	56%	28%	57%	47%	52%	40%
Neither important nor unimportant	(0)	121	72	49	20	25	13	13	16	33	39	40	15	27	7	3	12	16	9	4	7	10	28	18	7	13	46
		12%	14%	10%	17%	15%	8%	7%	11%	15%	14%	14%	7%	11%	8%	8%	11%	18%	10%	6%	15%	10%	21%	13%	7%	10%	11%
Quite unimportant	(-1)	30	14	16	4	4	3	2	11	7	6	13	6	6	5	-	7	2	1	2	1	2	9	2	1	3	9
		3%	3%	3%	3%	3%	2%	1%	7%	3%	2%	5%	3%	2%	5%	-	6%	2%	1%	2%	3%	2%	7%	1%	1%	2%	2%
Very unimportant	(-2)	10	4	6	*	1	2	1	2	3	1	3	5	1	1	-	2	-	-	1	1	-	4	1	*	1	2
		1%	1%	1%	*	*	1%	*	2%	2%	*	1%	2%	1%	1%	-	2%	-	-	1%	2%	-	3%	1%	1%	1%	1%
NET: Unimportant		40	18	22	4	5	5	2	13	10	6	16	11	7	6	-	9	2	1	3	2	2	13	2	2	4	12
		4%	4%	4%	4%	3%	3%	1%	9%	5%	2%	6%	5%	3%	6%	-	8%	2%	1%	4%	4%	2%	10%	2%	2%	3%	3%
Don't know		13	8	5	4	7	2	-	-	1	5	1	1	6	3	-	3	-	*	-	2	1	2	-	1	-	6
		1%	2%	1%	3%	4%	1%	-	-	*	2%	*	*	3%	3%	-	3%	-	*	-	5%	1%	2%	-	1%	-	1%
Mean		1.17	1.14	1.21	1.14	1.18	1.36	1.36	1.02	0.99	1.19	1.07	1.24	1.21	1.15	1.45	0.98	1.14	1.49	1.25	1.20	1.18	0.95	1.13	1.33	1.17	1.29
Standard deviation		0.83	0.83	0.83	0.85	0.83	0.79	0.70	0.92	0.81	0.78	0.86	0.87	0.78	0.87	0.64	0.89	0.77	0.71	0.78	0.92	0.68	1.08	0.71	0.71	0.78	0.79
Standard error		0.03	0.04	0.04	0.09	0.07	0.06	0.05	0.07	0.05	0.05	0.05	0.06	0.05	0.10	0.11	0.09	0.08	0.08	0.09	0.12	0.06	0.10	0.06	0.07	0.07	0.04

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 131

Q.6 How important or unimportant is each of the following factors when considering purchasing vegetables?**Base: All respondents who eat vegetables****Price**

		Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?									
		Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more	
Unweighted base		1007	809	401	408	198	182	16	720	283	96	128	119	77	54	169	218	213	189	67	32	10	10	
Weighted base		1009	806	408	398	203	188	15	707	299	105	134	126	84	53	143	205	209	199	81	36	14	18	
NET: Important		835	667	338	329	168	156	12	589	245	80	108	105	76	38	117	173	174	168	67	32	11	16	
		83%	83%	83%	83%	83%	83%	80%	83%	82%	76%	80%	84%	91%	71%	82%	84%	83%	84%	82%	90%	77%	88%	
Very important	(+2)	381	322	168	154	60	55	5	249	131	33	52	63	49	24	54	93	77	72	26	7	1	5	
		38%	40%	41%	39%	29%	29%	34%	35%	44%	31%	39%	50%	58%	45%	38%	46%	37%	36%	31%	20%	6%	25%	
Quite important	(+1)	453	345	170	175	108	101	7	340	113	47	56	42	27	14	63	79	96	96	41	25	10	11	
		45%	43%	42%	44%	53%	54%	45%	48%	38%	45%	42%	33%	32%	26%	44%	39%	46%	48%	51%	70%	70%	63%	
Neither important nor unimportant	(0)	121	94	44	50	27	25	2	83	37	16	15	17	6	11	18	24	29	14	10	2	3	1	
		12%	12%	11%	12%	13%	13%	14%	12%	12%	15%	11%	14%	7%	21%	13%	12%	14%	7%	12%	7%	19%	4%	
Quite unimportant	(-1)	30	23	14	10	7	6	1	23	7	2	4	3	2	3	3	4	6	10	2	-	1	-	
		3%	3%	3%	2%	3%	3%	6%	3%	2%	2%	3%	3%	2%	7%	2%	2%	3%	5%	3%	-	5%	-	
Very unimportant	(-2)	10	9	5	4	1	1	-	9	-	-	-	-	-	*	1	1	1	2	1	1	-	1	
		1%	1%	1%	1%	*	*	-	1%	-	-	-	-	-	1%	1%	1%	*	1%	1%	3%	-	7%	
NET: Unimportant		40	32	19	13	8	7	1	32	7	2	4	3	2	4	4	5	6	12	3	1	1	1	
		4%	4%	5%	3%	4%	4%	6%	4%	2%	2%	3%	3%	2%	8%	3%	2%	3%	6%	4%	3%	5%	7%	
Don't know		13	13	7	6	1	1	-	3	10	7	7	-	-	-	3	3	-	4	2	-	-	-	
		1%	2%	2%	2%	*	*	-	*	3%	7%	5%	-	-	-	2%	2%	-	2%	2%	-	-	-	
Mean		1.17	1.19	1.20	1.19	1.08	1.08	1.08	1.13	1.28	1.13	1.23	1.31	1.47	1.08	1.19	1.29	1.17	1.16	1.11	1.04	0.78	0.98	
Standard deviation		0.83	0.84	0.86	0.82	0.77	0.76	0.89	0.83	0.78	0.76	0.78	0.81	0.72	1.01	0.80	0.79	0.79	0.85	0.80	0.76	0.65	1.01	
Standard error		0.03	0.03	0.04	0.04	0.05	0.06	0.22	0.03	0.05	0.08	0.07	0.07	0.08	0.14	0.06	0.05	0.05	0.06	0.10	0.13	0.21	0.32	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 132

Q.6 How important or unimportant is each of the following factors when considering purchasing vegetables?**Base: All respondents who eat vegetables****Price**

	Which of the following ITV regions do you live in?													Marital Status							
	Total	Anglia	Cent- ral	Gram- pian	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	Single	NET: Mar- ried/ Civil part- ner- ship/ co hab- iting	Mar- ried	Civil Part- ner- ship	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Separ- ated	Div- orced
Unweighted base	1007	123	10	132	110	186	98	77	33	54	27	57	248	603	445	14	144	149	40	12	97
Weighted base	1009	106	10	136	114	199	82	83	42	49	31	54	261	608	451	15	142	136	42	11	83
NET: Important	835 83%	91 85%	9 84%	121 89%	91 79%	148 74%	68 83%	68 82%	39 93%	37 75%	28 92%	50 92%	214 82%	504 83%	376 83%	10 66%	118 83%	115 85%	34 80%	10 91%	71 86%
Very important	(+2) 381 38%	34 32%	3 33%	70 52%	31 27%	70 35%	25 30%	28 34%	22 52%	22 44%	14 46%	27 51%	103 40%	222 37%	162 36%	4 29%	55 39%	55 41%	13 31%	4 41%	38 46%
Quite important	(+1) 453 45%	56 53%	5 52%	51 37%	60 53%	78 39%	43 53%	40 48%	17 41%	15 31%	14 46%	22 41%	111 43%	282 46%	214 47%	5 36%	63 44%	60 44%	21 49%	6 51%	33 40%
Neither important nor unimportant	(0) 121 12%	12 12%	2 16%	11 8%	11 10%	35 18%	13 16%	6 8%	3 7%	7 15%	1 3%	3 6%	34 13%	72 12%	53 12%	5 34%	14 10%	14 10%	3 7%	1 9%	10 12%
Quite unimportant	(-1) 30 3%	2 2%	- -	2 2%	7 6%	10 5%	* -	5 5%	- -	1 3%	1 2%	* 1%	8 3%	16 3%	12 3%	- -	5 3%	6 4%	5 13%	- -	* -
Very unimportant	(-2) 10 1%	- -	- -	1 1%	2 1%	4 2%	1 1%	1 1%	- -	1 2%	- -	* 1%	1 1%	6 1%	5 1%	- -	1 1%	1 1%	- -	- -	1 2%
NET: Unimportant	40 4%	2 2%	- -	3 2%	9 8%	14 7%	1 1%	6 7%	- -	2 5%	1 2%	1 2%	9 3%	22 4%	16 4%	- -	6 4%	7 5%	5 13%	- -	2 2%
Don't know	13 1%	1 1%	- -	* -	3 3%	2 1%	- -	3 3%	- -	2 5%	1 3%	- -	4 1%	9 1%	6 1%	- -	3 2%	- -	- -	- -	- -
Mean	1.17	1.17	1.17	1.38	1.00	1.02	1.11	1.12	1.44	1.19	1.40	1.41	1.19	1.17	1.16	0.95	1.20	1.19	0.99	1.32	1.27
Standard deviation	0.83	0.70	0.71	0.77	0.88	0.96	0.74	0.88	0.64	0.94	0.67	0.72	0.82	0.81	0.81	0.82	0.83	0.86	0.95	0.66	0.83
Standard error	0.03	0.06	0.22	0.07	0.09	0.07	0.08	0.10	0.11	0.13	0.13	0.10	0.05	0.03	0.04	0.22	0.07	0.07	0.15	0.19	0.08

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 133

Q.6 How important or unimportant is each of the following factors when considering purchasing vegetables?**Base: All respondents who eat vegetables****Price**

		Which of the following cities do you live in, or nearest to?																				
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base		1007	40	34	33	45	12	28	73	37	49	75	62	35	21	14	221	41	31	36	43	77
Weighted base		1009	45	38	42	45	11	34	74	36	47	88	55	27	21	14	230	32	35	29	38	69
NET: Important		835 83%	38 85%	31 83%	39 94%	38 85%	10 92%	28 83%	55 74%	27 76%	39 82%	79 90%	47 86%	22 81%	17 82%	9 65%	178 77%	26 80%	34 96%	25 86%	32 84%	61 88%
Very important		(+2) 381 38%	17 38%	10 28%	21 51%	17 38%	4 37%	9 27%	16 22%	11 31%	18 38%	52 59%	19 35%	5 18%	8 37%	2 11%	82 36%	11 35%	15 44%	14 48%	19 51%	31 45%
Quite important		(+1) 453 45%	21 48%	21 55%	18 43%	21 47%	6 56%	19 56%	39 52%	16 45%	21 44%	27 31%	28 51%	17 63%	9 45%	8 54%	96 42%	14 44%	18 52%	11 38%	12 33%	30 43%
Neither important nor unimportant		(0) 121 12%	4 9%	2 6%	3 6%	5 12%	1 8%	6 17%	10 13%	5 14%	6 13%	9 10%	6 10%	4 13%	4 18%	5 35%	36 16%	6 19%	- -	3 11%	3 8%	4 6%
Quite unimportant		(-1) 30 3%	2 4%	1 4%	- -	2 4%	- -	- -	7 9%	* 1%	2 3%	- -	1 1%	1 4%	- -	- -	10 4%	* 1%	1 2%	* 1%	* 1%	4 5%
Very unimportant		(-2) 10 1%	1 2%	- -	- -	- -	- -	- -	- -	2 7%	1 1%	- -	- -	* 1%	- -	- -	4 2%	- -	- -	* 2%	- -	1 1%
NET: Unimportant		40 4%	3 6%	1 4%	- -	2 4%	- -	- -	7 9%	3 8%	2 5%	- -	1 1%	1 5%	- -	- -	14 6%	* 1%	1 2%	1 3%	* 1%	4 6%
Don't know		13 1%	- -	3 7%	- -	- -	- -	- -	3 3%	1 2%	- -	* -	1 2%	- -	- -	- -	2 1%	- -	1 3%	- -	2 6%	- -
Mean		1.17	1.14	1.15	1.45	1.19	1.29	1.09	0.90	0.94	1.14	1.50	1.22	0.93	1.18	0.75	1.07	1.14	1.41	1.29	1.44	1.25
Standard deviation		0.83	0.91	0.72	0.62	0.79	0.63	0.67	0.85	1.08	0.87	0.67	0.69	0.78	0.74	0.66	0.92	0.76	0.60	0.85	0.71	0.87
Standard error		0.03	0.14	0.12	0.11	0.12	0.18	0.13	0.10	0.18	0.12	0.08	0.09	0.13	0.16	0.18	0.06	0.12	0.11	0.14	0.11	0.10

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 134

Q.6 How important or unimportant is each of the following factors when considering purchasing vegetables?**Base: All respondents who eat vegetables****Whether the vegetables are on special offer**

		Gender			Age						Social Grade				Region										Employment Sector		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humberside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base		1007	530	477	91	129	188	197	176	226	224	314	210	259	84	32	109	87	76	75	57	120	116	155	96	118	418
Weighted base		1009	495	514	119	169	170	180	150	220	270	279	220	239	91	40	111	90	90	71	51	101	131	142	91	127	438
NET: Important		564 56%	245 49%	319 62%	64 53%	101 59%	103 60%	115 64%	70 47%	112 51%	153 57%	156 56%	124 56%	131 55%	56 61%	22 54%	56 50%	52 57%	55 61%	52 74%	27 54%	58 58%	65 49%	71 50%	50 54%	81 64%	262 60%
Very important		(+2) 181 18%	65 13%	116 23%	19 16%	23 13%	43 25%	43 24%	20 13%	33 15%	50 18%	43 15%	46 21%	42 18%	15 17%	11 27%	11 10%	14 16%	35 39%	15 22%	13 26%	8 8%	26 20%	21 15%	11 12%	28 22%	94 21%
Quite important		(+1) 383 38%	180 36%	203 40%	44 37%	78 46%	60 35%	72 40%	50 33%	80 36%	104 38%	113 40%	78 35%	89 37%	40 44%	11 26%	46 41%	37 41%	20 23%	37 52%	14 28%	50 50%	39 30%	50 35%	39 43%	53 42%	168 38%
Neither important nor unimportant		(0) 339 34%	189 38%	150 29%	47 39%	48 28%	53 31%	54 30%	56 37%	81 37%	86 32%	101 36%	70 32%	82 34%	28 30%	11 27%	38 34%	32 36%	23 26%	15 21%	17 33%	34 34%	51 39%	57 41%	34 37%	33 26%	136 31%
Quite unimportant		(-1) 60 6%	40 8%	20 4%	1 1%	12 7%	10 6%	5 3%	16 11%	15 7%	17 6%	10 4%	19 9%	13 6%	3 3%	- -	13 11%	5 5%	5 6%	1 2%	3 6%	6 6%	9 7%	9 6%	7 7%	10 8%	24 6%
Very unimportant		(-2) 32 3%	13 3%	19 4%	4 3%	1 1%	2 1%	6 3%	8 5%	10 5%	8 3%	12 4%	6 3%	7 3%	2 2%	8 19%	1 1%	2 2%	6 7%	2 3%	1 3%	2 2%	5 4%	4 3%	- -	3 2%	10 2%
NET: Unimportant		92 9%	53 11%	39 8%	5 4%	13 8%	13 8%	11 6%	24 16%	26 12%	25 9%	22 8%	25 11%	20 9%	5 5%	8 19%	14 13%	6 7%	11 13%	3 5%	4 8%	7 7%	14 10%	13 9%	7 7%	13 10%	34 8%
Don't know		13 1%	8 2%	5 1%	4 3%	7 4%	2 1%	- -	- -	1 *	5 2%	1 *	1 *	6 3%	3 3%	- -	3 3%	- -	* *	- -	2 5%	1 1%	2 2%	- -	1 1%	- -	6 1%
Mean		0.62	0.50	0.74	0.64	0.67	0.77	0.79	0.38	0.49	0.64	0.59	0.63	0.63	0.73	0.43	0.47	0.64	0.81	0.88	0.73	0.58	0.56	0.53	0.60	0.73	0.72
Standard deviation		0.96	0.92	0.98	0.89	0.84	0.95	0.95	1.03	0.99	0.96	0.94	1.00	0.94	0.86	1.40	0.88	0.88	1.22	0.87	1.03	0.79	1.01	0.92	0.80	0.97	0.94
Standard error		0.03	0.04	0.04	0.10	0.08	0.07	0.07	0.08	0.07	0.06	0.05	0.07	0.06	0.09	0.25	0.09	0.09	0.14	0.10	0.14	0.07	0.09	0.07	0.08	0.09	0.05

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 135

Q.6 How important or unimportant is each of the following factors when considering purchasing vegetables?

Base: All respondents who eat vegetables

Whether the vegetables are on special offer

		Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?									
		Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more	
Unweighted base		1007	809	401	408	198	182	16	720	283	96	128	119	77	54	169	218	213	189	67	32	10	10	
Weighted base		1009	806	408	398	203	188	15	707	299	105	134	126	84	53	143	205	209	199	81	36	14	18	
NET: Important		564	461	241	220	103	95	8	385	177	57	69	76	61	24	70	122	117	118	46	23	10	10	
		56%	57%	59%	55%	51%	50%	55%	54%	59%	54%	52%	60%	73%	45%	49%	59%	56%	59%	56%	63%	70%	54%	
Very important	(+2)	181	156	89	67	24	21	4	117	63	15	22	37	29	10	24	45	34	44	12	2	-	-	
		18%	19%	22%	17%	12%	11%	25%	17%	21%	14%	17%	29%	35%	20%	17%	22%	16%	22%	15%	4%	-	-	
Quite important	(+1)	383	305	152	153	78	74	4	267	115	42	47	39	31	13	46	77	83	73	34	21	10	10	
		38%	38%	37%	38%	39%	39%	30%	38%	38%	40%	35%	31%	37%	25%	32%	38%	39%	37%	41%	59%	70%	54%	
Neither important nor unimportant	(0)	339	258	125	133	81	77	4	247	92	33	52	41	21	25	57	62	72	58	26	12	4	7	
		34%	32%	31%	33%	40%	41%	28%	35%	31%	31%	39%	33%	25%	47%	40%	30%	34%	29%	32%	35%	30%	39%	
Quite unimportant	(-1)	60	48	25	23	12	11	1	43	16	7	4	7	2	4	6	11	14	14	6	-	-	-	
		6%	6%	6%	6%	6%	6%	6%	6%	5%	7%	3%	6%	3%	8%	4%	6%	7%	7%	8%	-	-	-	
Very unimportant	(-2)	32	26	9	17	6	5	2	29	3	1	1	2	-	-	6	7	6	5	1	1	-	1	
		3%	3%	2%	4%	3%	3%	11%	4%	1%	1%	1%	2%	-	-	5%	3%	3%	3%	2%	2%	-	7%	
NET: Unimportant		92	74	35	40	18	16	3	72	19	8	5	9	2	4	12	18	20	19	8	1	-	1	
		9%	9%	8%	10%	9%	8%	17%	10%	6%	8%	4%	7%	3%	8%	8%	9%	10%	10%	9%	2%	-	7%	
Don't know		13	13	7	6	1	1	-	3	10	7	7	-	-	-	3	3	-	4	2	-	-	-	
		1%	2%	2%	2%	*	*	-	*	3%	7%	5%	-	-	-	2%	2%	-	2%	2%	-	-	-	
Mean		0.62	0.65	0.71	0.59	0.51	0.51	0.52	0.57	0.75	0.65	0.67	0.81	1.05	0.56	0.54	0.70	0.60	0.71	0.62	0.64	0.70	0.39	
Standard deviation		0.96	0.97	0.96	0.98	0.89	0.86	1.27	0.98	0.90	0.85	0.84	0.97	0.85	0.91	0.98	0.98	0.94	0.99	0.90	0.67	0.48	0.85	
Standard error		0.03	0.03	0.05	0.05	0.06	0.06	0.32	0.04	0.05	0.09	0.08	0.09	0.10	0.12	0.08	0.07	0.06	0.07	0.11	0.12	0.15	0.27	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 136

Q.6 How important or unimportant is each of the following factors when considering purchasing vegetables?

Base: All respondents who eat vegetables

Whether the vegetables are on special offer

		Which of the following ITV regions do you live in?											Marital Status											
													NET: Mar- ried/ Civil part- ner- ship/ co hab- iting			Civil Part- ner- ship	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Separ- ated	Div- orced			
		Total	Anglia	Cent- ral	Gram- pian	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	Single		Mar- ried								
Unweighted base		1007	123	10	132	110	186	98	77	33	54	27	57	248	603	445	14	144	149	40	12	97		
Weighted base		1009	106	10	136	114	199	82	83	42	49	31	54	261	608	451	15	142	136	42	11	83		
NET: Important		564 56%	62 58%	6 56%	88 65%	61 54%	92 46%	47 58%	50 61%	24 57%	26 54%	20 64%	25 47%	136 52%	346 57%	254 56%	8 51%	84 59%	79 58%	26 62%	6 56%	47 57%		
Very important	(+2)	181 18%	7 7%	1 6%	42 31%	12 11%	36 18%	14 17%	14 17%	11 26%	13 26%	7 23%	6 11%	44 17%	105 17%	80 18%	1 4%	24 17%	30 22%	12 28%	2 22%	16 19%		
Quite important	(+1)	383 38%	54 51%	5 50%	46 34%	49 43%	56 28%	34 41%	37 44%	13 31%	14 28%	13 41%	19 36%	92 35%	241 40%	174 39%	7 47%	60 42%	49 36%	14 34%	4 33%	31 37%		
Neither important nor unimportant	(0)	339 34%	37 35%	4 44%	32 24%	35 31%	85 43%	25 31%	25 30%	10 25%	17 34%	9 28%	25 46%	92 35%	208 34%	158 35%	7 49%	43 30%	40 29%	13 31%	3 26%	24 28%		
Quite unimportant	(-1)	60 6%	5 5%	- -	6 5%	13 11%	13 6%	7 9%	3 4%	- -	2 5%	1 5%	4 7%	17 6%	29 5%	20 5%	- -	8 6%	13 10%	3 7%	2 19%	8 10%		
Very unimportant	(-2)	32 3%	2 1%	- -	8 6%	1 1%	6 3%	2 3%	2 2%	8 18%	1 3%	- -	- -	12 5%	17 3%	13 3%	- -	3 2%	4 3%	- -	- -	4 5%		
NET: Unimportant		92 9%	7 6%	- -	15 11%	14 13%	19 10%	10 12%	5 6%	8 18%	4 8%	1 5%	4 7%	29 11%	45 7%	34 7%	- -	11 8%	17 13%	3 7%	2 19%	12 15%		
Don't know		13 1%	1 1%	- -	* *	3 3%	2 1%	- -	3 3%	- -	2 5%	1 3%	- -	4 1%	9 1%	6 1%	- -	3 2%	- -	- -	- -	- -		
Mean		0.62	0.58	0.63	0.79	0.52	0.52	0.60	0.72	0.47	0.72	0.84	0.52	0.55	0.65	0.64	0.55	0.68	0.65	0.84	0.59	0.56		
Standard deviation		0.96	0.75	0.63	1.12	0.89	0.97	0.97	0.88	1.38	1.02	0.85	0.79	1.00	0.92	0.93	0.59	0.91	1.03	0.92	1.08	1.07		
Standard error		0.03	0.07	0.20	0.10	0.09	0.07	0.10	0.10	0.24	0.14	0.17	0.10	0.06	0.04	0.04	0.16	0.08	0.08	0.15	0.31	0.11		

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 137

Q.6 How important or unimportant is each of the following factors when considering purchasing vegetables?**Base: All respondents who eat vegetables****Whether the vegetables are on special offer**

		Which of the following cities do you live in, or nearest to?																				
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base		1007	40	34	33	45	12	28	73	37	49	75	62	35	21	14	221	41	31	36	43	77
Weighted base		1009	45	38	42	45	11	34	74	36	47	88	55	27	21	14	230	32	35	29	38	69
NET: Important		564 56%	28 64%	22 58%	24 56%	32 71%	6 59%	19 56%	38 51%	17 47%	28 59%	55 63%	31 57%	16 58%	11 51%	9 64%	114 49%	21 65%	16 46%	18 62%	23 61%	37 53%
Very important	(+2)	181 18%	9 20%	5 12%	12 28%	9 19%	3 24%	3 9%	4 5%	7 19%	8 16%	34 38%	3 5%	2 6%	6 31%	1 4%	40 18%	5 16%	4 10%	4 15%	12 32%	13 18%
Quite important	(+1)	383 38%	20 44%	17 46%	12 28%	23 51%	4 34%	16 47%	34 45%	10 27%	20 43%	21 24%	29 52%	14 52%	4 21%	8 61%	73 32%	16 49%	13 36%	14 46%	11 29%	24 35%
Neither important nor unimportant	(0)	339 34%	14 32%	11 30%	11 26%	10 22%	4 41%	13 40%	23 31%	14 38%	16 35%	22 25%	19 34%	10 36%	9 42%	4 31%	92 40%	7 23%	15 42%	9 31%	10 28%	25 36%
Quite unimportant	(-1)	60 6%	1 2%	1 3%	- -	3 7%	- -	2 5%	11 14%	3 8%	1 1%	4 5%	3 5%	1 3%	- -	- -	17 7%	3 11%	3 9%	2 7%	1 4%	5 7%
Very unimportant	(-2)	32 3%	1 2%	1 2%	8 18%	- -	- -	- -	* 1%	2 5%	2 5%	6 7%	1 1%	1 3%	1 6%	1 5%	6 3%	* 1%	- -	- -	1 2%	2 3%
NET: Unimportant		92 9%	2 5%	2 5%	8 18%	3 7%	- -	2 5%	11 15%	5 13%	3 6%	10 12%	3 6%	2 6%	1 6%	1 5%	22 10%	4 12%	3 9%	2 7%	2 5%	7 10%
Don't know		13 1%	- -	3 7%	- -	- -	- -	- -	3 3%	1 2%	- -	* *	1 2%	- -	- -	- -	2 1%	- -	1 3%	- -	2 6%	- -
Mean		0.62	0.77	0.68	0.48	0.82	0.83	0.60	0.42	0.50	0.65	0.83	0.56	0.54	0.70	0.58	0.55	0.69	0.49	0.70	0.92	0.58
Standard deviation		0.96	0.88	0.83	1.39	0.83	0.83	0.72	0.84	1.07	0.93	1.20	0.73	0.79	1.12	0.81	0.95	0.92	0.81	0.83	0.97	0.98
Standard error		0.03	0.14	0.14	0.24	0.12	0.24	0.14	0.10	0.18	0.13	0.14	0.09	0.13	0.24	0.22	0.06	0.14	0.15	0.14	0.15	0.11

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 138

Q.6 How important or unimportant is each of the following factors when considering purchasing vegetables?**Base: All respondents who eat vegetables****Whether vegetables are locally sourced**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humberside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base		1007	530	477	91	129	188	197	176	226	224	314	210	259	84	32	109	87	76	75	57	120	116	155	96	118	418
Weighted base		1009	495	514	119	169	170	180	150	220	270	279	220	239	91	40	111	90	90	71	51	101	131	142	91	127	438
NET: Important		428 42%	205 41%	223 43%	42 36%	56 33%	81 47%	83 46%	64 43%	103 47%	120 44%	120 43%	90 41%	100 42%	52 57%	18 45%	44 40%	34 38%	31 34%	28 40%	22 44%	52 52%	45 34%	55 39%	46 51%	61 48%	182 42%
Very important	(+2)	106 11%	38 8%	68 13%	8 6%	13 7%	19 11%	25 14%	16 11%	26 12%	28 10%	29 10%	21 10%	28 12%	10 11%	6 14%	11 10%	11 12%	11 12%	6 8%	5 10%	8 8%	14 11%	15 10%	11 12%	20 16%	37 8%
Quite important	(+1)	322 32%	167 34%	155 30%	35 29%	43 26%	61 36%	58 32%	48 32%	77 35%	92 34%	91 32%	68 31%	71 30%	42 46%	13 31%	33 30%	23 26%	20 22%	22 31%	17 34%	45 44%	31 24%	41 29%	36 39%	41 33%	145 33%
Neither important nor unimportant	(0)	374 37%	167 34%	207 40%	51 43%	61 36%	62 37%	62 35%	54 36%	85 38%	101 37%	109 39%	87 40%	77 32%	29 32%	10 25%	34 30%	34 38%	35 39%	32 45%	22 43%	33 33%	61 47%	57 40%	27 29%	44 35%	160 36%
Quite unimportant	(-1)	123 12%	65 13%	58 11%	13 11%	36 21%	17 10%	16 9%	17 11%	23 11%	25 9%	37 13%	33 15%	28 12%	7 7%	7 18%	18 16%	18 20%	13 15%	9 12%	3 6%	10 10%	11 8%	18 12%	9 10%	19 15%	55 13%
Very unimportant	(-2)	68 7%	48 10%	21 4%	9 8%	8 5%	8 5%	19 10%	16 10%	9 4%	19 7%	13 5%	10 5%	26 11%	1 1%	5 11%	12 11%	4 5%	10 11%	2 3%	1 3%	3 3%	10 8%	12 8%	8 9%	3 2%	34 8%
NET: Unimportant		191 19%	113 23%	78 15%	22 19%	44 26%	26 15%	35 19%	33 22%	32 15%	44 16%	50 18%	43 19%	55 23%	8 8%	12 29%	30 27%	22 25%	23 26%	11 15%	4 8%	14 14%	21 16%	30 21%	17 19%	22 17%	89 20%
Don't know		15 1%	10 2%	5 1%	4 3%	9 5%	2 1%	- -	- -	1 *	5 2%	1 *	1 *	7 3%	3 3%	- -	3 3%	- -	* *	- -	2 5%	1 1%	4 3%	- -	1 1%	- -	7 2%
Mean		0.28	0.17	0.38	0.16	0.11	0.39	0.30	0.21	0.40	0.32	0.31	0.27	0.20	0.60	0.19	0.13	0.20	0.09	0.31	0.45	0.43	0.22	0.20	0.35	0.45	0.22
Standard deviation		1.04	1.08	0.99	0.99	1.00	0.99	1.14	1.11	0.97	1.02	0.99	0.98	1.16	0.83	1.23	1.15	1.04	1.14	0.89	0.88	0.90	1.03	1.06	1.10	1.00	1.04
Standard error		0.03	0.05	0.05	0.11	0.09	0.07	0.08	0.08	0.06	0.07	0.06	0.07	0.07	0.09	0.22	0.11	0.11	0.13	0.10	0.12	0.08	0.10	0.09	0.11	0.09	0.05

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 139

Q.6 How important or unimportant is each of the following factors when considering purchasing vegetables?

Base: All respondents who eat vegetables

Whether vegetables are locally sourced

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more	
Unweighted base	1007	809	401	408	198	182	16	720	283	96	128	119	77	54	169	218	213	189	67	32	10	10	
Weighted base	1009	806	408	398	203	188	15	707	299	105	134	126	84	53	143	205	209	199	81	36	14	18	
NET: Important	428	349	174	175	79	73	7	313	114	36	43	53	42	24	57	86	100	72	33	19	6	11	
	42%	43%	43%	44%	39%	39%	45%	44%	38%	34%	32%	42%	50%	46%	40%	42%	48%	36%	41%	53%	46%	58%	
Very important	(+2)	106	80	37	43	26	24	2	75	31	6	9	20	13	4	13	19	28	24	7	6	1	-
		11%	10%	9%	11%	13%	13%	13%	11%	10%	6%	7%	16%	16%	7%	9%	9%	13%	12%	9%	16%	4%	-
Quite important	(+1)	322	269	137	132	53	49	5	238	83	29	34	32	29	21	44	67	72	48	26	13	6	11
		32%	33%	34%	33%	26%	26%	32%	34%	28%	28%	25%	26%	34%	39%	31%	33%	35%	24%	32%	37%	42%	58%
Neither important nor unimportant	(0)	374	288	137	151	86	81	6	258	115	41	61	42	37	18	60	77	79	82	28	10	3	2
		37%	36%	34%	38%	43%	43%	38%	37%	38%	39%	46%	33%	45%	33%	42%	38%	38%	41%	34%	29%	19%	12%
Quite unimportant	(-1)	123	102	60	42	21	21	-	90	32	14	13	14	3	8	19	18	21	24	16	4	2	1
		12%	13%	15%	10%	10%	11%	-	13%	11%	13%	10%	11%	3%	15%	13%	9%	10%	12%	20%	12%	16%	7%
Very unimportant	(-2)	68	53	28	25	15	13	2	41	28	8	9	17	2	3	4	20	8	16	3	2	3	4
		7%	7%	7%	6%	8%	7%	17%	6%	9%	7%	7%	14%	2%	6%	3%	10%	4%	8%	3%	7%	19%	23%
NET: Unimportant		191	155	88	67	36	34	2	131	60	21	22	31	5	11	23	39	30	39	19	7	5	5
		19%	19%	22%	17%	18%	18%	17%	19%	20%	20%	17%	25%	6%	21%	16%	19%	14%	20%	24%	18%	36%	29%
Don't know		15	14	8	6	1	1	-	5	10	7	7	-	-	-	3	3	-	6	2	-	-	-
		1%	2%	2%	2%	*	*	-	1%	3%	7%	5%	-	-	-	2%	2%	-	3%	2%	-	-	-
Mean		0.28	0.28	0.24	0.32	0.26	0.27	0.25	0.31	0.20	0.13	0.17	0.20	0.57	0.25	0.31	0.23	0.43	0.21	0.23	0.43	-0.05	0.07
Standard deviation		1.04	1.03	1.05	1.02	1.06	1.05	1.25	1.02	1.08	1.00	0.96	1.24	0.88	1.00	0.92	1.08	0.98	1.07	0.99	1.11	1.27	1.28
Standard error		0.03	0.04	0.05	0.05	0.08	0.08	0.31	0.04	0.07	0.10	0.09	0.11	0.10	0.14	0.07	0.07	0.07	0.08	0.12	0.20	0.40	0.40

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 140

Q.6 How important or unimportant is each of the following factors when considering purchasing vegetables?

Base: All respondents who eat vegetables

Whether vegetables are locally sourced

		Which of the following ITV regions do you live in?											Marital Status									
		Total	Anglia	Cent- ral	Gram- pian	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	Single	NET: Mar- ried/ Civil part- ner- ship/ co hab- iting	Mar- ried	Civil Part- ner- ship	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Separ- ated	Div- orced
Unweighted base		1007	123	10	132	110	186	98	77	33	54	27	57	248	603	445	14	144	149	40	12	97
Weighted base		1009	106	10	136	114	199	82	83	42	49	31	54	261	608	451	15	142	136	42	11	83
NET: Important		428 42%	57 54%	5 52%	51 38%	43 38%	66 33%	32 38%	47 57%	19 44%	22 46%	10 32%	33 61%	87 34%	274 45%	197 44%	7 49%	69 49%	66 48%	16 37%	5 43%	45 55%
Very important	(+2)	106 11%	10 10%	1 7%	17 13%	11 10%	19 9%	9 11%	9 11%	6 14%	5 10%	1 5%	7 12%	20 8%	67 11%	56 12%	1 4%	10 7%	19 14%	7 15%	3 31%	9 11%
Quite important	(+1)	322 32%	47 44%	5 45%	34 25%	32 28%	47 24%	23 28%	38 46%	13 31%	17 35%	9 28%	26 49%	67 26%	207 34%	141 31%	7 45%	59 42%	47 34%	9 22%	1 12%	36 44%
Neither important nor unimportant	(0)	374 37%	35 33%	4 39%	50 37%	37 32%	91 46%	35 43%	26 32%	10 25%	21 43%	13 43%	12 23%	99 38%	227 37%	178 39%	2 17%	47 33%	47 35%	16 38%	4 33%	28 33%
Quite unimportant	(-1)	123 12%	9 9%	1 10%	21 15%	19 17%	19 9%	12 14%	6 7%	8 20%	2 4%	3 9%	6 10%	54 21%	49 8%	30 7%	5 34%	14 10%	19 14%	10 25%	3 24%	6 7%
Very unimportant	(-2)	68 7%	3 3%	- -	13 10%	12 10%	19 9%	3 4%	1 1%	5 11%	1 3%	4 12%	3 5%	15 6%	49 8%	41 9%	- -	8 6%	4 3%	- -	- -	4 5%
NET: Unimportant		191 19%	12 12%	1 10%	34 25%	31 27%	38 19%	15 18%	7 8%	13 31%	3 7%	7 22%	8 16%	69 27%	98 16%	71 16%	5 34%	22 16%	23 17%	10 25%	3 24%	10 12%
Don't know		15 1%	1 1%	- -	* -	3 3%	4 2%	- -	3 3%	- -	2 5%	1 3%	- -	5 2%	9 1%	6 1%	- -	3 2%	- -	- -	- -	- -
Mean		0.28	0.49	0.49	0.16	0.11	0.15	0.27	0.60	0.16	0.49	0.03	0.53	0.09	0.32	0.32	0.19	0.36	0.42	0.28	0.50	0.49
Standard deviation		1.04	0.90	0.80	1.13	1.14	1.05	0.97	0.84	1.23	0.87	1.05	1.02	1.01	1.05	1.07	0.99	0.97	1.00	1.02	1.21	0.96
Standard error		0.03	0.08	0.25	0.10	0.11	0.08	0.10	0.10	0.21	0.12	0.21	0.14	0.06	0.04	0.05	0.27	0.08	0.08	0.16	0.35	0.10

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 141

Q.6 How important or unimportant is each of the following factors when considering purchasing vegetables?**Base: All respondents who eat vegetables****Whether vegetables are locally sourced**

		Which of the following cities do you live in, or nearest to?																				
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base		1007	40	34	33	45	12	28	73	37	49	75	62	35	21	14	221	41	31	36	43	77
Weighted base		1009	45	38	42	45	11	34	74	36	47	88	55	27	21	14	230	32	35	29	38	69
NET: Important		428 42%	25 57%	20 52%	18 44%	22 48%	6 54%	7 22%	31 41%	12 34%	15 32%	31 35%	32 59%	8 30%	7 36%	6 47%	84 37%	10 32%	18 50%	20 69%	18 49%	36 52%
Very important		(+2) 106 11%	5 11%	2 5%	6 14%	7 15%	3 24%	2 6%	5 7%	5 14%	3 7%	8 9%	7 13%	1 4%	1 4%	4 26%	21 9%	4 12%	2 7%	4 15%	4 11%	12 18%
Quite important		(+1) 322 32%	21 46%	18 48%	13 30%	15 33%	3 30%	5 16%	26 35%	7 20%	12 25%	23 26%	25 47%	7 27%	7 32%	3 21%	63 27%	7 21%	15 43%	16 54%	14 37%	23 34%
Neither important nor unimportant		(0) 374 37%	16 37%	11 29%	12 28%	14 31%	3 30%	22 66%	19 25%	17 49%	20 42%	34 39%	15 27%	12 45%	11 54%	3 24%	101 44%	15 46%	11 31%	5 16%	14 38%	18 26%
Quite unimportant		(-1) 123 12%	3 6%	3 8%	7 17%	9 19%	1 12%	3 8%	16 22%	3 8%	11 23%	13 15%	4 7%	6 23%	1 4%	3 25%	23 10%	5 16%	4 11%	2 6%	1 3%	5 8%
Very unimportant		(-2) 68 7%	- -	1 3%	5 11%	1 2%	* 4%	1 4%	6 8%	2 6%	1 3%	9 10%	2 4%	* 1%	1 7%	1 4%	19 8%	2 6%	2 5%	2 9%	1 4%	10 14%
NET: Unimportant		191 19%	3 6%	4 11%	12 28%	10 21%	2 16%	4 12%	22 30%	5 15%	12 26%	23 26%	6 11%	7 24%	2 11%	4 29%	41 18%	7 22%	6 16%	4 14%	3 7%	15 22%
Don't know		15 1%	- -	3 7%	- -	- -	- -	- -	3 3%	1 2%	- -	* -	1 2%	- -	- -	- -	4 2%	- -	1 3%	- -	2 6%	- -
Mean		0.28	0.61	0.46	0.18	0.40	0.58	0.13	0.10	0.28	0.11	0.08	0.58	0.08	0.22	0.39	0.20	0.17	0.36	0.62	0.52	0.33
Standard deviation		1.04	0.77	0.86	1.21	1.04	1.16	0.80	1.11	1.04	0.94	1.10	0.96	0.85	0.87	1.27	1.02	1.04	0.98	1.10	0.91	1.27
Standard error		0.03	0.12	0.15	0.21	0.15	0.33	0.15	0.13	0.17	0.13	0.13	0.12	0.14	0.19	0.34	0.07	0.16	0.18	0.18	0.14	0.14

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 142

Q.6 How important or unimportant is each of the following factors when considering purchasing vegetables?**Base: All respondents who eat vegetables****Whether vegetables are from a British farm (not necessarily local)**

		Gender		Age						Social Grade				Region												Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base		1007	530	477	91	129	188	197	176	226	224	314	210	259	84	32	109	87	76	75	57	120	116	155	96	118	418
Weighted base		1009	495	514	119	169	170	180	150	220	270	279	220	239	91	40	111	90	90	71	51	101	131	142	91	127	438
NET: Important		498 49%	232 47%	266 52%	46 39%	71 42%	88 52%	93 52%	77 51%	122 56%	127 47%	140 50%	110 50%	121 51%	52 57%	17 42%	46 41%	40 44%	39 43%	44 63%	28 55%	57 57%	52 40%	69 49%	54 59%	74 59%	205 47%
Very important	(+2)	135 13%	51 10%	84 16%	9 8%	14 8%	27 16%	31 17%	21 14%	33 15%	34 12%	33 12%	33 15%	36 15%	14 15%	7 18%	13 12%	13 14%	14 15%	9 12%	8 16%	10 9%	16 12%	16 11%	17 19%	19 15%	48 11%
Quite important	(+1)	363 36%	181 37%	182 35%	37 31%	57 34%	62 36%	62 34%	57 38%	89 41%	93 34%	107 38%	77 35%	86 36%	38 42%	10 23%	33 29%	27 30%	25 28%	36 50%	20 39%	48 47%	37 28%	54 38%	37 41%	56 44%	158 36%
Neither important nor unimportant	(0)	344 34%	160 32%	184 36%	50 42%	58 35%	57 34%	57 32%	44 29%	78 35%	95 35%	98 35%	79 36%	72 30%	24 27%	17 43%	41 37%	34 38%	33 37%	19 27%	16 32%	29 28%	57 43%	50 35%	23 26%	31 24%	158 36%
Quite unimportant	(-1)	93 9%	55 11%	38 7%	15 13%	19 11%	17 10%	15 8%	14 9%	12 5%	27 10%	26 9%	23 10%	18 7%	11 12%	2 4%	10 9%	11 12%	11 12%	5 7%	3 6%	10 10%	11 8%	10 7%	8 9%	18 14%	39 9%
Very unimportant	(-2)	59 6%	39 8%	20 4%	4 3%	12 7%	6 3%	15 8%	15 10%	8 3%	16 6%	15 5%	7 3%	20 9%	1 1%	5 11%	11 9%	5 6%	6 7%	2 3%	1 3%	3 3%	7 6%	12 9%	4 5%	3 3%	28 6%
NET: Unimportant		152 15%	94 19%	58 11%	19 16%	31 18%	23 13%	30 17%	29 19%	20 9%	43 16%	41 15%	30 13%	38 16%	12 13%	6 16%	21 19%	16 18%	17 19%	8 11%	4 9%	14 13%	19 14%	22 16%	13 14%	22 17%	67 15%
Don't know		15 1%	10 2%	5 1%	4 3%	9 5%	2 1%	- -	- -	1 *	5 2%	1 *	1 *	7 3%	3 3%	- -	3 3%	- -	* *	- -	2 5%	1 1%	4 3%	- -	1 1%	- -	7 2%
Mean		0.42	0.31	0.54	0.28	0.26	0.52	0.44	0.36	0.58	0.38	0.42	0.49	0.42	0.59	0.33	0.26	0.34	0.33	0.61	0.63	0.50	0.33	0.35	0.60	0.54	0.37
Standard deviation		1.03	1.06	0.98	0.92	1.03	0.99	1.12	1.14	0.93	1.03	1.00	0.97	1.11	0.94	1.17	1.11	1.06	1.10	0.92	0.94	0.93	1.00	1.06	1.04	1.00	1.01
Standard error		0.03	0.05	0.05	0.10	0.09	0.07	0.08	0.09	0.06	0.07	0.06	0.07	0.07	0.10	0.21	0.11	0.11	0.13	0.11	0.13	0.09	0.09	0.08	0.11	0.09	0.05

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 143

Q.6 How important or unimportant is each of the following factors when considering purchasing vegetables?

Base: All respondents who eat vegetables

Whether vegetables are from a British farm (not necessarily local)

		Which of the following best describes where you live?						Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?									
		Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil- lage	Hamlet & Iso- lated Dwel- ling	No chil- dren aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k- £14k	>£14k- £21k	>£21k- £28k	>£28k- £34k	>£34k- £41k	>£41k- £48k	>£48k- £55k	>£55k or more
Unweighted base		1007	809	401	408	198	182	16	720	283	96	128	119	77	54	169	218	213	189	67	32	10	10
Weighted base		1009	806	408	398	203	188	15	707	299	105	134	126	84	53	143	205	209	199	81	36	14	18
NET: Important		498	389	194	195	109	100	9	364	134	44	51	61	48	24	69	94	124	88	37	20	4	10
		49%	48%	48%	49%	54%	53%	64%	52%	45%	42%	38%	49%	58%	46%	48%	46%	59%	44%	46%	55%	27%	54%
Very important	(+2)	135	104	46	58	31	28	3	92	43	8	15	24	19	5	28	23	37	24	6	6	-	1
		13%	13%	11%	14%	15%	15%	19%	13%	14%	7%	11%	19%	23%	9%	20%	11%	18%	12%	7%	17%	-	4%
Quite important	(+1)	363	285	147	137	78	71	7	272	91	36	37	37	29	20	41	71	86	64	31	14	4	9
		36%	35%	36%	34%	39%	38%	45%	38%	30%	35%	27%	30%	35%	38%	29%	35%	41%	32%	38%	38%	27%	50%
Neither important nor unimportant	(0)	344	273	131	142	71	67	4	238	105	39	54	32	29	15	54	73	61	76	34	10	8	3
		34%	34%	32%	36%	35%	36%	26%	34%	35%	37%	41%	26%	35%	29%	38%	36%	29%	38%	41%	29%	56%	16%
Quite unimportant	(-1)	93	82	49	33	11	11	-	63	30	9	15	18	4	11	12	21	14	16	6	4	2	1
		9%	10%	12%	8%	5%	6%	-	9%	10%	8%	11%	14%	5%	21%	8%	10%	7%	8%	7%	11%	16%	7%
Very unimportant	(-2)	59	48	26	22	11	10	2	37	21	6	6	14	2	2	4	14	11	13	3	2	-	4
		6%	6%	6%	6%	5%	5%	11%	5%	7%	6%	5%	11%	2%	4%	3%	7%	5%	7%	4%	5%	-	23%
NET: Unimportant		152	130	75	55	22	20	2	100	51	15	21	32	6	13	16	35	25	29	9	6	2	5
		15%	16%	18%	14%	11%	11%	11%	14%	17%	14%	16%	26%	7%	25%	11%	17%	12%	15%	11%	16%	16%	29%
Don't know		15	14	8	6	1	1	-	5	10	7	7	-	-	-	3	3	-	6	2	-	-	-
		1%	2%	2%	2%	*	*	-	1%	3%	7%	5%	-	-	-	2%	2%	-	3%	2%	-	-	-
Mean		0.42	0.40	0.35	0.45	0.53	0.53	0.61	0.45	0.36	0.32	0.30	0.30	0.71	0.26	0.55	0.33	0.60	0.36	0.39	0.52	0.11	0.07
Standard deviation		1.03	1.04	1.05	1.03	1.00	0.99	1.16	1.01	1.08	0.97	0.99	1.25	0.96	1.03	1.00	1.04	1.02	1.03	0.89	1.07	0.68	1.32
Standard error		0.03	0.04	0.05	0.05	0.07	0.07	0.29	0.04	0.06	0.10	0.09	0.11	0.11	0.14	0.08	0.07	0.07	0.08	0.11	0.19	0.21	0.42

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 144

Q.6 How important or unimportant is each of the following factors when considering purchasing vegetables?

Base: All respondents who eat vegetables

Whether vegetables are from a British farm (not necessarily local)

		Which of the following ITV regions do you live in?											Marital Status									
		Total	Anglia	Cent- ral	Gram- pian	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	Single	NET: Mar- ried/ Civil part- ner- ship/ co hab- iting	Mar- ried	Civil Part- ner- ship	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Separ- ated	Div- orced
Unweighted base		1007	123	10	132	110	186	98	77	33	54	27	57	248	603	445	14	144	149	40	12	97
Weighted base		1009	106	10	136	114	199	82	83	42	49	31	54	261	608	451	15	142	136	42	11	83
NET: Important		498 49%	66 62%	7 65%	70 52%	48 42%	77 39%	44 54%	46 56%	18 42%	28 57%	9 29%	36 67%	114 44%	305 50%	227 50%	6 39%	72 51%	78 57%	19 46%	8 74%	51 61%
Very important	(+2)	135 13%	10 9%	1 15%	21 16%	13 12%	22 11%	10 12%	12 15%	7 17%	8 17%	3 10%	11 21%	24 9%	89 15%	69 15%	2 16%	17 12%	22 16%	7 17%	1 12%	13 16%
Quite important	(+1)	363 36%	56 52%	5 50%	49 36%	35 31%	55 28%	34 42%	34 41%	10 25%	20 40%	6 19%	25 46%	90 34%	216 36%	158 35%	3 23%	55 39%	56 41%	12 29%	7 62%	37 45%
Neither important nor unimportant	(0)	344 34%	28 27%	2 19%	41 30%	41 36%	82 41%	30 36%	23 27%	17 41%	15 31%	14 46%	14 26%	90 34%	213 35%	157 35%	8 56%	47 34%	41 30%	14 34%	1 9%	25 31%
Quite unimportant	(-1)	93 9%	8 8%	2 16%	17 13%	11 9%	21 11%	3 3%	10 12%	2 5%	2 4%	5 16%	2 3%	38 15%	40 7%	27 6%	1 5%	12 9%	14 10%	8 19%	2 17%	4 5%
Very unimportant	(-2)	59 6%	3 3%	- -	7 5%	11 9%	15 8%	5 6%	1 1%	5 11%	1 3%	2 6%	2 4%	14 5%	41 7%	35 8%	- -	7 5%	3 2%	- -	- -	3 4%
NET: Unimportant		152 15%	11 10%	2 16%	25 18%	21 18%	36 18%	8 10%	11 14%	7 16%	3 7%	7 22%	4 7%	52 20%	81 13%	62 14%	1 5%	19 13%	17 13%	8 19%	2 17%	7 9%
Don't know		15 1%	1 1%	- -	* *	3 3%	4 2%	- -	3 3%	- -	2 5%	1 3%	- -	5 2%	9 1%	6 1%	- -	3 2%	- -	- -	- -	- -
Mean		0.42	0.59	0.63	0.44	0.27	0.25	0.50	0.57	0.33	0.67	0.13	0.76	0.28	0.45	0.45	0.51	0.46	0.59	0.44	0.68	0.65
Standard deviation		1.03	0.87	0.97	1.07	1.10	1.05	0.98	0.95	1.17	0.93	1.02	0.97	1.01	1.05	1.07	0.85	0.98	0.96	1.00	0.94	0.94
Standard error		0.03	0.08	0.31	0.09	0.11	0.08	0.10	0.11	0.20	0.13	0.20	0.13	0.06	0.04	0.05	0.23	0.08	0.08	0.16	0.27	0.10

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 145

Q.6 How important or unimportant is each of the following factors when considering purchasing vegetables?**Base: All respondents who eat vegetables****Whether vegetables are from a British farm (not necessarily local)**

		Which of the following cities do you live in, or nearest to?																				
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base		1007	40	34	33	45	12	28	73	37	49	75	62	35	21	14	221	41	31	36	43	77
Weighted base		1009	45	38	42	45	11	34	74	36	47	88	55	27	21	14	230	32	35	29	38	69
NET: Important		498 49%	29 65%	16 43%	18 42%	23 52%	6 54%	14 42%	32 44%	13 35%	25 53%	38 44%	38 70%	10 35%	9 44%	9 64%	97 42%	17 53%	17 50%	23 77%	23 61%	41 60%
Very important		(+2) 135 13%	7 15%	3 7%	7 17%	7 16%	3 29%	3 8%	6 9%	6 16%	6 13%	11 12%	4 7%	2 7%	2 8%	4 28%	24 10%	4 13%	6 18%	6 20%	7 20%	18 26%
Quite important		(+1) 363 36%	22 50%	13 36%	10 25%	16 35%	3 25%	12 34%	26 35%	7 19%	19 40%	28 32%	34 63%	8 29%	7 36%	5 36%	73 32%	13 41%	11 31%	17 57%	16 41%	23 33%
Neither important nor unimportant		(0) 344 34%	10 21%	13 34%	18 43%	13 29%	2 23%	17 49%	26 36%	17 48%	17 36%	33 38%	10 18%	11 42%	10 50%	3 23%	92 40%	12 37%	12 35%	4 14%	10 25%	14 20%
Quite unimportant		(-1) 93 9%	6 13%	5 14%	2 4%	8 17%	1 7%	2 5%	7 9%	4 11%	4 8%	11 12%	4 7%	5 18%	1 4%	1 9%	22 9%	2 5%	3 9%	* 1%	1 4%	6 9%
Very unimportant		(-2) 59 6%	- -	1 3%	5 11%	1 2%	2 16%	1 4%	6 8%	1 3%	2 4%	6 6%	2 3%	1 5%	1 3%	1 4%	16 7%	2 5%	1 3%	2 7%	1 4%	8 11%
NET: Unimportant		152 15%	6 13%	6 17%	6 15%	9 19%	2 23%	3 9%	13 17%	5 14%	6 12%	16 19%	5 10%	6 23%	1 7%	2 13%	38 16%	3 10%	4 13%	2 8%	3 7%	14 20%
Don't know		15 1%	- -	3 7%	- -	- -	- -	- -	3 3%	1 2%	- -	* 2%	1 2%	- -	- -	- -	4 2%	- -	1 3%	- -	2 6%	- -
Mean		0.42	0.67	0.32	0.34	0.47	0.44	0.37	0.27	0.35	0.50	0.31	0.64	0.15	0.42	0.75	0.29	0.51	0.54	0.82	0.74	0.54
Standard deviation		1.03	0.90	0.94	1.16	1.03	1.46	0.86	1.05	1.00	0.96	1.05	0.85	0.96	0.83	1.13	1.02	0.96	1.02	1.02	0.98	1.28
Standard error		0.03	0.14	0.16	0.20	0.15	0.42	0.16	0.12	0.17	0.14	0.12	0.11	0.16	0.18	0.30	0.07	0.15	0.19	0.17	0.15	0.15

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 146

Q.6 How important or unimportant is each of the following factors when considering purchasing vegetables?**Base: All respondents who eat vegetables****Personal taste**

		Gender			Age						Social Grade				Region												Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base		1007	530	477	91	129	188	197	176	226	224	314	210	259	84	32	109	87	76	75	57	120	116	155	96	118	418	
Weighted base		1009	495	514	119	169	170	180	150	220	270	279	220	239	91	40	111	90	90	71	51	101	131	142	91	127	438	
NET: Important		914 91%	442 89%	472 92%	90 76%	141 83%	157 92%	170 94%	146 98%	210 96%	242 90%	249 89%	211 96%	212 89%	80 88%	39 97%	97 87%	84 93%	84 94%	66 93%	46 92%	94 93%	108 82%	131 92%	85 93%	115 91%	392 89%	
Very important	(+2)	564 56%	237 48%	327 64%	53 44%	97 57%	95 56%	109 60%	89 60%	120 55%	145 54%	159 57%	139 63%	121 50%	55 60%	24 58%	51 46%	53 59%	60 66%	39 55%	26 52%	54 53%	70 54%	81 57%	51 56%	80 63%	242 55%	
Quite important	(+1)	350 35%	205 41%	145 28%	37 31%	44 26%	61 36%	61 34%	57 38%	90 41%	97 36%	90 32%	72 33%	91 38%	25 28%	16 39%	45 41%	30 33%	25 27%	27 39%	20 40%	40 40%	38 29%	49 35%	34 37%	36 28%	150 34%	
Neither important nor unimportant	(0)	72 7%	41 8%	32 6%	24 20%	20 12%	9 5%	9 5%	4 2%	7 3%	21 8%	25 9%	5 2%	21 9%	7 8%	1 1%	9 8%	5 5%	5 6%	4 6%	2 4%	6 6%	20 15%	10 7%	4 4%	11 9%	36 8%	
Quite unimportant	(-1)	5 1%	4 1%	2 *	2 1%	2 1%	2 1%	- -	- -	- -	1 *	2 1%	2 1%	* *	1 1%	1 2%	- -	1 1%	- -	* 1%	- -	- -	1 1%	1 1%	1 1%	- -	4 1%	
Very unimportant	(-2)	5 *	2 *	3 1%	- -	- -	1 1%	* *	- -	3 1%	1 *	2 1%	1 *	1 *	- -	- -	3 2%	1 1%	- -	- -	- -	- -	* *	- -	* *	- -	2 *	
NET: Unimportant		10 1%	5 1%	5 1%	2 1%	2 1%	3 2%	* *	- -	3 1%	2 1%	4 1%	3 1%	1 1%	1 1%	1 2%	3 2%	2 2%	- -	* 1%	- -	- -	1 1%	1 1%	1 1%	- -	5 1%	
Don't know		12 1%	7 1%	5 1%	4 3%	6 4%	2 1%	- -	- -	- -	5 2%	1 *	1 *	5 2%	3 3%	- -	2 2%	- -	* *	- -	2 5%	1 1%	2 2%	- -	1 1%	- -	5 1%	
Mean		1.47	1.38	1.56	1.22	1.45	1.47	1.54	1.57	1.48	1.45	1.44	1.58	1.41	1.51	1.54	1.31	1.48	1.61	1.48	1.50	1.48	1.37	1.49	1.49	1.54	1.45	
Standard deviation		0.70	0.70	0.68	0.82	0.76	0.72	0.62	0.54	0.69	0.70	0.74	0.63	0.69	0.70	0.61	0.82	0.75	0.60	0.64	0.58	0.61	0.79	0.67	0.67	0.66	0.72	
Standard error		0.02	0.03	0.03	0.09	0.07	0.05	0.04	0.04	0.05	0.05	0.04	0.04	0.04	0.08	0.11	0.08	0.08	0.07	0.07	0.08	0.06	0.07	0.05	0.07	0.06	0.04	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 147

Q.6 How important or unimportant is each of the following factors when considering purchasing vegetables?**Base: All respondents who eat vegetables****Personal taste**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?										
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more		
Unweighted base	1007	809	401	408	198	182	16	720	283	96	128	119	77	54	169	218	213	189	67	32	10	10		
Weighted base	1009	806	408	398	203	188	15	707	299	105	134	126	84	53	143	205	209	199	81	36	14	18		
NET: Important	914 91%	730 91%	369 90%	361 91%	184 91%	170 90%	14 97%	656 93%	257 86%	79 76%	111 83%	113 90%	79 95%	43 82%	128 90%	186 91%	197 94%	181 91%	75 92%	34 93%	11 81%	18 100%		
Very important	(+2)	564 56%	455 56%	236 58%	218 55%	109 54%	97 51%	13 85%	402 57%	161 54%	47 44%	65 49%	69 55%	59 70%	26 49%	78 55%	117 57%	124 59%	117 59%	50 61%	14 39%	7 47%	7 39%	
Quite important	(+1)	350 35%	276 34%	132 32%	143 36%	75 37%	73 39%	2 12%	254 36%	96 32%	33 31%	46 34%	45 35%	20 24%	17 32%	50 35%	69 34%	72 35%	64 32%	25 31%	20 55%	5 35%	11 61%	
Neither important nor unimportant	(0)	72 7%	56 7%	29 7%	27 7%	17 8%	16 9%	* 3%	41 6%	31 10%	18 17%	16 12%	10 8%	4 5%	8 16%	10 7%	15 7%	12 6%	11 5%	4 5%	2 7%	3 19%	- -	
Quite unimportant	(-1)	5 1%	5 1%	1 *	4 1%	- -	- -	- -	3 *	1 *	- -	- -	1 1%	1 1%	1 1%	2 1%	1 *	1 *	1 *	- -	- -	- -	- -	
Very unimportant	(-2)	5 *	3 *	3 1%	* *	2 1%	2 1%	- -	3 *	1 *	- -	* *	1 1%	- -	* 1%	- -	* *	- -	3 1%	1 2%	- -	- -	- -	
NET: Unimportant		10 1%	9 1%	4 1%	4 1%	2 1%	2 1%	- -	7 1%	3 1%	- -	* *	3 2%	1 1%	1 2%	2 1%	1 1%	1 *	3 2%	1 2%	- -	- -	- -	
Don't know		12 1%	12 1%	6 1%	6 2%	- -	- -	- -	3 *	9 3%	7 7%	6 5%	- -	- -	- -	3 2%	3 1%	- -	3 2%	2 2%	- -	- -	- -	
Mean		1.47	1.48	1.49	1.46	1.43	1.40	1.83	1.49	1.42	1.29	1.37	1.42	1.64	1.28	1.47	1.49	1.53	1.50	1.53	1.32	1.28	1.39	
Standard deviation		0.70	0.69	0.71	0.68	0.71	0.72	0.46	0.67	0.74	0.77	0.73	0.77	0.61	0.85	0.67	0.67	0.62	0.74	0.74	0.60	0.79	0.50	
Standard error		0.02	0.02	0.04	0.03	0.05	0.05	0.11	0.03	0.04	0.08	0.07	0.07	0.07	0.12	0.05	0.05	0.04	0.05	0.09	0.11	0.25	0.16	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 148

Q.6 How important or unimportant is each of the following factors when considering purchasing vegetables?

Base: All respondents who eat vegetables

Personal taste

		Which of the following ITV regions do you live in?											Marital Status									
		Total	Anglia	Cent- ral	Gram- pian	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	Single	NET: Mar- ried/ Civil part- ner- ship/ co hab- iting	Mar- ried	Civil Part- ner- ship	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Separ- ated	Div- orced
Unweighted base		1007	123	10	132	110	186	98	77	33	54	27	57	248	603	445	14	144	149	40	12	97
Weighted base		1009	106	10	136	114	199	82	83	42	49	31	54	261	608	451	15	142	136	42	11	83
NET: Important		914 91%	99 93%	8 83%	125 92%	101 89%	172 86%	74 90%	73 88%	41 97%	45 91%	28 89%	52 97%	228 87%	552 91%	412 91%	11 77%	128 90%	133 98%	42 100%	10 94%	81 97%
Very important	(+2)	564 56%	57 54%	5 52%	81 60%	52 45%	109 55%	48 59%	50 61%	26 61%	25 51%	19 62%	31 57%	140 54%	336 55%	247 55%	7 48%	82 58%	87 64%	22 52%	10 89%	56 67%
Quite important	(+1)	350 35%	42 39%	3 31%	44 32%	50 43%	63 32%	26 31%	22 27%	15 36%	20 40%	9 28%	21 40%	88 34%	216 36%	165 37%	4 29%	46 32%	46 34%	20 48%	1 5%	25 30%
Neither important nor unimportant	(0)	72 7%	7 6%	2 17%	10 7%	8 7%	23 11%	7 9%	6 7%	1 1%	2 4%	2 6%	1 2%	27 10%	42 7%	31 7%	3 23%	8 5%	3 2%	- -	1 6%	3 3%
Quite unimportant	(-1)	5 1%	- -	- -	* -	- -	1 1%	1 1%	1 1%	- -	1 2%	- -	1 *	3 1%	1 *	- -	3 2%	- -	- -	- -	- -	- -
Very unimportant	(-2)	5 *	- -	- -	- -	3 2%	* *	- -	- -	- -	- -	- -	* 1%	1 1%	3 1%	3 1%	- -	- -	- -	- -	- -	- -
NET: Unimportant		10 1%	- -	- -	* *	3 2%	2 1%	1 1%	1 1%	- -	1 2%	* 1%	2 1%	6 1%	4 1%	- -	3 2%	- -	- -	- -	- -	- -
Don't know		12 1%	1 1%	- -	* *	2 2%	2 1%	- -	3 3%	- -	2 5%	1 3%	- -	4 1%	7 1%	4 1%	- -	3 2%	- -	- -	- -	- -
Mean		1.47	1.48	1.35	1.52	1.33	1.42	1.48	1.53	1.57	1.50	1.54	1.52	1.41	1.46	1.46	1.25	1.50	1.62	1.52	1.83	1.64
Standard deviation		0.70	0.62	0.80	0.64	0.80	0.74	0.70	0.70	0.61	0.58	0.71	0.63	0.74	0.70	0.70	0.83	0.69	0.54	0.51	0.54	0.55
Standard error		0.02	0.06	0.25	0.06	0.08	0.05	0.07	0.08	0.11	0.08	0.14	0.08	0.05	0.03	0.03	0.22	0.06	0.04	0.08	0.16	0.06

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 149

Q.6 How important or unimportant is each of the following factors when considering purchasing vegetables?**Base: All respondents who eat vegetables****Personal taste**

		Which of the following cities do you live in, or nearest to?																				
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base		1007	40	34	33	45	12	28	73	37	49	75	62	35	21	14	221	41	31	36	43	77
Weighted base		1009	45	38	42	45	11	34	74	36	47	88	55	27	21	14	230	32	35	29	38	69
NET: Important		914 91%	39 88%	35 92%	41 99%	44 97%	9 88%	30 89%	65 88%	31 88%	45 95%	81 92%	50 91%	25 94%	18 87%	13 92%	202 88%	28 88%	32 92%	28 97%	33 89%	64 92%
Very important		(+2) 564 56%	28 64%	21 56%	26 63%	26 57%	5 44%	16 47%	29 39%	17 48%	30 64%	56 63%	29 52%	12 44%	12 59%	9 63%	127 55%	21 64%	22 64%	15 50%	20 54%	43 63%
Quite important		(+1) 350 35%	11 24%	14 36%	15 36%	18 40%	5 44%	14 42%	36 49%	14 40%	15 31%	25 29%	21 39%	14 50%	6 28%	4 28%	74 32%	8 24%	10 28%	14 46%	13 35%	20 29%
Neither important nor unimportant		(0) 72 7%	5 12%	-	-	1 2%	-	4 11%	5 7%	4 10%	2 5%	7 7%	4 8%	1 5%	3 13%	* 3%	24 11%	4 12%	1 4%	* 2%	2 5%	5 7%
Quite unimportant		(-1) 5 1%	-	* 1%	1 1%	1 1%	-	-	-	-	-	-	-	* 1%	-	1 5%	1 1%	-	1 2%	-	-	1 1%
Very unimportant		(-2) 5 *	-	-	-	-	1 12%	-	3 3%	-	-	-	-	-	-	-	* *	-	-	* 2%	-	-
NET: Unimportant		10 1%	-	* 1%	1 1%	1 1%	1 12%	-	3 3%	-	-	-	-	* 1%	-	1 5%	2 1%	-	1 2%	* 2%	-	1 1%
Don't know		12 1%	-	3 7%	-	-	-	-	2 2%	1 2%	-	* *	1 1%	-	-	-	2 1%	-	1 3%	-	2 6%	-
Mean		1.47	1.52	1.57	1.60	1.53	1.08	1.36	1.22	1.39	1.59	1.56	1.45	1.36	1.46	1.50	1.43	1.53	1.58	1.44	1.52	1.54
Standard deviation		0.70	0.71	0.57	0.58	0.60	1.29	0.68	0.87	0.67	0.59	0.63	0.64	0.66	0.73	0.82	0.73	0.71	0.67	0.69	0.61	0.67
Standard error		0.02	0.11	0.10	0.10	0.09	0.37	0.13	0.10	0.11	0.08	0.07	0.08	0.11	0.16	0.22	0.05	0.11	0.12	0.12	0.09	0.08

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 150

Q.6 How important or unimportant is each of the following factors when considering purchasing vegetables?**Base: All respondents who eat vegetables****Whether vegetable is in season**

		Gender			Age						Social Grade				Region										Employment Sector		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humberside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base		1007	530	477	91	129	188	197	176	226	224	314	210	259	84	32	109	87	76	75	57	120	116	155	96	118	418
Weighted base		1009	495	514	119	169	170	180	150	220	270	279	220	239	91	40	111	90	90	71	51	101	131	142	91	127	438
NET: Important		596 59%	265 54%	331 64%	46 39%	84 50%	102 60%	123 69%	106 71%	134 61%	160 59%	165 59%	138 62%	134 56%	53 58%	25 63%	52 47%	49 54%	56 62%	46 65%	27 53%	59 58%	78 59%	93 66%	59 65%	86 68%	261 60%
Very important	(+2)	194 19%	80 16%	113 22%	15 13%	22 13%	36 21%	47 26%	34 23%	38 17%	63 23%	46 16%	42 19%	42 18%	19 20%	12 31%	13 12%	8 9%	28 31%	11 16%	7 13%	13 13%	43 33%	29 20%	11 12%	32 26%	96 22%
Quite important	(+1)	402 40%	185 37%	218 42%	31 26%	61 36%	66 39%	76 42%	72 48%	97 44%	97 36%	119 42%	95 43%	91 38%	34 38%	13 32%	39 35%	41 45%	28 31%	35 49%	20 40%	45 45%	35 27%	64 45%	48 53%	54 43%	165 38%
Neither important nor unimportant	(0)	304 30%	160 32%	145 28%	54 45%	55 32%	55 33%	39 22%	31 21%	69 31%	87 32%	86 31%	59 27%	72 30%	20 22%	13 32%	38 34%	36 40%	31 34%	17 25%	19 37%	33 32%	43 33%	35 25%	20 21%	30 24%	136 31%
Quite unimportant	(-1)	52 5%	30 6%	22 4%	10 8%	10 6%	6 3%	9 5%	7 5%	11 5%	12 4%	18 6%	10 4%	13 6%	11 12%	1 2%	5 4%	3 4%	3 3%	4 6%	2 4%	6 6%	3 2%	7 5%	7 7%	7 5%	16 4%
Very unimportant	(-2)	39 4%	30 6%	9 2%	4 3%	12 7%	5 3%	8 5%	5 4%	5 2%	6 2%	8 3%	13 6%	13 5%	5 5%	- -	13 11%	2 2%	- -	2 3%	1 1%	2 2%	3 3%	7 5%	4 5%	4 3%	17 4%
NET: Unimportant		91 9%	60 12%	31 6%	14 11%	21 12%	11 7%	17 10%	12 8%	16 7%	17 6%	26 9%	22 10%	26 11%	16 17%	1 2%	17 16%	5 6%	3 3%	7 10%	3 5%	8 8%	7 5%	14 10%	11 12%	10 8%	33 8%
Don't know		17 2%	11 2%	7 1%	6 5%	9 6%	2 1%	- -	- -	1 *	6 2%	3 1%	1 *	7 3%	3 3%	2 4%	3 3%	- -	* *	1 1%	2 5%	1 1%	4 3%	- -	1 2%	- -	8 2%
Mean		0.67	0.53	0.80	0.39	0.46	0.73	0.81	0.82	0.69	0.76	0.64	0.66	0.60	0.58	0.96	0.33	0.55	0.90	0.68	0.62	0.62	0.87	0.71	0.61	0.83	0.71
Standard deviation		0.98	1.04	0.90	0.94	1.04	0.95	1.03	0.96	0.89	0.94	0.93	1.02	1.02	1.12	0.86	1.13	0.80	0.89	0.93	0.83	0.87	1.00	1.00	0.96	0.97	0.98
Standard error		0.03	0.05	0.04	0.10	0.09	0.07	0.07	0.07	0.06	0.06	0.05	0.07	0.06	0.12	0.15	0.11	0.09	0.10	0.11	0.11	0.08	0.09	0.08	0.10	0.09	0.05

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 151

Q.6 How important or unimportant is each of the following factors when considering purchasing vegetables?**Base: All respondents who eat vegetables****Whether vegetable is in season**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil- lage	Hamlet & Iso- lated Dwel- ling	No chil- ren aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k- £14k	>£14k- £21k	>£21k- £28k	>£28k- £34k	>£34k- £41k	>£41k- £48k	>£48k- £55k	>£55k or more	
Unweighted base	1007	809	401	408	198	182	16	720	283	96	128	119	77	54	169	218	213	189	67	32	10	10	
Weighted base	1009	806	408	398	203	188	15	707	299	105	134	126	84	53	143	205	209	199	81	36	14	18	
NET: Important	596	474	245	229	122	112	10	419	177	49	75	76	59	27	83	110	140	116	50	20	6	13	
	59%	59%	60%	58%	60%	59%	69%	59%	59%	46%	56%	61%	70%	51%	58%	54%	67%	58%	61%	55%	41%	73%	
Very important	(+2)	194	163	93	70	31	29	2	129	65	14	27	30	7	35	35	42	44	14	5	2	2	
		19%	20%	23%	17%	15%	15%	15%	18%	22%	13%	20%	24%	13%	24%	17%	20%	22%	17%	13%	16%	10%	
Quite important	(+1)	402	312	152	160	91	83	8	290	112	35	48	46	29	48	75	98	72	36	15	3	11	
		40%	39%	37%	40%	45%	44%	54%	41%	37%	33%	36%	37%	34%	38%	34%	37%	47%	36%	44%	42%	25%	63%
Neither important nor unimportant	(0)	304	239	120	119	65	62	4	216	86	38	40	39	21	20	45	68	55	52	26	14	8	4
		30%	30%	29%	30%	32%	33%	25%	31%	29%	36%	30%	31%	26%	37%	31%	33%	26%	26%	32%	39%	59%	24%
Quite unimportant	(-1)	52	46	23	23	6	6	-	40	12	6	4	6	2	3	7	11	10	13	3	1	-	-
		5%	6%	6%	6%	3%	3%	-	6%	4%	6%	3%	5%	3%	6%	5%	5%	7%	4%	3%	-	-	
Very unimportant	(-2)	39	31	11	20	8	7	1	25	13	5	7	4	1	3	4	11	4	12	1	1	-	1
		4%	4%	3%	5%	4%	4%	6%	4%	5%	5%	5%	3%	1%	6%	3%	5%	2%	6%	1%	2%	-	4%
NET: Unimportant		91	77	34	43	14	13	1	66	25	11	11	11	3	6	11	21	14	25	4	2	-	1
		9%	10%	8%	11%	7%	7%	6%	9%	8%	11%	8%	9%	4%	12%	8%	10%	7%	13%	5%	5%	-	4%
Don't know		17	16	8	8	1	1	-	7	11	7	8	-	-	-	4	6	-	6	2	-	-	-
		2%	2%	2%	2%	1%	1%	-	1%	4%	7%	6%	-	-	-	3%	3%	-	3%	2%	-	-	-
Mean		0.67	0.67	0.74	0.60	0.65	0.64	0.72	0.65	0.70	0.47	0.66	0.73	1.01	0.46	0.73	0.57	0.79	0.64	0.73	0.62	0.57	0.76
Standard deviation		0.98	0.99	0.97	1.01	0.92	0.92	0.96	0.96	1.01	0.99	1.03	1.00	0.92	0.99	1.00	1.01	0.88	1.10	0.82	0.84	0.78	0.80
Standard error		0.03	0.04	0.05	0.05	0.07	0.07	0.24	0.04	0.06	0.10	0.09	0.09	0.10	0.13	0.08	0.07	0.06	0.08	0.10	0.15	0.25	0.25

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 152

Q.6 How important or unimportant is each of the following factors when considering purchasing vegetables?

Base: All respondents who eat vegetables

Whether vegetable is in season

		Which of the following ITV regions do you live in?											Marital Status									
		Total	Anglia	Cent- ral	Gram- pian	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	Single	NET: Mar- ried/ Civil part- ner- ship/ co hab- iting	Mar- ried	Civil Part- ner- ship	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Separ- ated	Div- orced
Unweighted base		1007	123	10	132	110	186	98	77	33	54	27	57	248	603	445	14	144	149	40	12	97
Weighted base		1009	106	10	136	114	199	82	83	42	49	31	54	261	608	451	15	142	136	42	11	83
NET: Important		596 59%	63 59%	8 83%	87 64%	56 49%	123 62%	50 61%	45 55%	26 63%	26 52%	13 41%	39 72%	131 50%	373 61%	294 65%	5 35%	74 52%	91 67%	28 66%	7 61%	56 68%
Very important	(+2)	194 19%	16 15%	1 7%	34 25%	16 14%	55 28%	14 17%	16 20%	12 30%	7 14%	1 5%	9 16%	37 14%	132 22%	101 22%	1 7%	30 21%	24 18%	6 14%	4 37%	14 17%
Quite important	(+1)	402 40%	47 44%	8 76%	53 39%	41 36%	68 34%	36 44%	29 35%	14 33%	19 39%	11 36%	30 56%	93 36%	241 40%	193 43%	4 28%	44 31%	67 49%	22 52%	3 24%	42 51%
Neither important nor unimportant	(0)	304 30%	33 31%	1 8%	40 29%	37 33%	57 29%	26 31%	20 24%	14 33%	18 37%	10 33%	13 24%	90 34%	182 30%	124 28%	7 49%	51 36%	31 23%	8 19%	3 23%	21 25%
Quite unimportant	(-1)	52 5%	7 7%	- -	5 4%	5 4%	6 3%	5 5%	11 14%	- -	2 4%	4 11%	2 4%	18 7%	24 4%	17 4%	2 16%	4 3%	10 7%	5 11%	2 16%	3 4%
Very unimportant	(-2)	39 4%	2 2%	1 10%	2 2%	13 11%	9 4%	2 2%	4 4%	- -	1 1%	4 12%	* 1%	16 6%	18 3%	11 2%	- -	7 5%	4 3%	2 4%	- -	3 3%
NET: Unimportant		91 9%	9 9%	1 10%	7 5%	17 15%	15 7%	6 7%	15 18%	- -	3 6%	7 24%	3 5%	35 13%	42 7%	28 6%	2 16%	12 8%	14 10%	6 15%	2 16%	6 7%
Don't know		17 2%	1 1%	- -	1 1%	3 3%	4 2%	* 1%	3 3%	2 4%	2 5%	1 3%	- -	5 2%	11 2%	6 1%	- -	6 4%	- -	- -	- -	- -
Mean		0.67	0.65	0.70	0.83	0.38	0.80	0.68	0.54	0.96	0.62	0.10	0.82	0.46	0.75	0.80	0.26	0.62	0.71	0.60	0.83	0.74
Standard deviation		0.98	0.89	1.01	0.91	1.14	1.03	0.89	1.10	0.82	0.84	1.10	0.78	1.03	0.95	0.92	0.83	1.03	0.95	1.02	1.15	0.90
Standard error		0.03	0.08	0.32	0.08	0.11	0.08	0.09	0.13	0.14	0.12	0.22	0.10	0.07	0.04	0.04	0.22	0.09	0.08	0.16	0.33	0.09

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 153

Q.6 How important or unimportant is each of the following factors when considering purchasing vegetables?**Base: All respondents who eat vegetables****Whether vegetable is in season**

		Which of the following cities do you live in, or nearest to?																				
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base		1007	40	34	33	45	12	28	73	37	49	75	62	35	21	14	221	41	31	36	43	77
Weighted base		1009	45	38	42	45	11	34	74	36	47	88	55	27	21	14	230	32	35	29	38	69
NET: Important		596 59%	27 60%	22 58%	28 67%	29 65%	6 58%	20 59%	36 49%	17 48%	25 52%	55 62%	35 65%	9 33%	15 73%	7 49%	146 63%	19 60%	27 78%	19 66%	19 51%	34 49%
Very important		(+2) 194 19%	8 18%	7 20%	12 30%	7 16%	1 7%	2 6%	10 14%	4 11%	4 9%	25 29%	10 18%	2 6%	6 28%	2 13%	65 28%	5 14%	2 5%	6 21%	6 15%	10 14%
Quite important		(+1) 402 40%	19 42%	14 38%	16 37%	22 49%	5 51%	18 53%	26 35%	13 37%	20 43%	30 34%	26 47%	7 27%	9 45%	5 36%	81 35%	15 46%	26 74%	13 45%	13 36%	24 34%
Neither important nor unimportant		(0) 304 30%	10 23%	6 16%	12 29%	14 32%	5 42%	11 32%	25 33%	14 40%	17 36%	30 34%	17 30%	13 46%	5 23%	6 42%	64 28%	10 33%	3 8%	9 30%	13 35%	21 30%
Quite unimportant		(-1) 52 5%	6 13%	5 12%	- -	2 3%	- -	2 5%	3 4%	1 4%	3 7%	3 4%	1 3%	4 13%	- -	1 5%	8 3%	2 5%	3 8%	1 3%	2 6%	7 11%
Very unimportant		(-2) 39 4%	2 4%	3 7%	- -	- -	- -	1 4%	8 10%	2 5%	2 5%	- -	- -	1 5%	1 4%	1 4%	9 4%	* 1%	1 3%	* 2%	1 2%	7 10%
NET: Unimportant		91 9%	7 17%	7 19%	- -	2 3%	- -	3 9%	11 15%	3 9%	5 11%	3 4%	1 3%	5 18%	1 4%	1 9%	16 7%	2 6%	4 11%	1 4%	3 7%	14 21%
Don't know		17 2%	- -	3 7%	2 4%	- -	- -	- -	3 3%	1 2%	- -	* 2%	1 2%	1 3%	- -	- -	4 2%	* 1%	1 3%	- -	2 6%	- -
Mean		0.67	0.57	0.55	1.01	0.78	0.65	0.51	0.39	0.46	0.45	0.88	0.82	0.16	0.95	0.49	0.82	0.68	0.71	0.82	0.62	0.32
Standard deviation		0.98	1.06	1.20	0.79	0.76	0.64	0.86	1.13	0.95	0.94	0.87	0.76	0.94	0.93	0.96	1.01	0.83	0.82	0.86	0.90	1.16
Standard error		0.03	0.17	0.21	0.14	0.11	0.18	0.16	0.13	0.16	0.13	0.10	0.10	0.16	0.20	0.26	0.07	0.13	0.15	0.14	0.14	0.13

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 154

Q.6 How important or unimportant is each of the following factors when considering purchasing vegetables?**Base: All respondents who eat vegetables****Appearance of vegetables in the shop**

		Gender			Age						Social Grade				Region										Employment Sector		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humberside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base		1007	530	477	91	129	188	197	176	226	224	314	210	259	84	32	109	87	76	75	57	120	116	155	96	118	418
Weighted base		1009	495	514	119	169	170	180	150	220	270	279	220	239	91	40	111	90	90	71	51	101	131	142	91	127	438
NET: Important		766 76%	364 73%	403 78%	81 68%	114 67%	133 78%	141 78%	117 78%	180 82%	210 78%	200 72%	175 80%	181 76%	71 78%	32 80%	70 63%	77 86%	71 80%	53 74%	41 81%	76 76%	92 70%	113 80%	70 76%	90 71%	341 78%
Very important	(+2)	360 36%	154 31%	205 40%	33 27%	60 36%	54 32%	76 42%	58 39%	79 36%	96 35%	90 32%	90 41%	84 35%	37 41%	18 44%	27 24%	35 39%	41 46%	23 33%	16 32%	24 23%	49 37%	59 42%	30 33%	52 41%	162 37%
Quite important	(+1)	407 40%	209 42%	198 38%	48 40%	54 32%	79 46%	65 36%	59 40%	101 46%	115 42%	110 39%	85 39%	97 40%	34 37%	15 37%	43 39%	42 46%	30 33%	29 41%	25 49%	53 52%	44 33%	54 38%	39 43%	38 30%	179 41%
Neither important nor unimportant	(0)	162 16%	90 18%	72 14%	27 23%	36 21%	18 11%	29 16%	22 14%	31 14%	40 15%	63 23%	24 11%	35 15%	12 13%	6 16%	30 27%	11 12%	14 16%	11 16%	4 7%	15 15%	25 19%	22 15%	13 14%	25 19%	61 14%
Quite unimportant	(-1)	40 4%	18 4%	23 4%	5 5%	8 5%	7 4%	7 4%	8 5%	4 2%	12 5%	10 4%	10 5%	8 3%	4 5%	1 3%	2 2%	2 2%	2 2%	5 7%	3 7%	4 4%	8 6%	5 3%	4 4%	8 6%	15 3%
Very unimportant	(-2)	25 3%	15 3%	10 2%	2 2%	2 1%	10 6%	3 2%	3 2%	4 2%	2 1%	4 1%	10 5%	10 4%	1 1%	1 1%	6 5%	- -	3 3%	2 3%	* 1%	4 4%	3 3%	2 2%	3 4%	4 3%	14 3%
NET: Unimportant		66 7%	33 7%	33 6%	8 7%	11 6%	18 10%	10 5%	11 7%	9 4%	14 5%	14 5%	20 9%	17 7%	5 6%	2 4%	8 8%	2 2%	4 5%	7 10%	4 7%	8 8%	11 9%	7 5%	7 8%	12 9%	29 7%
Don't know		15 1%	9 2%	6 1%	4 3%	9 5%	2 1%	- -	- -	1 *	5 2%	2 1%	1 *	6 3%	3 3%	- -	3 3%	1 1%	* *	- -	2 5%	1 1%	2 2%	- -	2 2%	1 1%	7 2%
Mean		1.04	0.97	1.11	0.89	1.01	0.94	1.13	1.07	1.12	1.09	0.98	1.07	1.02	1.15	1.19	0.76	1.24	1.19	0.94	1.09	0.88	0.98	1.15	1.00	1.00	1.07
Standard deviation		0.96	0.96	0.95	0.94	0.97	1.07	0.93	0.96	0.86	0.87	0.91	1.05	1.01	0.92	0.89	1.04	0.73	0.96	1.02	0.88	0.95	1.03	0.92	1.00	1.06	0.97
Standard error		0.03	0.04	0.04	0.10	0.09	0.08	0.07	0.07	0.06	0.06	0.05	0.07	0.06	0.10	0.16	0.10	0.08	0.11	0.12	0.12	0.09	0.10	0.07	0.10	0.10	0.05

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 155

Q.6 How important or unimportant is each of the following factors when considering purchasing vegetables?**Base: All respondents who eat vegetables****Appearance of vegetables in the shop**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more	
Unweighted base	1007	809	401	408	198	182	16	720	283	96	128	119	77	54	169	218	213	189	67	32	10	10	
Weighted base	1009	806	408	398	203	188	15	707	299	105	134	126	84	53	143	205	209	199	81	36	14	18	
NET: Important	766	606	305	301	160	148	13	532	232	76	100	100	74	35	102	157	172	151	63	25	8	16	
	76%	75%	75%	75%	79%	79%	85%	75%	77%	72%	74%	80%	88%	66%	72%	76%	82%	76%	78%	68%	58%	86%	
Very important	(+2)	360	288	138	150	72	65	7	253	105	27	45	43	35	20	48	73	84	76	32	15	2	2
		36%	36%	34%	38%	35%	34%	46%	36%	35%	26%	33%	34%	42%	37%	34%	35%	40%	38%	39%	43%	17%	11%
Quite important	(+1)	407	318	168	150	89	83	6	279	127	49	55	58	39	15	54	84	89	75	32	9	6	14
		40%	39%	41%	38%	44%	44%	39%	39%	42%	47%	41%	46%	46%	28%	38%	41%	42%	38%	39%	25%	42%	75%
Neither important nor unimportant	(0)	162	131	66	66	31	30	1	123	39	17	20	18	6	11	32	33	27	29	9	8	3	-
		16%	16%	16%	16%	15%	16%	5%	17%	13%	16%	15%	14%	7%	21%	23%	16%	13%	15%	11%	22%	19%	-
Quite unimportant	(-1)	40	32	23	9	8	7	1	31	9	3	4	2	3	3	3	8	2	8	6	3	3	2
		4%	4%	6%	2%	4%	4%	6%	4%	3%	3%	3%	1%	4%	6%	2%	4%	1%	4%	8%	8%	23%	10%
Very unimportant	(-2)	25	22	7	15	3	3	*	16	9	2	3	6	*	4	1	4	7	6	1	1	-	-
		3%	3%	2%	4%	1%	1%	3%	2%	3%	2%	3%	4%	*	7%	1%	2%	3%	3%	2%	1%	-	-
NET: Unimportant		66	54	30	25	11	10	1	47	18	5	7	7	4	7	5	12	9	14	8	3	3	2
		7%	7%	7%	6%	6%	5%	10%	7%	6%	4%	6%	6%	5%	14%	3%	6%	4%	7%	9%	9%	23%	10%
Don't know		15	14	7	7	1	1	-	5	10	7	7	-	-	-	3	3	1	4	2	-	-	1
		1%	2%	2%	2%	*	*	-	1%	3%	7%	5%	-	-	-	2%	2%	*	2%	2%	-	-	4%
Mean		1.04	1.03	1.01	1.05	1.08	1.07	1.18	1.03	1.07	0.99	1.05	1.03	1.26	0.82	1.03	1.06	1.15	1.07	1.08	1.01	0.52	0.91
Standard deviation		0.96	0.97	0.94	1.00	0.89	0.88	1.05	0.96	0.95	0.86	0.94	0.97	0.80	1.22	0.88	0.93	0.92	0.99	0.99	1.06	1.06	0.75
Standard error		0.03	0.03	0.05	0.05	0.06	0.07	0.26	0.04	0.06	0.09	0.08	0.09	0.09	0.17	0.07	0.06	0.06	0.07	0.12	0.19	0.34	0.25

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 156

Q.6 How important or unimportant is each of the following factors when considering purchasing vegetables?

Base: All respondents who eat vegetables

Appearance of vegetables in the shop

		Which of the following ITV regions do you live in?											Marital Status										
													NET: Mar- ried/ Civil part- ner- ship/ co hab- iting		Civil Part- ner- ship	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Separ- ated	Div- orced			
		Total	Anglia	Cent- ral	Gram- pian	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	Single		Mar- ried							
Unweighted base		1007	123	10	132	110	186	98	77	33	54	27	57	248	603	445	14	144	149	40	12	97	
Weighted base		1009	106	10	136	114	199	82	83	42	49	31	54	261	608	451	15	142	136	42	11	83	
NET: Important		766 76%	77 72%	9 84%	111 82%	75 65%	149 75%	65 80%	64 77%	33 79%	39 80%	19 60%	40 74%	180 69%	474 78%	363 80%	11 76%	101 71%	110 81%	35 84%	9 85%	65 78%	
Very important	(+2)	360 36%	28 26%	1 12%	55 41%	32 28%	76 38%	32 39%	36 43%	19 45%	15 31%	9 29%	18 33%	90 34%	222 37%	171 38%	9 59%	42 30%	46 34%	11 26%	8 70%	28 33%	
Quite important	(+1)	407 40%	49 46%	7 73%	56 41%	43 37%	73 37%	33 40%	28 34%	14 34%	24 49%	10 31%	22 41%	90 35%	252 41%	191 42%	2 16%	58 41%	63 47%	24 58%	2 14%	37 45%	
Neither important nor unimportant	(0)	162 16%	19 18%	2 16%	16 12%	28 24%	30 15%	15 18%	11 13%	7 17%	4 7%	9 30%	9 16%	54 21%	91 15%	62 14%	3 20%	25 18%	17 12%	5 11%	1 8%	11 14%	
Quite unimportant	(-1)	40 4%	5 5%	- -	4 3%	2 2%	12 6%	1 1%	4 5%	1 2%	3 7%	1 3%	3 5%	12 4%	24 4%	14 3%	1 4%	10 7%	4 3%	- -	1 7%	4 4%	
Very unimportant	(-2)	25 3%	4 3%	- -	5 3%	6 5%	5 3%	1 1%	1 1%	1 1%	* 1%	* 1%	2 4%	11 4%	9 1%	7 2%	- -	2 1%	5 4%	2 4%	- -	3 4%	
NET: Unimportant		66 7%	9 9%	- -	9 6%	8 7%	17 9%	2 3%	5 6%	2 4%	4 8%	1 5%	5 10%	23 9%	33 5%	21 5%	1 4%	12 8%	9 7%	2 4%	1 7%	7 8%	
Don't know		15 1%	1 1%	- -	* -	3 3%	2 1%	- -	3 3%	- -	2 5%	2 5%	- -	4 2%	10 2%	6 1%	- -	4 3%	- -	- -	- -	- -	
Mean		1.04	0.87	0.96	1.13	0.83	1.04	1.15	1.16	1.19	1.08	0.87	0.93	0.92	1.09	1.13	1.31	0.94	1.04	1.02	1.48	1.00	
Standard deviation		0.96	0.98	0.55	0.97	1.05	1.01	0.86	0.95	0.91	0.88	0.95	1.05	1.06	0.90	0.88	0.97	0.95	0.96	0.89	0.96	1.00	
Standard error		0.03	0.09	0.17	0.08	0.10	0.07	0.09	0.11	0.16	0.12	0.19	0.14	0.07	0.04	0.04	0.26	0.08	0.08	0.14	0.28	0.10	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 157

Q.6 How important or unimportant is each of the following factors when considering purchasing vegetables?**Base: All respondents who eat vegetables****Appearance of vegetables in the shop**

		Which of the following cities do you live in, or nearest to?																				
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base		1007	40	34	33	45	12	28	73	37	49	75	62	35	21	14	221	41	31	36	43	77
Weighted base		1009	45	38	42	45	11	34	74	36	47	88	55	27	21	14	230	32	35	29	38	69
NET: Important		766 76%	39 87%	26 69%	35 82%	42 93%	10 92%	24 71%	42 57%	30 85%	35 74%	71 81%	38 70%	20 72%	15 73%	12 89%	176 76%	25 80%	28 79%	20 69%	29 77%	49 70%
Very important	(+2)	360 36%	20 45%	15 39%	19 45%	19 41%	3 28%	11 34%	15 21%	12 33%	15 31%	39 44%	16 29%	7 24%	8 39%	6 46%	89 39%	15 46%	9 25%	11 37%	14 36%	18 26%
Quite important	(+1)	407 40%	19 43%	11 29%	16 37%	23 52%	7 64%	12 37%	27 37%	19 52%	20 43%	32 36%	23 41%	13 48%	7 34%	6 43%	87 38%	11 33%	19 53%	9 32%	15 41%	31 45%
Neither important nor unimportant	(0)	162 16%	4 9%	7 19%	6 14%	2 6%	1 8%	8 25%	23 31%	3 8%	8 17%	13 14%	12 22%	3 11%	5 23%	2 11%	36 16%	5 17%	3 10%	5 17%	4 10%	13 18%
Quite unimportant	(-1)	40 4%	2 4%	2 5%	1 2%	1 2%	- -	1 3%	2 2%	1 2%	2 5%	2 2%	1 2%	3 12%	1 4%	- -	11 5%	- -	2 6%	2 6%	2 6%	6 8%
Very unimportant	(-2)	25 3%	- -	- -	1 1%	- -	- -	- -	5 7%	1 3%	2 4%	3 3%	2 3%	1 5%	- -	- -	5 2%	1 4%	* 1%	2 8%	* 1%	2 3%
NET: Unimportant		66 7%	2 4%	2 5%	2 4%	1 2%	- -	1 3%	7 9%	2 5%	4 9%	4 5%	3 5%	5 17%	1 4%	- -	16 7%	1 4%	3 7%	4 14%	3 7%	8 11%
Don't know		15 1%	- -	3 7%	- -	- -	- -	1 2%	3 3%	1 2%	- -	* *	1 2%	- -	- -	- -	2 1%	- -	2 4%	- -	2 6%	- -
Mean		1.04	1.28	1.11	1.22	1.32	1.21	1.04	0.64	1.13	0.93	1.18	0.93	0.75	1.09	1.35	1.07	1.18	1.00	0.84	1.12	0.82
Standard deviation		0.96	0.78	0.93	0.88	0.66	0.59	0.85	1.07	0.87	1.02	0.95	0.95	1.12	0.89	0.70	0.97	0.99	0.87	1.23	0.93	1.01
Standard error		0.03	0.12	0.16	0.15	0.10	0.17	0.16	0.13	0.15	0.15	0.11	0.12	0.19	0.20	0.19	0.07	0.15	0.16	0.21	0.14	0.11

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 158

Q.6 How important or unimportant is each of the following factors when considering purchasing vegetables?**Base: All respondents who eat vegetables****Whether vegetables are organic**

		Gender			Age						Social Grade				Region												Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base		1007	530	477	91	129	188	197	176	226	224	314	210	259	84	32	109	87	76	75	57	120	116	155	96	118	418	
Weighted base		1009	495	514	119	169	170	180	150	220	270	279	220	239	91	40	111	90	90	71	51	101	131	142	91	127	438	
NET: Important		182 18%	72 15%	109 21%	30 25%	39 23%	39 23%	33 18%	20 13%	22 10%	56 21%	48 17%	39 18%	40 17%	16 18%	8 20%	22 20%	16 18%	17 19%	9 12%	6 13%	15 15%	31 24%	29 21%	11 12%	22 18%	99 23%	
Very important	(+2)	53 5%	18 4%	35 7%	11 9%	18 11%	9 5%	8 5%	2 1%	4 2%	24 9%	11 4%	8 4%	9 4%	6 6%	3 7%	4 3%	4 5%	7 7%	2 3%	4 8%	1 1%	11 8%	9 6%	2 3%	8 6%	35 8%	
Quite important	(+1)	129 13%	54 11%	75 15%	19 16%	21 12%	29 17%	25 14%	18 12%	18 8%	32 12%	36 13%	31 14%	31 13%	11 12%	5 13%	18 17%	12 13%	11 12%	7 10%	2 5%	14 14%	20 15%	20 14%	8 9%	14 11%	65 15%	
Neither important nor unimportant	(0)	391 39%	188 38%	202 39%	48 40%	64 38%	64 38%	63 35%	55 37%	97 44%	101 38%	128 46%	79 36%	82 34%	31 34%	13 32%	35 32%	37 41%	29 32%	34 48%	22 44%	36 36%	58 44%	58 41%	38 41%	53 42%	164 37%	
Quite unimportant	(-1)	220 22%	107 22%	113 22%	27 23%	31 18%	35 21%	41 23%	29 19%	57 26%	65 24%	48 17%	55 25%	52 22%	22 24%	10 25%	27 24%	21 23%	21 23%	16 23%	12 23%	29 29%	19 14%	25 18%	18 20%	32 25%	89 20%	
Very unimportant	(-2)	201 20%	118 24%	83 16%	11 9%	27 16%	30 18%	43 24%	45 30%	43 20%	42 16%	55 20%	47 21%	57 24%	20 22%	9 23%	24 21%	16 18%	22 25%	12 17%	8 15%	18 18%	20 15%	29 21%	23 25%	20 15%	79 18%	
NET: Unimportant		420 42%	224 45%	196 38%	38 32%	58 34%	65 38%	84 47%	74 49%	101 46%	107 40%	103 37%	102 46%	109 46%	41 45%	19 48%	50 45%	37 41%	43 48%	28 40%	19 39%	47 47%	38 29%	55 39%	42 46%	52 41%	168 38%	
Don't know		15 2%	10 2%	6 1%	4 3%	9 5%	2 1%	- -	1 *	1 *	6 2%	1 *	1 *	7 3%	3 3%	- -	3 3%	- -	* *	- -	2 5%	2 2%	4 3%	- -	1 1%	- -	7 2%	
Mean		-0.39	-0.52	-0.27	-0.08	-0.18	-0.28	-0.48	-0.65	-0.54	-0.27	-0.35	-0.46	-0.50	-0.44	-0.45	-0.44	-0.36	-0.47	-0.41	-0.35	-0.49	-0.12	-0.33	-0.57	-0.32	-0.26	
Standard deviation		1.11	1.09	1.11	1.08	1.20	1.12	1.13	1.08	0.96	1.14	1.06	1.09	1.12	1.15	1.19	1.12	1.07	1.20	0.97	1.08	1.00	1.12	1.14	1.06	1.07	1.16	
Standard error		0.04	0.05	0.05	0.12	0.11	0.08	0.08	0.08	0.06	0.08	0.06	0.08	0.07	0.13	0.21	0.11	0.11	0.14	0.11	0.14	0.09	0.11	0.09	0.11	0.10	0.06	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 159

Q.6 How important or unimportant is each of the following factors when considering purchasing vegetables?**Base: All respondents who eat vegetables****Whether vegetables are organic**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more	
Unweighted base	1007	809	401	408	198	182	16	720	283	96	128	119	77	54	169	218	213	189	67	32	10	10	
Weighted base	1009	806	408	398	203	188	15	707	299	105	134	126	84	53	143	205	209	199	81	36	14	18	
NET: Important	182	155	84	70	27	25	2	117	64	23	24	25	21	10	22	46	44	29	12	4	1	6	
	18%	19%	21%	18%	13%	13%	16%	17%	21%	22%	18%	20%	25%	18%	16%	22%	21%	15%	15%	12%	6%	32%	
Very important	(+2)	53	44	29	15	9	-	36	16	10	6	5	3	-	7	11	17	10	5	2	1	-	
		5%	5%	7%	4%	4%	-	5%	5%	10%	4%	4%	3%	-	5%	5%	8%	5%	7%	4%	6%	-	
Quite important	(+1)	129	111	55	55	19	16	2	80	48	13	18	20	18	15	35	27	19	7	3	-	6	
		13%	14%	14%	14%	9%	9%	16%	16%	12%	13%	16%	22%	18%	11%	17%	13%	10%	8%	7%	-	32%	
Neither important nor unimportant	(0)	391	304	158	145	87	83	4	285	106	36	48	42	33	22	66	76	83	73	26	19	6	
		39%	38%	39%	37%	43%	44%	30%	40%	35%	34%	36%	33%	40%	41%	46%	37%	40%	37%	31%	53%	40%	
Quite unimportant	(-1)	220	168	81	87	52	49	2	155	64	18	30	26	19	13	24	46	44	24	7	5	2	
		22%	21%	20%	22%	26%	26%	17%	22%	21%	17%	23%	21%	23%	24%	17%	23%	21%	21%	30%	19%	35%	
Very unimportant	(-2)	201	165	76	89	36	30	6	145	56	21	25	33	10	9	28	32	38	49	18	6	3	
		20%	20%	19%	22%	18%	16%	38%	20%	19%	20%	19%	26%	12%	16%	20%	16%	18%	25%	22%	17%	19%	
NET: Unimportant		420	333	156	176	88	80	8	300	120	39	55	59	30	21	52	78	82	91	42	13	8	
		42%	41%	38%	44%	43%	42%	54%	42%	40%	37%	41%	47%	35%	41%	36%	38%	39%	46%	52%	36%	54%	
Don't know		15	15	9	6	1	1	-	5	10	7	7	-	-	3	4	-	6	2	-	-	-	
		2%	2%	2%	2%	*	*	-	1%	3%	7%	5%	-	-	2%	2%	-	3%	2%	-	-	-	
Mean	-0.39	-0.38	-0.30	-0.46	-0.43	-0.41	-0.76	-0.42	-0.33	-0.27	-0.40	-0.49	-0.20	-0.39	-0.36	-0.27	-0.29	-0.52	-0.53	-0.37	-0.61	-0.61	
Standard deviation	1.11	1.13	1.14	1.11	1.02	1.01	1.16	1.09	1.13	1.23	1.09	1.16	1.02	0.97	1.08	1.09	1.15	1.13	1.14	1.01	1.04	1.34	
Standard error	0.04	0.04	0.06	0.06	0.07	0.08	0.29	0.04	0.07	0.13	0.10	0.11	0.12	0.13	0.08	0.07	0.08	0.08	0.14	0.18	0.33	0.42	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 160

Q.6 How important or unimportant is each of the following factors when considering purchasing vegetables?

Base: All respondents who eat vegetables

Whether vegetables are organic

Which of the following ITV regions do you live in?														Marital Status							
	Total	Anglia	Central	Grampian	Granada	London	Meridian	Scot-tish	Tyne Tees	Wales & West	West-count-ry	York-shire	Single	NET: Married/Civil partnership/co hab-iting	Mar-ried	Civil Part-ner-ship	Co Hab-iting	NET: Wid-owed/separ-ated/div-orced	Wid-owed	Separ-ated	Div-orced
Unweighted base	1007	123	10	132	110	186	98	77	33	54	27	57	248	603	445	14	144	149	40	12	97
Weighted base	1009	106	10	136	114	199	82	83	42	49	31	54	261	608	451	15	142	136	42	11	83
NET: Important	182 18%	17 16%	1 13%	23 17%	24 21%	41 21%	21 25%	14 17%	7 18%	6 13%	3 8%	6 12%	52 20%	110 18%	82 18%	1 4%	27 19%	20 15%	5 13%	3 24%	12 14%
Very important	(+2) 53 5%	3 3%	- -	9 6%	6 5%	15 7%	4 5%	4 5%	3 7%	4 8%	* 1%	1 2%	16 6%	33 5%	17 4%	1 4%	15 11%	4 3%	2 5%	1 6%	1 1%
Quite important	(+1) 129 13%	14 13%	1 13%	15 11%	18 16%	27 13%	17 20%	10 12%	5 11%	2 5%	2 7%	5 10%	36 14%	77 13%	65 14%	- -	12 8%	16 12%	4 8%	2 19%	11 13%
Neither important nor unimportant	(0) 391 39%	41 39%	5 46%	47 35%	35 30%	83 42%	32 38%	27 32%	13 31%	22 44%	12 39%	30 56%	105 40%	232 38%	174 38%	6 39%	52 37%	54 40%	17 40%	3 24%	35 42%
Quite unimportant	(-1) 220 22%	29 28%	2 21%	32 24%	29 25%	33 17%	12 14%	22 26%	11 26%	11 23%	8 25%	8 15%	62 24%	125 21%	94 21%	6 42%	25 18%	31 23%	13 30%	1 7%	18 21%
Very unimportant	(-2) 201 20%	17 16%	2 20%	33 24%	24 21%	38 19%	18 22%	18 21%	11 25%	7 15%	8 26%	9 17%	38 15%	131 22%	96 21%	2 15%	33 23%	32 23%	7 17%	5 45%	19 23%
NET: Unimportant	420 42%	46 43%	4 40%	65 48%	53 46%	71 36%	30 36%	39 47%	22 51%	18 38%	16 50%	17 32%	99 38%	257 42%	190 42%	8 57%	59 41%	62 46%	20 47%	6 52%	37 44%
Don't know	15 2%	2 2%	- -	* *	3 3%	4 2%	- -	3 3%	- -	2 5%	1 3%	- -	5 2%	10 2%	6 1%	- -	4 3%	- -	- -	- -	- -
Mean	-0.39	-0.40	-0.47	-0.49	-0.42	-0.27	-0.27	-0.49	-0.53	-0.33	-0.68	-0.35	-0.27	-0.41	-0.42	-0.65	-0.36	-0.52	-0.46	-0.66	-0.53
Standard deviation	1.11	1.01	1.00	1.16	1.16	1.15	1.17	1.12	1.18	1.09	1.00	0.96	1.07	1.13	1.10	0.91	1.24	1.06	1.03	1.43	1.03
Standard error	0.04	0.09	0.32	0.10	0.11	0.08	0.12	0.13	0.21	0.15	0.20	0.13	0.07	0.05	0.05	0.24	0.10	0.09	0.16	0.41	0.10

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 161

Q.6 How important or unimportant is each of the following factors when considering purchasing vegetables?**Base: All respondents who eat vegetables****Whether vegetables are organic**

		Which of the following cities do you live in, or nearest to?																				
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base		1007	40	34	33	45	12	28	73	37	49	75	62	35	21	14	221	41	31	36	43	77
Weighted base		1009	45	38	42	45	11	34	74	36	47	88	55	27	21	14	230	32	35	29	38	69
NET: Important		182 18%	13 29%	3 8%	8 19%	12 27%	-	4 12%	15 20%	5 15%	3 7%	18 20%	10 18%	4 16%	5 25%	1 9%	53 23%	5 15%	5 15%	3 11%	6 15%	9 13%
Very important	(+2)	53 5%	4 9%	2 4%	3 7%	3 8%	-	-	3 4%	2 5%	-	7 8%	*	*	-	1 4%	17 8%	3 9%	-	1 4%	3 9%	3 5%
Quite important	(+1)	129 13%	9 20%	1 4%	5 13%	8 19%	-	4 12%	12 17%	3 10%	3 7%	11 12%	9 17%	4 14%	5 25%	1 5%	35 15%	2 6%	5 15%	2 7%	2 6%	6 8%
Neither important nor unimportant	(0)	391 39%	16 36%	13 35%	12 30%	20 43%	8 74%	16 46%	24 32%	15 43%	21 45%	29 33%	19 36%	12 43%	11 54%	4 27%	92 40%	12 38%	17 48%	15 52%	15 41%	19 27%
Quite unimportant	(-1)	220 22%	8 17%	10 26%	12 29%	6 13%	2 14%	9 27%	17 23%	9 24%	15 31%	19 22%	16 29%	7 26%	1 7%	4 29%	38 17%	5 16%	6 17%	6 21%	8 20%	22 32%
Very unimportant	(-2)	201 20%	8 19%	9 23%	9 23%	7 16%	1 12%	5 15%	15 20%	6 15%	8 17%	22 25%	9 16%	4 13%	3 15%	5 35%	44 19%	10 30%	6 18%	5 16%	7 18%	19 28%
NET: Unimportant		420 42%	16 36%	19 50%	22 51%	13 30%	3 26%	14 42%	33 44%	14 40%	23 48%	41 47%	24 44%	11 39%	4 22%	9 64%	82 35%	15 47%	12 35%	11 37%	14 38%	41 60%
Don't know		15 2%	-	3 7%	-	-	-	-	3 3%	1 2%	-	*	1 2%	1 2%	-	-	4 2%	-	1 3%	-	2 6%	-
Mean		-0.39	-0.17	-0.65	-0.48	-0.12	-0.38	-0.46	-0.42	-0.35	-0.58	-0.44	-0.42	-0.36	-0.12	-0.87	-0.24	-0.54	-0.38	-0.38	-0.34	-0.69
Standard deviation		1.11	1.21	1.06	1.17	1.14	0.73	0.90	1.12	1.05	0.86	1.22	0.99	0.96	0.97	1.11	1.16	1.24	0.97	0.99	1.15	1.11
Standard error		0.04	0.19	0.18	0.20	0.17	0.21	0.17	0.13	0.18	0.12	0.14	0.13	0.16	0.21	0.30	0.08	0.19	0.18	0.16	0.18	0.13

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 162

Q6a. Do you feed your children vegetables at home as part of their diet?**Base: All respondents with children aged 18 or under**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	284	141	143	25	57	119	72	10	1	65	69	82	68	20	12	38	29	26	18	19	17	36	41	28	48	157
Weighted base	300	141	159	32	69	113	75	10	*	74	59	91	75	22	15	40	35	32	15	15	13	39	42	30	41	173
Yes	285	133	153	28	65	110	72	10	*	70	55	89	72	22	13	39	35	29	15	15	12	34	40	30	39	164
	95%	94%	96%	86%	95%	97%	97%	100%	100%	94%	92%	97%	96%	100%	88%	98%	98%	92%	100%	100%	94%	86%	95%	100%	95%	95%
No	14	8	6	5	4	4	3	-	-	4	5	3	3	-	2	1	1	3	-	-	1	5	2	-	2	9
	5%	6%	4%	14%	5%	3%	3%	-	-	6%	8%	3%	4%	-	12%	2%	2%	8%	-	-	6%	14%	5%	-	5%	5%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 163

Q6a. Do you feed your children vegetables at home as part of their diet?**Base: All respondents with children aged 18 or under**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil- lage	Hamlet & Iso- lated Dwel- ling	No chil- dren aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k- £14k	>£14k- £21k	>£21k- £28k	>£28k- £34k	>£34k- £41k	>£41k- £48k	>£48k- £55k	>£55k or more	
Unweighted base	284	240	113	127	44	42	2	-	284	96	129	119	77	7	28	66	67	70	28	10	1	1	
Weighted base	300	253	116	137	47	45	3	-	300	105	135	126	84	12	30	67	68	69	37	9	1	1	
Yes	285 95%	240 95%	106 91%	134 98%	46 97%	43 97%	3 100%	-	285 95%	99 94%	124 92%	119 94%	81 97%	7 61%	30 100%	66 98%	64 94%	64 93%	37 100%	9 100%	1 100%	1 100%	
No	14 5%	13 5%	10 9%	3 2%	2 3%	2 3%	-	-	14 5%	6 6%	11 8%	7 6%	2 3%	5 39%	-	1 2%	4 6%	5 7%	-	-	-	-	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 164

Q6a. Do you feed your children vegetables at home as part of their diet?**Base: All respondents with children aged 18 or under**

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Central	Grampian	Granada	London	Meridian	Scottish	Tyne Tees	Wales & West	West-county	Yorkshire	NET: Married/Civil partnership/co hab- iting	Married	Civil Part- nership	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Separ- ated	Div- orced	
Unweighted base	284	18	1	41	39	51	27	19	12	18	9	18	43	217	151	5	61	23	3	4	16
Weighted base	300	14	1	44	41	59	23	21	15	15	9	20	46	232	172	6	54	21	5	4	13
Yes	285	13	1	41	40	52	23	21	13	15	9	20	44	219	161	6	52	21	5	4	13
	95%	95%	100%	94%	98%	88%	98%	100%	88%	100%	100%	100%	97%	94%	94%	100%	97%	100%	100%	100%	100%
No	14	1	-	3	1	7	*	-	2	-	-	-	1	13	11	-	2	-	-	-	-
	5%	5%	-	6%	2%	12%	2%	-	12%	-	-	-	3%	6%	6%	-	3%	-	-	-	-

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 165

Q6a. Do you feed your children vegetables at home as part of their diet?**Base: All respondents with children aged 18 or under**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Bright- on	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	284	14	4	12	18	-	9	27	11	14	25	7	7	6	4	62	10	14	8	15	17
Weighted base	300	16	5	15	17	-	12	28	11	15	31	6	4	10	4	68	6	17	7	13	17
Yes	285 95%	16 100%	5 100%	13 88%	16 95%	-	12 100%	27 97%	11 100%	15 100%	28 92%	6 100%	3 82%	10 100%	4 100%	60 89%	6 100%	17 100%	7 100%	13 100%	17 100%
No	14 5%	-	-	2 12%	1 5%	-	-	1 3%	-	-	3 8%	-	1 18%	-	-	8 11%	-	-	-	-	-

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 166

Q7. To what extent do you agree or disagree with the following statements?**Base: All respondents who feed their children vegetables****Summary table**

		My child(ren) understand the benefits of eating vegetables	My child(ren) tend to enjoy the taste of vegetables	My child(ren) ask to have vegetables included as part of their meals
Unweighted base		272	272	272
Weighted base		285	285	285
NET: Agree		218 76%	207 73%	152 53%
Strongly agree	(+2)	113 40%	79 28%	68 24%
Agree a little	(+1)	105 37%	128 45%	84 29%
Neither agree nor disagree	(0)	38 13%	41 15%	48 17%
Disagree a little	(-1)	6 2%	21 8%	50 18%
Strongly disagree	(-2)	14 5%	9 3%	29 10%
NET: Disagree		19 7%	31 11%	80 28%
Don't know		10 3%	6 2%	6 2%
Mean		1.08	0.88	0.40
Standard deviation		1.04	1.01	1.31
Standard error		0.06	0.06	0.08

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 167

Q7. To what extent do you agree or disagree with the following statements?**Base: All respondents who feed their children vegetables****My child(ren) understand the benefits of eating vegetables**

		Gender			Age						Social Grade				Region												Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humberside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base		272	134	138	22	54	115	70	10	1	62	66	80	64	20	11	37	28	24	18	19	16	32	39	28	47	150	
Weighted base		285	133	153	28	65	110	72	10	*	70	55	89	72	22	13	39	35	29	15	15	12	34	40	30	39	164	
NET: Agree		218 76%	88 67%	130 85%	15 53%	33 50%	94 86%	67 93%	9 89%	*	53 77%	42 76%	66 74%	57 78%	14 65%	12 92%	35 88%	23 66%	25 85%	14 93%	10 64%	11 92%	24 72%	25 62%	24 81%	32 82%	125 76%	
Strongly agree		(+2) 113 40%	45 34%	68 44%	4 14%	15 22%	50 46%	36 50%	8 83%	*	31 44%	14 25%	40 46%	28 39%	4 17%	10 76%	20 50%	13 38%	11 39%	9 63%	4 29%	6 46%	14 41%	18 44%	4 14%	22 56%	64 39%	
Agree a little		(+1) 105 37%	43 32%	62 40%	11 40%	18 28%	44 40%	31 43%	1 6%	-	23 33%	28 51%	26 29%	29 40%	11 48%	2 17%	15 39%	10 28%	13 46%	5 30%	5 35%	6 46%	10 31%	8 19%	20 67%	10 25%	61 37%	
Neither agree nor disagree		(0) 38 13%	23 18%	15 10%	6 21%	15 24%	12 11%	4 6%	*	-	9 13%	7 13%	13 15%	9 12%	6 26%	1 8%	2 6%	4 11%	2 8%	1 7%	3 18%	1 8%	4 12%	9 23%	5 16%	4 12%	22 14%	
Disagree a little		(-1) 6 2%	2 2%	3 2%	- -	4 7%	1 1%	*	-	-	1 1%	3 6%	1 2%	*	-	-	1 3%	1 2%	-	-	*	-	1 2%	2 4%	1 3%	1 3%	3 2%	
Strongly disagree		(-2) 14 5%	9 7%	5 3%	7 26%	4 6%	1 1%	1 1%	1 7%	-	2 3%	3 5%	5 6%	4 5%	2 10%	-	1 2%	5 13%	2 6%	-	-	-	2 6%	2 6%	-	2 4%	7 4%	
NET: Disagree		19 7%	11 8%	8 5%	7 26%	8 13%	2 2%	1 1%	1 7%	-	3 4%	6 11%	6 7%	4 6%	2 10%	-	2 5%	5 15%	2 6%	-	*	-	3 9%	4 10%	1 3%	3 7%	10 6%	
Don't know		10 3%	10 7%	-	-	9 13%	1 1%	-	-	-	4 6%	-	3 4%	2 3%	-	-	-	3 8%	*	-	2 15%	-	2 7%	2 5%	-	-	7 5%	
Mean		1.08	0.93	1.20	0.16	0.62	1.30	1.40	1.59	2.00	1.21	0.86	1.11	1.09	0.62	1.68	1.31	0.82	1.12	1.56	1.06	1.38	1.07	0.95	0.92	1.27	1.10	
Standard deviation		1.04	1.13	0.94	1.42	1.17	0.79	0.71	1.12	-	0.96	1.02	1.11	1.03	1.10	0.64	0.89	1.39	1.03	0.65	0.86	0.65	1.15	1.20	0.66	1.05	1.01	
Standard error		0.06	0.10	0.08	0.30	0.17	0.07	0.08	0.35	-	0.12	0.13	0.13	0.13	0.25	0.19	0.15	0.27	0.21	0.15	0.20	0.16	0.21	0.19	0.13	0.15	0.08	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 168

Q7. To what extent do you agree or disagree with the following statements?**Base: All respondents who feed their children vegetables****My child(ren) understand the benefits of eating vegetables**

		Which of the following best describes where you live?						Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?										
		Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil- lage	Hamlet & Isolated Dwel- ling	No chil- dren aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k- £14k	>£14k- £21k	>£21k- £28k	>£28k- £34k	>£34k- £41k	>£41k- £48k	>£48k- £55k	>£55k or more	
Unweighted base		272	230	105	125	42	40	2	-	272	90	121	114	75	4	28	64	64	66	28	10	1	1	
Weighted base		285	240	106	134	46	43	3	-	285	99	124	119	81	7	30	66	64	64	37	9	1	1	
NET: Agree		218	189	77	112	28	26	3	-	218	47	106	104	73	6	18	55	48	50	26	6	1	1	
		76%	79%	73%	84%	62%	60%	100%	-	76%	48%	85%	88%	90%	87%	60%	84%	75%	77%	71%	64%	100%	100%	
Strongly agree	(+2)	113	100	44	56	13	13	-	-	113	17	51	60	42	4	11	29	26	28	9	*	1	1	
		40%	42%	41%	42%	29%	31%	-	-	40%	17%	41%	51%	52%	57%	37%	44%	41%	43%	24%	5%	100%	100%	
Agree a little	(+1)	105	90	34	56	15	13	3	-	105	30	55	44	31	2	7	26	22	22	17	5	-	-	
		37%	37%	32%	42%	33%	29%	100%	-	37%	31%	45%	37%	38%	30%	23%	40%	35%	34%	47%	60%	-	-	
Neither agree nor disagree	(0)	38	29	17	13	9	9	-	-	38	26	10	13	7	-	9	5	8	8	6	3	-	-	
		13%	12%	16%	9%	20%	21%	-	-	13%	26%	8%	11%	9%	-	30%	8%	12%	12%	15%	27%	-	-	
Disagree a little	(-1)	6	6	3	3	-	-	-	-	6	4	1	*	-	-	-	1	2	3	-	-	-	-	
		2%	2%	3%	2%	-	-	-	-	2%	4%	1%	*	-	-	-	1%	3%	5%	-	-	-	-	
Strongly disagree	(-2)	14	8	2	6	6	6	-	-	14	12	1	1	1	1	*	2	4	1	5	-	-	-	
		5%	3%	2%	5%	12%	13%	-	-	5%	12%	1%	1%	1%	13%	2%	4%	5%	2%	14%	-	-	-	
NET: Disagree		19	14	5	9	6	6	-	-	19	17	3	1	1	1	*	3	5	4	5	-	-	-	
		7%	6%	4%	7%	12%	13%	-	-	7%	17%	2%	1%	1%	13%	2%	5%	8%	7%	14%	-	-	-	
Don't know		10	7	7	-	3	3	-	-	10	9	6	-	-	-	2	2	3	2	-	1	-	-	
		3%	3%	7%	-	6%	6%	-	-	3%	9%	4%	-	-	-	8%	3%	4%	4%	-	8%	-	-	
Mean		1.08	1.15	1.16	1.14	0.71	0.69	1.00	-	1.08	0.40	1.28	1.37	1.41	1.18	1.02	1.23	1.06	1.16	0.68	0.75	2.00	2.00	
Standard deviation		1.04	0.97	0.93	1.01	1.28	1.32	0.00	-	1.04	1.25	0.77	0.74	0.72	1.41	0.96	0.94	1.10	0.98	1.25	0.57	-	-	
Standard error		0.06	0.06	0.09	0.09	0.20	0.21	0.00	-	0.06	0.14	0.07	0.07	0.08	0.70	0.18	0.12	0.14	0.12	0.24	0.19	-	-	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 169

Q7. To what extent do you agree or disagree with the following statements?**Base: All respondents who feed their children vegetables****My child(ren) understand the benefits of eating vegetables**

		Which of the following ITV regions do you live in?												Marital Status								
														NET: Mar- ried/ Civil part- ner- ship/ co hab- iting	Mar- ried	Civil Part- ner- ship	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Separ- ated	Div- orced	
		Total	Anglia	Cent- ral	Gram- pian	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	Single								
Unweighted base		272	17	1	39	38	46	26	19	11	18	9	18	41	207	142	5	60	23	3	4	16
Weighted base		285	13	1	41	40	52	23	21	13	15	9	20	44	219	161	6	52	21	5	4	13
NET: Agree		218	10	1	36	35	35	17	13	12	10	9	15	32	167	134	2	30	18	4	3	12
		76%	76%	100%	86%	87%	67%	75%	63%	92%	66%	100%	75%	73%	76%	83%	37%	58%	86%	88%	61%	93%
Strongly agree	(+2)	113	5	-	19	20	21	11	4	10	4	2	3	19	83	69	1	12	11	4	1	7
		40%	36%	-	45%	49%	41%	49%	18%	76%	30%	19%	13%	43%	38%	43%	20%	24%	53%	88%	16%	53%
Agree a little	(+1)	105	5	1	17	15	13	6	10	2	5	7	12	13	84	65	1	18	7	-	2	5
		37%	40%	100%	41%	38%	26%	26%	45%	17%	37%	81%	61%	30%	38%	40%	17%	35%	32%	-	45%	40%
Neither agree nor disagree	(0)	38	2	-	3	3	8	5	6	1	2	-	4	9	28	21	-	7	1	1	-	1
		13%	11%	-	8%	8%	16%	22%	27%	8%	15%	-	21%	20%	13%	13%	-	14%	7%	12%	-	7%
Disagree a little	(-1)	6	2	-	-	1	1	-	-	-	*	-	1	*	4	1	-	3	2	-	2	-
		2%	12%	-	-	3%	1%	-	-	-	3%	-	5%	1%	2%	1%	-	5%	8%	-	39%	-
Strongly disagree	(-2)	14	-	-	2	1	4	1	2	-	-	-	-	-	14	3	4	7	-	-	-	-
		5%	-	-	4%	2%	7%	3%	10%	-	-	-	-	-	6%	2%	63%	13%	-	-	-	-
NET: Disagree		19	2	-	2	2	5	1	2	-	*	-	1	*	17	4	4	9	2	-	2	-
		7%	12%	-	4%	5%	9%	3%	10%	-	3%	-	5%	1%	8%	2%	63%	18%	8%	-	39%	-
Don't know		10	-	-	*	-	4	-	-	-	2	-	-	2	7	2	-	5	-	-	-	-
		3%	-	-	1%	-	8%	-	-	-	16%	-	-	5%	3%	1%	-	10%	-	-	-	-
Mean		1.08	1.00	1.00	1.24	1.29	1.00	1.19	0.61	1.68	1.11	1.19	0.83	1.22	1.03	1.24	-0.70	0.56	1.31	1.76	0.38	1.46
Standard deviation		1.04	1.03	-	0.95	0.90	1.19	0.99	1.12	0.64	0.84	0.41	0.73	0.82	1.09	0.84	1.89	1.33	0.92	0.74	1.32	0.65
Standard error		0.06	0.25	-	0.15	0.15	0.18	0.19	0.26	0.19	0.20	0.14	0.17	0.13	0.08	0.07	0.85	0.18	0.19	0.42	0.66	0.16

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 170

Q7. To what extent do you agree or disagree with the following statements?**Base: All respondents who feed their children vegetables****My child(ren) understand the benefits of eating vegetables**

		Which of the following cities do you live in, or nearest to?																				
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base		272	14	4	11	17	-	9	26	11	14	23	7	6	6	4	56	10	14	8	15	17
Weighted base		285	16	5	13	16	-	12	27	11	15	28	6	3	10	4	60	6	17	7	13	17
NET: Agree		218 76%	8 51%	5 100%	12 92%	10 62%	-	11 86%	22 83%	10 95%	10 66%	24 87%	6 100%	1 32%	9 93%	4 100%	40 66%	3 55%	13 76%	6 85%	8 62%	16 96%
Strongly agree (+2)		113 40%	3 20%	-	10 76%	5 32%	-	9 75%	11 41%	7 60%	5 31%	11 39%	2 30%	1 32%	8 83%	2 43%	24 40%	1 18%	2 10%	2 24%	4 31%	7 43%
Agree a little (+1)		105 37%	5 30%	5 100%	2 17%	5 30%	-	1 11%	11 42%	4 35%	5 35%	13 48%	4 70%	-	1 10%	2 57%	16 26%	2 37%	11 66%	4 61%	4 31%	9 52%
Neither agree nor disagree (0)		38 13%	6 36%	-	1 8%	2 13%	-	2 14%	2 9%	1 5%	1 7%	2 8%	-	2 68%	-	-	10 17%	3 45%	4 24%	-	2 17%	-
Disagree a little (-1)		6 2%	-	-	-	1 3%	-	-	1 5%	-	-	-	-	-	-	-	2 4%	-	-	1 15%	* 3%	-
Strongly disagree (-2)		14 5%	2 14%	-	-	1 4%	-	-	1 3%	-	4 27%	1 4%	-	-	1 7%	-	4 6%	-	-	-	-	1 4%
NET: Disagree		19 7%	2 14%	-	-	1 7%	-	-	2 8%	-	4 27%	1 4%	-	-	1 7%	-	6 10%	-	-	1 15%	* 3%	1 4%
Don't know		10 3%	-	-	-	3 18%	-	-	-	-	-	* 1%	-	-	-	-	4 7%	-	-	-	2 18%	-
Mean		1.08	0.44	1.00	1.68	1.01	-	1.60	1.14	1.55	0.44	1.20	1.30	0.64	1.63	1.43	0.97	0.73	0.86	0.95	1.09	1.31
Standard deviation		1.04	1.25	0.00	0.64	1.11	-	0.75	0.98	0.62	1.62	0.90	0.51	1.12	1.08	0.58	1.19	0.82	0.59	0.99	0.90	0.88
Standard error		0.06	0.34	0.00	0.19	0.29	-	0.25	0.19	0.19	0.43	0.19	0.19	0.46	0.44	0.29	0.16	0.26	0.16	0.35	0.24	0.21

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 171

Q7. To what extent do you agree or disagree with the following statements?**Base: All respondents who feed their children vegetables****My child(ren) tend to enjoy the taste of vegetables**

		Gender			Age						Social Grade				Region												Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base		272	134	138	22	54	115	70	10	1	62	66	80	64	20	11	37	28	24	18	19	16	32	39	28	47	150	
Weighted base		285	133	153	28	65	110	72	10	*	70	55	89	72	22	13	39	35	29	15	15	12	34	40	30	39	164	
NET: Agree		207	93	114	24	44	80	53	6	*	51	38	75	43	18	12	31	23	21	14	9	8	22	30	20	32	120	
		73%	70%	75%	87%	67%	73%	74%	60%	100%	74%	69%	84%	60%	79%	90%	79%	67%	72%	96%	56%	64%	64%	75%	66%	84%	73%	
Strongly agree	(+2)	79	33	46	11	17	21	25	4	*	25	10	28	15	1	10	10	12	7	4	4	2	11	15	2	15	46	
		28%	25%	30%	40%	26%	19%	34%	41%	100%	36%	18%	32%	21%	6%	78%	24%	35%	23%	28%	26%	19%	32%	38%	6%	39%	28%	
Agree a little	(+1)	128	60	69	13	27	58	29	2	-	26	28	46	28	16	2	21	11	14	10	5	5	11	15	18	17	74	
		45%	45%	45%	47%	41%	53%	39%	19%	-	38%	52%	52%	38%	74%	12%	55%	32%	49%	68%	30%	44%	32%	36%	60%	45%	45%	
Neither agree nor disagree	(0)	41	20	22	3	11	14	10	4	-	10	6	7	18	2	1	6	6	1	1	4	3	6	5	7	1	21	
		15%	15%	14%	11%	16%	13%	14%	40%	-	14%	12%	7%	25%	11%	10%	16%	17%	3%	4%	26%	21%	17%	12%	22%	2%	13%	
Disagree a little	(-1)	21	9	12	1	1	13	7	-	-	2	9	4	7	2	-	2	3	6	-	*	1	2	2	3	6	12	
		8%	7%	8%	2%	2%	12%	10%	-	-	3%	16%	4%	10%	10%	-	5%	8%	21%	-	3%	11%	6%	6%	8%	14%	7%	
Strongly disagree	(-2)	9	5	4	-	4	4	2	-	-	4	2	2	1	-	-	-	*	1	-	-	1	5	1	1	-	7	
		3%	4%	3%	-	6%	3%	2%	-	-	6%	3%	2%	2%	-	-	-	1%	4%	-	-	5%	14%	3%	3%	-	4%	
NET: Disagree		31	14	16	1	5	16	9	-	-	6	10	6	9	2	-	2	3	7	-	*	2	7	4	4	6	19	
		11%	11%	11%	2%	7%	15%	12%	-	-	9%	19%	6%	12%	10%	-	5%	10%	25%	-	3%	15%	19%	9%	12%	14%	12%	
Don't know		6	6	-	-	6	-	-	-	-	2	-	2	2	-	-	-	2	-	-	2	-	2	-	-	-	4	
		2%	5%	-	-	10%	-	-	-	-	3%	-	2%	3%	-	-	-	6%	-	-	15%	-	-	5%	-	-	2%	
Mean		0.88	0.84	0.91	1.25	0.88	0.74	0.94	1.01	2.00	0.97	0.66	1.10	0.69	0.75	1.68	0.99	0.97	0.65	1.23	0.93	0.64	0.63	1.06	0.57	1.08	0.87	
Standard deviation		1.01	1.02	1.01	0.74	1.06	1.01	1.05	0.95	-	1.11	1.05	0.88	0.99	0.72	0.67	0.78	1.03	1.19	0.53	0.90	1.10	1.36	1.05	0.88	1.00	1.05	
Standard error		0.06	0.09	0.09	0.16	0.15	0.09	0.13	0.30	-	0.14	0.13	0.10	0.12	0.16	0.20	0.13	0.20	0.24	0.13	0.21	0.27	0.24	0.17	0.17	0.15	0.09	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 172

Q7. To what extent do you agree or disagree with the following statements?**Base: All respondents who feed their children vegetables****My child(ren) tend to enjoy the taste of vegetables**

		Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?										
		Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more		
Unweighted base		272	230	105	125	42	40	2	-	272	90	121	114	75	4	28	64	64	66	28	10	1	1		
Weighted base		285	240	106	134	46	43	3	-	285	99	124	119	81	7	30	66	64	64	37	9	1	1		
NET: Agree		207	178	73	106	29	28	1	-	207	70	92	78	60	1	19	47	48	48	33	4	1	1		
		73%	74%	69%	79%	62%	64%	38%	-	73%	70%	74%	66%	74%	9%	62%	72%	74%	75%	91%	38%	100%	100%		
Strongly agree	(+2)	79	69	35	35	9	9	-	-	79	29	26	27	24	1	5	23	19	12	13	1	1	1		
		28%	29%	33%	26%	20%	21%	-	-	28%	29%	21%	23%	29%	9%	17%	36%	29%	19%	34%	12%	100%	100%		
Agree a little	(+1)	128	109	38	71	19	18	1	-	128	41	66	51	36	-	13	24	29	36	21	2	-	-		
		45%	46%	36%	53%	42%	43%	38%	-	45%	41%	53%	43%	45%	-	45%	37%	45%	56%	57%	26%	-	-		
Neither agree nor disagree	(0)	41	27	11	16	14	12	2	-	41	14	13	25	13	7	5	10	9	5	3	3	-	-		
		15%	11%	11%	12%	31%	29%	62%	-	15%	14%	11%	21%	16%	91%	18%	15%	14%	8%	8%	30%	-	-		
Disagree a little	(-1)	21	21	12	9	1	1	-	-	21	4	12	11	6	-	4	5	3	8	*	2	-	-		
		8%	9%	11%	7%	2%	2%	-	-	8%	4%	10%	10%	7%	-	12%	7%	5%	12%	1%	16%	-	-		
Strongly disagree	(-2)	9	9	6	3	1	1	-	-	9	5	4	4	3	-	-	2	2	3	-	1	-	-		
		3%	4%	5%	2%	1%	1%	-	-	3%	5%	3%	3%	4%	-	-	3%	3%	5%	-	15%	-	-		
NET: Disagree		31	29	18	12	1	1	-	-	31	9	16	15	8	-	4	7	5	11	*	3	-	-		
		11%	12%	17%	9%	3%	3%	-	-	11%	9%	13%	13%	10%	-	12%	10%	8%	18%	1%	32%	-	-		
Don't know		6	4	4	-	2	2	-	-	6	6	2	-	-	-	2	2	2	-	-	-	-	-		
		2%	2%	4%	-	4%	4%	-	-	2%	6%	2%	-	-	-	8%	3%	3%	-	-	-	-	-		
Mean		0.88	0.89	0.83	0.94	0.82	0.84	0.38	-	0.88	0.91	0.81	0.73	0.89	0.17	0.74	0.97	0.95	0.70	1.24	0.03	2.00	2.00		
Standard deviation		1.01	1.04	1.19	0.92	0.83	0.84	0.62	-	1.01	1.06	1.00	1.03	1.02	0.61	0.93	1.05	0.99	1.08	0.65	1.31	-	-		
Standard error		0.06	0.07	0.12	0.08	0.13	0.14	0.44	-	0.06	0.11	0.09	0.10	0.12	0.30	0.18	0.13	0.12	0.13	0.12	0.41	-	-		

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 173

Q7. To what extent do you agree or disagree with the following statements?**Base: All respondents who feed their children vegetables****My child(ren) tend to enjoy the taste of vegetables**

		Which of the following ITV regions do you live in?												Marital Status									
		Total	Anglia	Central	Grampian	Granada	London	Meridian	Scot-tish	Tyne Tees	Wales & West	West-count-ry	York-shire	Single	NET: Married/ Civil partnership/ co hab-iting	Mar-ried	Civil Part-ner-ship	Co Hab-iting	NET: Wid-owed/ separ-ated/ div-orced	Wid-owed	Separ-ated	Div-orced	
Unweighted base		272	17	1	39	38	46	26	19	11	18	9	18	41	207	142	5	60	23	3	4	16	
Weighted base		285	13	1	41	40	52	23	21	13	15	9	20	44	219	161	6	52	21	5	4	13	
NET: Agree		207	9	-	33	31	33	17	18	12	9	7	13	30	164	120	6	38	12	1	3	8	
		73%	69%	-	80%	78%	65%	76%	83%	90%	58%	75%	63%	69%	75%	75%	94%	73%	57%	13%	82%	65%	
Strongly agree		(+2)	79	2	-	11	10	16	10	1	4	-	2	9	66	51	5	10	4	-	1	4	
			28%	18%	-	26%	24%	31%	45%	6%	27%	-	9%	19%	30%	32%	72%	20%	20%	-	16%	29%	
Agree a little		(+1)	128	7	-	22	21	17	7	16	2	5	7	11	22	99	69	1	28	8	1	3	4
			45%	51%	-	54%	54%	33%	31%	77%	12%	31%	75%	54%	50%	45%	43%	22%	53%	37%	13%	66%	36%
Neither agree nor disagree		(0)	41	2	-	1	7	8	3	2	1	3	6	4	30	24	*	5	8	4	-	4	
			15%	17%	-	2%	17%	15%	14%	11%	10%	23%	8%	30%	8%	14%	15%	6%	10%	37%	87%	-	31%
Disagree a little		(-1)	21	1	1	6	2	4	1	1	-	*	1	7	13	9	-	4	1	-	1	1	
			8%	10%	100%	15%	5%	7%	3%	6%	-	3%	12%	7%	16%	6%	6%	8%	6%	-	18%	4%	
Strongly disagree		(-2)	9	1	-	1	-	5	2	-	-	*	-	1	8	8	-	1	-	-	-	-	
			3%	4%	-	3%	-	10%	7%	-	-	5%	-	1%	4%	5%	-	1%	-	-	-	-	
NET: Disagree			31	2	1	7	2	9	2	-	*	2	1	8	21	16	-	5	1	-	1	1	
			11%	14%	100%	18%	5%	17%	10%	6%	3%	18%	7%	18%	10%	10%	-	9%	6%	-	18%	4%	
Don't know			6	-	-	-	2	-	-	-	2	-	-	2	4	-	-	4	-	-	-	-	
			2%	-	-	-	4%	-	-	-	16%	-	-	5%	2%	-	-	8%	-	-	-	-	
Mean			0.88	0.69	-1.00	0.85	0.97	0.71	1.03	0.83	1.68	0.98	0.52	0.65	0.73	0.93	0.92	1.67	0.89	0.71	0.13	0.79	0.90
Standard deviation			1.01	1.05	-	1.08	0.79	1.29	1.19	0.63	0.67	0.90	0.96	0.76	1.03	1.01	1.05	0.63	0.88	0.88	0.38	1.05	0.91
Standard error			0.06	0.25	-	0.17	0.13	0.19	0.23	0.14	0.20	0.22	0.32	0.18	0.16	0.07	0.09	0.28	0.12	0.18	0.22	0.53	0.23

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 174

Q7. To what extent do you agree or disagree with the following statements?**Base: All respondents who feed their children vegetables****My child(ren) tend to enjoy the taste of vegetables**

		Which of the following cities do you live in, or nearest to?																				
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base		272	14	4	11	17	-	9	26	11	14	23	7	6	6	4	56	10	14	8	15	17
Weighted base		285	16	5	13	16	-	12	27	11	15	28	6	3	10	4	60	6	17	7	13	17
NET: Agree		207	13	4	12	8	-	11	22	8	14	21	3	2	8	3	43	2	10	5	7	12
		73%	79%	74%	90%	50%	-	86%	80%	74%	96%	74%	53%	50%	85%	93%	71%	27%	61%	79%	55%	72%
Strongly agree	(+2)	79	1	-	10	3	-	5	5	3	7	7	1	-	8	1	18	-	1	1	3	4
		28%	8%	-	78%	20%	-	39%	18%	26%	46%	26%	13%	-	85%	16%	30%	-	3%	21%	24%	26%
Agree a little	(+1)	128	11	4	2	5	-	6	17	5	7	14	2	2	-	3	24	2	10	4	4	8
		45%	71%	74%	12%	30%	-	47%	63%	48%	50%	48%	39%	50%	-	78%	40%	27%	58%	58%	31%	46%
Neither agree nor disagree	(0)	41	2	-	1	3	-	2	3	3	1	1	2	1	-	-	8	2	5	1	3	4
		15%	15%	-	10%	17%	-	14%	13%	26%	4%	3%	31%	22%	8%	-	13%	30%	27%	21%	23%	23%
Disagree a little	(-1)	21	1	1	-	3	-	-	2	-	-	5	1	*	-	*	4	1	2	-	*	1
		8%	6%	26%	-	17%	-	-	7%	-	-	18%	16%	11%	-	7%	6%	12%	13%	-	3%	5%
Strongly disagree	(-2)	9	-	-	-	*	-	-	-	-	-	1	-	1	1	-	5	2	-	-	-	-
		3%	-	-	-	3%	-	-	-	-	-	5%	-	17%	7%	-	8%	30%	-	-	-	-
NET: Disagree		31	1	1	-	3	-	-	2	-	-	6	1	1	1	*	8	2	2	-	*	1
		11%	6%	26%	-	20%	-	-	7%	-	-	23%	16%	28%	7%	7%	14%	42%	13%	-	3%	5%
Don't know		6	-	-	-	2	-	-	-	-	-	-	-	-	-	-	2	-	-	-	2	-
		2%	-	-	-	13%	-	-	-	-	-	-	-	-	-	-	3%	-	-	-	18%	-
Mean		0.88	0.81	0.48	1.68	0.53	-	1.25	0.91	0.99	1.42	0.72	0.49	0.05	1.57	1.02	0.82	-0.45	0.51	1.00	0.93	0.93
Standard deviation		1.01	0.68	0.98	0.67	1.18	-	0.71	0.77	0.76	0.59	1.19	1.01	1.36	1.17	0.76	1.18	1.30	0.77	0.70	0.91	0.86
Standard error		0.06	0.18	0.49	0.20	0.30	-	0.24	0.15	0.23	0.16	0.25	0.38	0.55	0.48	0.38	0.16	0.41	0.21	0.25	0.24	0.21

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 175

Q7. To what extent do you agree or disagree with the following statements?**Base: All respondents who feed their children vegetables****My child(ren) ask to have vegetables included as part of their meals**

		Gender			Age						Social Grade				Region												Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base		272	134	138	22	54	115	70	10	1	62	66	80	64	20	11	37	28	24	18	19	16	32	39	28	47	150	
Weighted base		285	133	153	28	65	110	72	10	*	70	55	89	72	22	13	39	35	29	15	15	12	34	40	30	39	164	
NET: Agree		152	69	83	20	31	55	39	5	*	39	29	49	35	10	10	22	22	16	9	8	8	14	23	10	25	90	
		53%	52%	54%	72%	48%	50%	55%	53%	100%	56%	54%	55%	48%	43%	74%	55%	63%	56%	61%	55%	66%	42%	57%	33%	64%	55%	
Strongly agree	(+2)	68	31	37	10	13	21	22	3	-	21	9	23	15	2	8	9	10	9	6	1	2	7	12	1	17	37	
		24%	24%	24%	36%	19%	19%	30%	31%	-	30%	16%	26%	20%	7%	57%	23%	29%	31%	40%	8%	19%	21%	31%	4%	44%	22%	
Agree a little	(+1)	84	38	46	10	19	35	18	2	*	18	21	26	20	8	2	13	12	7	3	7	6	7	11	9	8	53	
		29%	28%	30%	36%	29%	32%	25%	22%	100%	25%	38%	29%	28%	35%	17%	32%	33%	24%	21%	47%	47%	21%	26%	29%	21%	32%	
Neither agree nor disagree	(0)	48	22	25	1	11	20	15	*	-	12	11	15	9	4	2	9	5	7	1	3	-	6	4	6	3	26	
		17%	17%	17%	4%	17%	18%	21%	4%	-	18%	20%	17%	13%	16%	12%	24%	14%	25%	9%	19%	-	17%	11%	21%	7%	16%	
Disagree a little	(-1)	50	20	30	3	9	20	14	3	-	9	7	16	19	4	2	5	5	2	4	1	2	8	7	11	6	27	
		18%	15%	20%	11%	14%	18%	20%	36%	-	13%	12%	17%	26%	19%	13%	12%	15%	5%	26%	8%	15%	23%	17%	37%	15%	17%	
Strongly disagree	(-2)	29	15	15	4	7	15	3	1	-	8	8	7	7	5	-	3	1	4	1	*	2	6	4	3	5	18	
		10%	11%	10%	13%	11%	13%	5%	7%	-	11%	14%	8%	10%	21%	-	8%	3%	14%	4%	3%	19%	18%	10%	10%	13%	11%	
NET: Disagree		80	35	44	7	17	35	17	4	-	17	14	22	26	9	2	8	6	6	5	2	4	14	11	14	11	45	
		28%	26%	29%	24%	25%	32%	24%	43%	-	24%	26%	25%	36%	41%	13%	21%	17%	19%	30%	11%	34%	40%	27%	46%	28%	27%	
Don't know		6	6	-	-	6	-	-	-	-	2	-	2	2	-	-	-	2	-	-	2	-	-	2	-	-	4	
		2%	5%	-	-	10%	-	-	-	-	3%	-	2%	3%	-	-	-	6%	-	-	15%	-	-	5%	-	-	2%	
Mean		0.40	0.40	0.40	0.72	0.34	0.24	0.56	0.35	1.00	0.53	0.29	0.50	0.23	-0.12	1.18	0.49	0.76	0.54	0.67	0.59	0.34	0.05	0.53	-0.20	0.67	0.40	
Standard deviation		1.31	1.33	1.30	1.42	1.31	1.32	1.24	1.48	-	1.36	1.28	1.28	1.34	1.33	1.14	1.22	1.16	1.37	1.39	0.95	1.49	1.43	1.40	1.09	1.50	1.31	
Standard error		0.08	0.12	0.11	0.30	0.18	0.12	0.15	0.47	-	0.17	0.16	0.14	0.17	0.30	0.34	0.20	0.22	0.28	0.33	0.22	0.37	0.25	0.23	0.21	0.22	0.11	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 176

Q7. To what extent do you agree or disagree with the following statements?**Base: All respondents who feed their children vegetables****My child(ren) ask to have vegetables included as part of their meals**

		Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?									
		Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil- lage	Hamlet & Isolated Dwel- ling	No chil- dren aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more	
Unweighted base		272	230	105	125	42	40	2	-	272	90	121	114	75	4	28	64	64	66	28	10	1	1	
Weighted base		285	240	106	134	46	43	3	-	285	99	124	119	81	7	30	66	64	64	37	9	1	1	
NET: Agree		152	127	54	74	25	22	3	-	152	53	64	57	48	1	14	34	42	31	20	4	-	1	
		53%	53%	51%	55%	54%	51%	100%	-	53%	54%	52%	48%	59%	9%	46%	52%	66%	49%	55%	38%	-	100%	
Strongly agree	(+2)	68	56	30	26	12	12	-	-	68	24	23	24	20	-	7	21	14	14	8	-	-	-	
		24%	23%	29%	19%	26%	27%	-	-	24%	25%	19%	20%	25%	-	22%	32%	22%	21%	23%	-	-	-	
Agree a little	(+1)	84	71	23	48	13	10	3	-	84	29	41	33	28	1	7	14	28	18	12	4	-	1	
		29%	30%	22%	36%	28%	24%	100%	-	29%	29%	33%	28%	35%	9%	24%	21%	43%	28%	32%	38%	-	100%	
Neither agree nor disagree	(0)	48	38	15	23	10	10	-	-	48	13	18	24	15	2	10	9	7	9	6	1	1	-	
		17%	16%	14%	17%	21%	23%	-	-	17%	13%	15%	20%	19%	30%	34%	14%	12%	14%	17%	11%	100%	-	
Disagree a little	(-1)	50	43	20	23	7	7	-	-	50	12	28	24	13	3	3	13	7	12	9	3	-	-	
		18%	18%	19%	17%	14%	15%	-	-	18%	13%	23%	20%	16%	49%	9%	20%	10%	18%	25%	31%	-	-	
Strongly disagree	(-2)	29	27	12	14	3	3	-	-	29	14	11	14	5	1	1	6	6	12	1	2	-	-	
		10%	11%	12%	11%	6%	6%	-	-	10%	14%	9%	12%	6%	13%	4%	10%	9%	18%	3%	20%	-	-	
NET: Disagree		80	70	33	37	9	9	-	-	80	26	39	38	18	4	4	20	12	24	10	5	-	-	
		28%	29%	31%	28%	21%	22%	-	-	28%	27%	32%	32%	22%	61%	13%	30%	19%	37%	28%	51%	-	-	
Don't know		6	4	4	-	2	2	-	-	6	6	2	-	-	-	2	2	2	-	-	-	-	-	
		2%	2%	4%	-	4%	4%	-	-	2%	6%	2%	-	-	-	8%	3%	3%	-	-	-	-	-	
Mean		0.40	0.37	0.38	0.36	0.55	0.52	1.00	-	0.40	0.40	0.30	0.25	0.55	-0.66	0.56	0.45	0.61	0.15	0.47	-0.32	0.00	1.00	
Standard deviation		1.31	1.33	1.41	1.27	1.22	1.26	0.00	-	1.31	1.40	1.27	1.31	1.20	0.87	1.09	1.40	1.23	1.43	1.19	1.25	-	-	
Standard error		0.08	0.09	0.14	0.11	0.19	0.20	0.00	-	0.08	0.15	0.12	0.12	0.14	0.44	0.21	0.18	0.15	0.18	0.23	0.39	-	-	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 177

Q7. To what extent do you agree or disagree with the following statements?**Base: All respondents who feed their children vegetables****My child(ren) ask to have vegetables included as part of their meals**

Which of the following ITV regions do you live in?														Marital Status																			
														NET: Married/ Civil part- nership/ co hab- iting			NET: Wid- owed/ separ- ated/ div- orced																
														Single	Mar- ried	Civil Part- nership	Co Hab- iting	Wid- owed	Seper- ated	Divor- ced													
														Total	Anglia	Cent- ral	Gram- plan	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	Single	Mar- ried	5	60	23	3	4	16
Unweighted base		272	17	1	39	38	46	26	19	11	18	9	18	41	207	142	5	60	23	3	4	16											
Weighted base		285	13	1	41	40	52	23	21	13	15	9	20	44	219	161	6	52	21	5	4	13											
NET: Agree		152	6	-	25	22	25	14	10	8	3	7	26	118	91	5	22	8	1	2	6												
		53%	48%	-	62%	54%	49%	60%	45%	74%	57%	30%	36%	58%	54%	56%	84%	42%	38%	13%	43%	46%											
Strongly agree		(+2)	68	2	15	9	10	9	2	8	1	-	1	7	56	46	5	6	5	1	1	4											
			24%	18%	-	37%	22%	20%	41%	8%	57%	9%	-	6%	16%	26%	28%	72%	11%	23%	13%	16%	29%										
Agree a little		(+1)	84	4	10	13	15	4	8	2	7	3	6	19	62	45	1	16	3	-	1	2											
			29%	30%	-	25%	32%	29%	19%	37%	17%	48%	30%	42%	28%	28%	11%	31%	15%	-	27%	16%											
Neither agree nor disagree		(0)	48	1	9	10	6	4	4	2	2	1	5	8	35	26	-	9	5	1	-	4											
			17%	9%	-	21%	25%	11%	16%	17%	12%	7%	25%	19%	16%	16%	-	17%	21%	12%	-	31%											
Disagree a little		(-1)	50	3	3	5	9	4	4	2	1	5	6	5	37	25	1	11	8	3	2	2											
			18%	26%	-	7%	12%	17%	18%	20%	13%	8%	58%	29%	11%	17%	16%	20%	38%	75%	57%	19%											
Strongly disagree		(-2)	29	2	1	4	3	10	1	4	-	*	2	3	26	19	-	7	1	-	-	1											
			10%	17%	100%	10%	8%	19%	6%	18%	-	3%	5%	10%	7%	12%	-	13%	3%	-	-	4%											
NET: Disagree		80	6	1	7	8	19	5	8	2	2	6	8	8	62	44	1	17	9	3	2	3											
		28%	43%	100%	17%	20%	36%	23%	38%	13%	11%	63%	39%	18%	28%	27%	16%	33%	41%	75%	57%	23%											
Don't know		6	-	-	-	-	2	-	-	-	2	-	-	2	4	-	-	4	-	-	-	-											
		2%	-	-	-	-	4%	-	-	-	16%	-	-	5%	2%	-	-	8%	-	-	-	-											
Mean		0.40	0.05	-2.00	0.72	0.48	0.14	0.73	-0.04	1.18	0.61	-0.39	-0.07	0.53	0.40	0.46	1.40	0.08	0.18	-0.49	0.01	0.48											
Standard deviation		1.31	1.45	-	1.31	1.21	1.45	1.34	1.30	1.14	0.97	1.02	1.12	1.13	1.35	1.36	1.21	1.27	1.27	1.14	1.39	1.26											
Standard error		0.08	0.35	-	0.21	0.20	0.22	0.26	0.30	0.34	0.23	0.34	0.26	0.18	0.09	0.11	0.54	0.17	0.26	0.66	0.69	0.32											

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 178

Q7. To what extent do you agree or disagree with the following statements?**Base: All respondents who feed their children vegetables****My child(ren) ask to have vegetables included as part of their meals**

		Which of the following cities do you live in, or nearest to?																				
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base		272	14	4	11	17	-	9	26	11	14	23	7	6	6	4	56	10	14	8	15	17
Weighted base		285	16	5	13	16	-	12	27	11	15	28	6	3	10	4	60	6	17	7	13	17
NET: Agree		152 53%	5 34%	3 55%	10 74%	6 36%	-	8 68%	13 48%	7 61%	12 82%	17 60%	3 53%	* 12%	8 85%	2 43%	32 53%	1 12%	3 18%	6 85%	7 51%	10 59%
Strongly agree	(+2)	68 24%	1 7%	-	8 57%	2 10%	-	4 36%	4 16%	3 26%	9 59%	10 35%	1 13%	-	7 75%	1 16%	13 22%	* 6%	-	1 17%	* 3%	4 24%
Agree a little	(+1)	84 29%	4 27%	3 55%	2 17%	4 26%	-	4 32%	9 33%	4 35%	3 23%	7 25%	2 39%	* 12%	1 10%	1 27%	19 31%	* 6%	3 18%	5 68%	6 48%	6 35%
Neither agree nor disagree	(0)	48 17%	4 23%	-	2 12%	2 14%	-	3 21%	6 24%	4 33%	1 4%	7 26%	-	1 38%	1 8%	-	7 11%	3 46%	5 30%	-	2 18%	1 6%
Disagree a little	(-1)	50 18%	2 13%	2 45%	2 13%	5 31%	-	1 11%	5 18%	-	1 10%	-	1 23%	1 22%	1 7%	2 51%	11 18%	* 6%	8 46%	* 7%	1 10%	6 35%
Strongly disagree	(-2)	29 10%	5 30%	-	-	1 6%	-	-	3 10%	1 6%	1 4%	4 14%	1 24%	1 28%	-	* 7%	9 15%	2 36%	1 6%	1 8%	* 3%	-
NET: Disagree		80 28%	7 44%	2 45%	2 13%	6 37%	-	1 11%	7 28%	1 6%	2 14%	4 14%	3 47%	2 50%	1 7%	2 57%	20 33%	2 42%	9 52%	1 15%	2 13%	6 35%
Don't know		6 2%	-	-	-	2 13%	-	-	-	-	-	-	-	-	-	-	2 3%	-	-	-	2 18%	-
Mean		0.40	-0.33	0.09	1.18	0.04	-	0.93	0.26	0.75	1.22	0.66	-0.05	-0.66	1.53	-0.06	0.27	-0.61	-0.40	0.80	0.46	0.49
Standard deviation		1.31	1.38	1.12	1.14	1.23	-	1.05	1.23	1.08	1.21	1.35	1.60	1.21	0.96	1.51	1.41	1.32	0.88	1.14	0.95	1.23
Standard error		0.08	0.37	0.56	0.34	0.31	-	0.35	0.24	0.32	0.32	0.28	0.61	0.49	0.39	0.76	0.19	0.42	0.24	0.40	0.25	0.30

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 179

Q8. Which of the following statements best describes how you incorporate Brassicas into your child's diet?

Base: All respondents who feed their children vegetables

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	272	134	138	22	54	115	70	10	1	62	66	80	64	20	11	37	28	24	18	19	16	32	39	28	47	150	
Weighted base	285	133	153	28	65	110	72	10	*	70	55	89	72	22	13	39	35	29	15	15	12	34	40	30	39	164	
By disguising them	25 9%	11 9%	13 9%	2 7%	7 11%	9 8%	3 4%	4 43%	-	2 3%	9 16%	8 9%	6 8%	- -	1 5%	3 6%	7 20%	3 12%	1 4%	- -	- -	7 20%	4 10%	- -	1 3%	19 11%	
By making them look more appealing	58 20%	25 19%	33 22%	4 15%	21 32%	16 14%	17 24%	- -	- -	21 30%	14 26%	14 16%	9 12%	4 19%	- -	12 31%	8 23%	10 33%	2 15%	3 18%	1 8%	8 23%	9 22%	2 6%	10 27%	33 20%	
I don't do anything special I just give them to my child	203 71%	96 73%	106 69%	22 78%	37 57%	85 77%	52 73%	6 57%	*	46 67%	32 58%	67 76%	57 79%	18 81%	13 95%	25 63%	20 57%	16 55%	12 81%	13 82%	11 92%	19 57%	27 68%	28 94%	27 70%	112 68%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 180

Q8. Which of the following statements best describes how you incorporate Brassicas into your child's diet?

Base: All respondents who feed their children vegetables

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?										
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil- lage	Hamlet & Isolated Dwel- ling	No chil- dren aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k- £14k	>£14k- £21k	>£21k- £28k	>£28k- £34k	>£34k- £41k	>£41k- £48k	>£48k- £55k	>£55k or more		
Unweighted base	272	230	105	125	42	40	2	-	272	90	121	114	75	4	28	64	64	66	28	10	1	1		
Weighted base	285	240	106	134	46	43	3	-	285	99	124	119	81	7	30	66	64	64	37	9	1	1		
By disguising them	25 9%	22 9%	18 17%	4 3%	3 6%	3 6%	- -	- -	25 9%	7 7%	10 8%	14 12%	2 2%	3 49%	1 3%	9 13%	5 7%	6 10%	- -	1 11%	- -	- -		
By making them look more appealing	58 20%	47 19%	28 27%	19 14%	12 25%	12 27%	- -	- -	58 20%	28 29%	28 23%	23 19%	12 15%	- -	9 29%	8 13%	19 30%	13 20%	7 18%	2 17%	- -	- -		
I don't do anything special I just give them to my child	203 71%	171 71%	60 56%	111 83%	31 69%	29 67%	3 100%	- -	203 71%	64 64%	86 69%	82 69%	68 83%	4 51%	20 68%	48 74%	41 63%	45 71%	30 82%	7 73%	1 100%	1 100%		

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 181

Q8. Which of the following statements best describes how you incorporate Brassicas into your child's diet?

Base: All respondents who feed their children vegetables

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Central	Grampian	Granada	London	Meridian	Scottish	Tyne Tees	Wales & West	West-county	Yorkshire	NET: Married/Civil partnership/co habiting	Married	Civil Partnership	Co Habiting	NET: Widowed/separated/divorced	Widowed	Separated	Divorced	
Unweighted base	272	17	1	39	38	46	26	19	11	18	9	18	41	207	142	5	60	23	3	4	16
Weighted base	285	13	1	41	40	52	23	21	13	15	9	20	44	219	161	6	52	21	5	4	13
By disguising them	25 9%	2 12%	-	4 10%	3 6%	7 14%	2 7%	-	1 5%	-	-	-	5 11%	15 7%	11 7%	-	4 8%	5 24%	3 75%	2 39%	-
By making them look more appealing	58 20%	1 7%	-	12 29%	13 32%	10 20%	6 28%	4 19%	-	2 15%	* 5%	2 9%	9 21%	46 21%	38 23%	* 6%	8 16%	2 10%	1 25%	-	1 8%
I don't do anything special I just give them to my child	203 71%	11 80%	1 100%	25 62%	25 62%	34 66%	15 65%	17 81%	13 95%	13 85%	8 95%	18 91%	30 68%	158 72%	112 70%	6 94%	40 76%	14 66%	-	3 61%	12 92%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 182

Q8. Which of the following statements best describes how you incorporate Brassicas into your child's diet?

Base: All respondents who feed their children vegetables

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin-burgh	New-castle	Leeds	Hull	Shef-field	Manch-ester	Liver-pool	Nott-ingham	Birm-ingham	Norwich	Milton Keynes	Brigh-ton	Oxford	London	South-ampton	Bristol	Ply-mouth	Cardiff	None of these
Unweighted base	272	14	4	11	17	-	9	26	11	14	23	7	6	6	4	56	10	14	8	15	17
Weighted base	285	16	5	13	16	-	12	27	11	15	28	6	3	10	4	60	6	17	7	13	17
By disguising them	25	-	-	1	5	-	2	2	1	1	3	-	-	-	*	9	1	-	-	-	-
	9%	-	-	5%	31%	-	15%	7%	6%	4%	12%	-	-	-	7%	15%	25%	-	-	-	-
By making them look more appealing	58	4	-	-	5	-	3	10	3	1	10	*	1	3	2	11	*	*	1	2	1
	20%	26%	-	-	32%	-	21%	39%	26%	5%	34%	7%	17%	36%	51%	18%	6%	2%	22%	13%	9%
I don't do anything special I just give them to my child	203	12	5	13	6	-	8	15	7	14	15	5	3	6	2	40	4	17	5	11	15
	71%	74%	100%	95%	36%	-	64%	55%	69%	91%	54%	93%	83%	64%	43%	67%	69%	98%	78%	87%	91%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 183

Q9. To what extent do you think children will be eating more or less healthily in general as a result of the government introducing compulsory school meals for children up to the age of 7?

Base: All respondents

		Gender		Age						Social Grade				Region												Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humbs-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base		1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420
Weighted base		1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439
NET: more healthily		659	322	336	80	118	103	111	102	144	191	179	140	149	65	33	75	63	65	48	33	57	83	94	43	90	300
		65%	65%	65%	67%	69%	61%	61%	68%	65%	71%	64%	64%	62%	72%	82%	67%	69%	71%	68%	65%	56%	63%	67%	47%	71%	68%
A lot more healthily	(+2)	166	92	74	23	29	22	39	18	34	57	47	30	32	8	7	19	13	24	13	9	17	19	32	4	22	85
		16%	19%	14%	20%	17%	13%	22%	12%	16%	21%	17%	13%	13%	9%	18%	17%	15%	27%	18%	18%	16%	14%	23%	5%	17%	19%
A little more healthily	(+1)	493	231	262	57	89	81	72	84	110	134	132	110	117	57	26	55	50	40	36	24	40	64	62	38	69	214
		49%	47%	51%	47%	52%	48%	40%	56%	50%	49%	47%	50%	49%	62%	64%	50%	55%	44%	50%	47%	40%	49%	44%	42%	54%	49%
About the same	(0)	316	154	162	39	43	59	60	43	72	73	91	67	84	24	7	35	27	20	19	15	40	42	41	47	29	124
		31%	31%	31%	33%	25%	35%	33%	29%	33%	27%	33%	31%	35%	27%	17%	31%	29%	22%	27%	29%	40%	32%	29%	52%	23%	28%
A little less healthily	(-1)	26	13	13	-	7	8	4	4	2	5	7	9	5	-	-	2	2	3	1	3	2	5	6	1	7	9
		3%	3%	3%	-	4%	4%	2%	3%	1%	2%	2%	4%	2%	-	-	2%	2%	4%	2%	6%	2%	4%	4%	1%	6%	2%
A lot less healthily	(-2)	10	6	4	1	2	-	5	1	2	1	3	4	2	1	1	-	-	3	2	-	2	1	*	-	-	6
		1%	1%	1%	1%	1%	-	3%	*	1%	*	1%	2%	1%	2%	1%	-	-	3%	3%	-	2%	1%	*	-	-	1%
NET: Less healthily		36	19	17	1	9	8	10	5	4	6	10	13	7	1	1	2	2	6	3	3	4	7	6	1	7	15
		4%	4%	3%	1%	5%	4%	5%	3%	2%	2%	4%	6%	3%	2%	1%	2%	2%	7%	5%	6%	4%	5%	4%	1%	6%	4%
Mean		0.77	0.79	0.75	0.85	0.80	0.69	0.75	0.77	0.78	0.89	0.76	0.69	0.72	0.78	0.97	0.82	0.82	0.88	0.79	0.76	0.67	0.71	0.85	0.51	0.83	0.83
Standard deviation		0.79	0.82	0.76	0.75	0.81	0.75	0.92	0.71	0.75	0.76	0.80	0.82	0.75	0.67	0.69	0.73	0.69	0.97	0.86	0.82	0.84	0.80	0.83	0.61	0.78	0.81
Standard error		0.02	0.04	0.03	0.08	0.07	0.05	0.07	0.05	0.05	0.05	0.04	0.06	0.05	0.07	0.12	0.07	0.07	0.11	0.10	0.11	0.08	0.07	0.07	0.06	0.07	0.04

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 184

Q9. To what extent do you think children will be eating more or less healthily in general as a result of the government introducing compulsory school meals for children up to the age of 7?

Base: All respondents

		Which of the following best describes where you live?						Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?									
		Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil- lage	Hamlet & Isolated Dwel- ling	No chil- dren aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k- £14k	>£14k- £21k	>£21k- £28k	>£28k- £34k	>£34k- £41k	>£41k- £48k	>£48k- £55k	>£55k or more
Unweighted base		1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10
Weighted base		1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18
NET: more healthily		659	532	284	248	126	114	12	478	180	71	70	74	55	32	96	134	143	125	51	23	11	13
		65%	66%	69%	62%	62%	61%	83%	68%	60%	67%	52%	59%	66%	61%	67%	65%	68%	63%	63%	63%	78%	71%
A lot more healthily	(+2)	166	130	67	63	36	32	4	115	51	20	17	21	21	6	23	29	40	28	16	7	-	5
		16%	16%	16%	16%	18%	17%	27%	16%	17%	19%	13%	17%	25%	12%	16%	14%	19%	14%	20%	18%	-	26%
A little more healthily	(+1)	493	403	217	185	90	82	8	363	129	51	53	53	34	26	74	104	104	97	35	16	11	8
		49%	50%	53%	47%	44%	43%	56%	51%	43%	48%	39%	42%	41%	49%	51%	51%	50%	49%	43%	45%	78%	46%
About the same	(0)	316	247	111	136	69	66	2	204	110	32	59	45	27	18	44	68	55	66	29	9	3	4
		31%	31%	27%	34%	34%	35%	17%	29%	37%	30%	44%	36%	32%	33%	31%	33%	26%	33%	36%	26%	22%	21%
A little less healthily	(-1)	26	20	9	11	6	6	-	19	7	2	4	6	2	1	1	2	9	6	1	4	-	1
		3%	3%	2%	3%	3%	3%	-	3%	2%	2%	3%	5%	2%	2%	1%	1%	4%	3%	1%	11%	-	7%
A lot less healthily	(-2)	10	8	5	3	2	2	-	8	2	-	2	1	-	2	2	1	2	2	-	-	-	-
		1%	1%	1%	1%	1%	1%	-	1%	1%	-	2%	1%	-	3%	1%	1%	1%	1%	-	-	-	-
NET: Less healthily		36	28	14	14	8	8	-	27	10	2	6	7	2	3	3	3	11	8	1	4	-	1
		4%	4%	3%	4%	4%	4%	-	4%	3%	2%	4%	6%	2%	6%	2%	2%	5%	4%	1%	11%	-	7%
Mean		0.77	0.78	0.81	0.74	0.75	0.72	1.10	0.79	0.73	0.85	0.58	0.69	0.88	0.64	0.79	0.77	0.81	0.71	0.81	0.71	0.78	0.90
Standard deviation		0.79	0.78	0.77	0.78	0.82	0.83	0.68	0.78	0.80	0.75	0.81	0.84	0.81	0.85	0.76	0.72	0.83	0.79	0.76	0.90	0.43	0.89
Standard error		0.02	0.03	0.04	0.04	0.06	0.06	0.17	0.03	0.05	0.08	0.07	0.08	0.09	0.11	0.06	0.05	0.06	0.06	0.09	0.16	0.14	0.28

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 185

Q9. To what extent do you think children will be eating more or less healthily in general as a result of the government introducing compulsory school meals for children up to the age of 7?

Base: All respondents

	Which of the following ITV regions do you live in?													Marital Status							
	Total	Anglia	Cent- ral	Gram- pian	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	Single	NET: Mar- ried/ Civil part- ner- ship/ co hab- iting	Mar- ried	Civil Part- ner- ship	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Separ- ated	Div- orced
Unweighted base	1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
NET: more healthily	659 65%	61 57%	7 74%	95 69%	79 69%	125 63%	57 70%	58 70%	35 83%	31 64%	12 40%	28 52%	178 68%	387 64%	286 63%	6 42%	95 67%	91 67%	27 63%	9 83%	56 67%
A lot more healthily (+2)	166 16%	19 18%	2 19%	34 25%	18 16%	34 17%	20 24%	7 9%	8 20%	9 18%	1 4%	1 2%	44 17%	103 17%	81 18%	4 28%	18 13%	19 14%	5 11%	2 15%	13 15%
A little more healthily (+1)	493 49%	42 40%	6 54%	60 44%	61 53%	91 46%	37 45%	50 61%	26 63%	22 46%	11 35%	27 51%	134 51%	284 47%	205 45%	2 15%	76 54%	73 53%	22 52%	7 68%	43 52%
About the same (0)	316 31%	42 39%	3 26%	33 24%	33 29%	66 33%	19 24%	24 29%	7 16%	14 29%	19 60%	25 46%	72 27%	199 33%	151 33%	8 55%	40 28%	43 31%	15 36%	1 11%	27 32%
A little less healthily (-1)	26 3%	2 2%	- -	4 3%	2 2%	6 3%	5 6%	- -	- -	3 6%	- -	1 2%	8 3%	17 3%	11 2%	* 3%	6 4%	1 1%	- -	1 6%	* 1%
A lot less healthily (-2)	10 1%	2 2%	- -	5 4%	- -	1 1%	* *	1 2%	1 1%	- -	- -	- -	4 1%	5 1%	5 1%	- -	1 1%	1 1%	1 1%	- -	1 1%
NET: Less healthily	36 4%	4 4%	- -	9 7%	2 2%	8 4%	5 7%	1 2%	1 1%	3 6%	- -	1 2%	11 4%	22 4%	15 3%	* 3%	7 5%	3 2%	1 1%	1 6%	1 2%
Mean	0.77	0.70	0.93	0.84	0.83	0.75	0.87	0.75	1.00	0.77	0.44	0.52	0.79	0.76	0.77	0.67	0.74	0.78	0.72	0.92	0.79
Standard deviation	0.79	0.84	0.71	0.96	0.71	0.80	0.87	0.69	0.70	0.83	0.59	0.57	0.80	0.79	0.80	0.94	0.76	0.73	0.71	0.74	0.74
Standard error	0.02	0.08	0.22	0.08	0.07	0.06	0.09	0.08	0.12	0.11	0.11	0.08	0.05	0.03	0.04	0.25	0.06	0.06	0.11	0.21	0.08

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 186

Q9. To what extent do you think children will be eating more or less healthily in general as a result of the government introducing compulsory school meals for children up to the age of 7?

Base: All respondents

		Which of the following cities do you live in, or nearest to?																				
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base		1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base		1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
NET: more healthily		659 65%	34 77%	26 69%	34 81%	34 77%	8 69%	22 66%	52 70%	27 75%	27 57%	62 70%	30 55%	18 68%	13 63%	11 78%	144 63%	23 72%	12 34%	20 68%	23 62%	36 52%
A lot more healthily	(+2)	166 16%	6 13%	2 5%	8 19%	10 22%	1 8%	1 4%	13 17%	7 19%	6 13%	22 25%	8 15%	5 19%	8 38%	2 17%	41 18%	10 30%	1 3%	1 3%	8 20%	7 10%
A little more healthily	(+1)	493 49%	29 64%	24 64%	26 62%	24 54%	7 62%	21 63%	39 53%	20 55%	21 44%	40 46%	22 40%	13 49%	5 26%	8 61%	103 45%	13 42%	11 31%	19 65%	16 42%	29 42%
About the same	(0)	316 31%	9 19%	12 31%	8 19%	9 20%	4 31%	11 34%	20 27%	9 25%	17 36%	20 23%	21 39%	9 32%	6 29%	3 19%	75 33%	9 28%	23 65%	9 30%	11 30%	32 46%
A little less healthily	(-1)	26 3%	- -	- -	- -	2 3%	- -	- -	2 3%	- -	1 3%	3 4%	1 2%	- -	1 6%	* 3%	9 4%	- -	1 1%	1 2%	3 8%	1 2%
A lot less healthily	(-2)	10 1%	1 3%	- -	- -	- -	- -	- -	- -	- -	2 4%	3 3%	2 3%	- -	* 2%	- -	1 1%	- -	- -	- -	- -	1 1%
NET: Less healthily		36 4%	1 3%	- -	- -	2 3%	- -	- -	2 3%	- -	3 7%	6 7%	3 6%	- -	2 8%	* 3%	11 5%	- -	1 1%	1 2%	3 8%	2 3%
Mean		0.77	0.84	0.73	1.00	0.96	0.77	0.70	0.85	0.94	0.60	0.84	0.62	0.87	0.91	0.92	0.75	1.02	0.35	0.68	0.74	0.58
Standard deviation		0.79	0.77	0.54	0.63	0.75	0.60	0.54	0.73	0.68	0.90	0.96	0.89	0.72	1.06	0.72	0.81	0.78	0.56	0.57	0.88	0.73
Standard error		0.02	0.12	0.09	0.11	0.11	0.17	0.10	0.09	0.11	0.13	0.11	0.11	0.12	0.23	0.19	0.05	0.12	0.10	0.10	0.13	0.08

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 187

Q10. There are a large variety of vegetables available on the shelf at supermarkets and local grocery shops. Which of the below do you tend to buy most often?

Base: All respondents

	Gender			Age						Social Grade				Region													Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate		
Unweighted base	1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420		
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439		
Traditional fresh vegetables e.g. potatoes, carrots, cabbage	773 76%	379 77%	394 76%	77 64%	110 65%	135 79%	132 73%	126 84%	193 88%	199 74%	215 77%	187 85%	172 71%	72 79%	30 75%	89 80%	68 74%	62 68%	57 80%	34 68%	83 82%	95 72%	112 79%	71 78%	91 72%	328 75%		
Frozen vegetables	207 20%	101 20%	107 21%	34 28%	51 30%	29 17%	44 25%	24 16%	25 11%	63 23%	53 19%	31 14%	60 25%	16 18%	8 19%	20 18%	21 23%	27 29%	13 19%	14 27%	18 17%	28 21%	25 18%	19 21%	33 26%	96 22%		
Less traditional fresh vegetables e.g. yam, pak choi, plantain	12 1%	6 1%	6 1%	3 3%	2 1%	3 2%	2 1%	-	1 1%	5 2%	5 2%	1 *	* *	2 2%	-	1 1%	3 3%	1 1%	-	-	-	4 3%	1 1%	* *	2 2%	6 1%		
None of these	19 2%	10 2%	10 2%	7 6%	6 3%	3 2%	2 1%	-	1 1%	3 1%	6 2%	1 *	8 3%	2 2%	2 5%	2 1%	-	1 1%	1 1%	2 5%	1 1%	5 4%	4 3%	* *	-	9 2%		

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 188

Q10. There are a large variety of vegetables available on the shelf at supermarkets and local grocery shops. Which of the below do you tend to buy most often?

Base: All respondents

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?					What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18
Traditional fresh vegetables e.g. potatoes, carrots, cabbage	773 76%	626 77%	306 75%	320 80%	147 72%	139 73%	9 59%	550 78%	222 74%	71 67%	92 68%	95 75%	73 87%	39 74%	98 68%	147 72%	171 82%	150 75%	72 89%	33 92%	10 68%	17 94%
Frozen vegetables	207 20%	155 19%	86 21%	69 17%	52 26%	47 25%	5 32%	142 20%	65 22%	31 29%	32 24%	24 19%	11 13%	6 12%	39 27%	51 25%	35 17%	47 24%	8 9%	3 8%	4 32%	1 6%
Less traditional fresh vegetables e.g. yam, pak choi, plantain	12 1%	10 1%	9 2%	1 *	1 1%	1 1%	- -	6 1%	5 2%	1 1%	4 3%	3 3%	- -	* 1%	1 1%	2 1%	3 1%	2 1%	- -	- -	- -	- -
None of these	19 2%	17 2%	9 2%	8 2%	2 1%	1 1%	1 9%	11 2%	8 3%	2 2%	8 6%	4 3%	- -	7 13%	5 4%	5 2%	- -	- -	2 2%	- -	- -	- -

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 189

Q10. There are a large variety of vegetables available on the shelf at supermarkets and local grocery shops. Which of the below do you tend to buy most often?

Base: All respondents

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Cent- ral	Gram- pian	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	Single	NET: Mar- ried/ Civil part- ner- ship/ co hab- iting	Mar- ried	Civil Part- ner- ship	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Separ- ated	Div- orced
Unweighted base	1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
Traditional fresh vegetables e.g. potatoes, carrots, cabbage	773 76%	81 76%	9 90%	106 77%	92 80%	150 75%	67 82%	65 78%	32 76%	33 68%	16 51%	45 84%	171 66%	486 80%	370 82%	13 90%	103 72%	112 82%	35 83%	9 79%	69 82%
Frozen vegetables	207 20%	24 23%	1 10%	28 21%	20 17%	40 20%	10 12%	15 18%	8 19%	13 27%	15 49%	8 15%	73 28%	110 18%	73 16%	1 7%	36 25%	24 17%	7 17%	2 21%	14 17%
Less traditional fresh vegetables e.g. yam, pak choi, plantain	12 1%	- -	- -	1 1%	1 1%	4 2%	1 1%	2 2%	- -	- -	- -	* 1%	8 3%	3 1%	3 1%	* 2%	- -	- -	- -	- -	- -
None of these	19 2%	1 1%	- -	2 1%	2 1%	5 3%	4 5%	2 2%	2 5%	2 5%	- -	- -	9 3%	9 1%	6 1%	- -	3 2%	1 *	- -	- -	1 1%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 190

Q10. There are a large variety of vegetables available on the shelf at supermarkets and local grocery shops. Which of the below do you tend to buy most often?

Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base	1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
Traditional fresh vegetables e.g. potatoes, carrots, cabbage	773 76%	33 75%	31 82%	32 77%	34 76%	11 93%	23 68%	61 82%	32 91%	41 87%	61 69%	44 80%	19 68%	18 87%	13 96%	176 76%	26 81%	30 84%	23 80%	23 62%	43 61%
Frozen vegetables	207 20%	8 18%	7 18%	8 19%	9 21%	1 7%	10 29%	11 15%	3 9%	5 12%	26 30%	11 20%	8 31%	- -	1 4%	44 19%	6 18%	5 15%	6 20%	12 32%	25 36%
Less traditional fresh vegetables e.g. yam, pak choi, plantain	12 1%	2 4%	- -	- -	1 3%	- -	1 4%	1 1%	- -	- -	1 1%	- -	- -	- -	- -	5 2%	- -	* 1%	- -	- -	- -
None of these	19 2%	2 3%	- -	2 4%	- -	- -	- -	2 2%	- -	1 2%	* *	- -	* 1%	3 13%	- -	5 2%	* 1%	- -	- -	2 6%	2 3%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 191

Q11. We'd now like you to think ahead to Christmas day. Which of the below vegetables, if any, do you think you'll be eating as part of your main Christmas meal?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439
NET: Any	976 96%	477 96%	499 97%	112 93%	163 96%	163 96%	175 97%	148 98%	214 97%	266 98%	267 95%	213 97%	229 95%	89 98%	37 93%	110 99%	86 94%	87 96%	71 100%	48 95%	100 99%	125 95%	135 95%	88 97%	124 98%	422 96%
Potatoes	906 90%	441 89%	466 90%	94 78%	154 90%	153 90%	167 93%	139 92%	201 91%	234 87%	245 87%	210 95%	217 90%	84 93%	36 88%	101 91%	80 88%	78 86%	68 96%	45 89%	96 95%	104 79%	130 92%	84 92%	118 93%	377 86%
Carrots	809 80%	396 80%	413 80%	91 76%	142 83%	141 83%	152 85%	114 76%	168 76%	228 85%	217 78%	174 79%	189 79%	64 70%	32 79%	91 82%	79 86%	73 81%	60 85%	43 85%	88 87%	88 67%	112 79%	79 87%	110 87%	344 78%
Brussels sprouts	757 75%	356 72%	400 78%	63 53%	109 64%	119 70%	143 79%	132 88%	191 87%	197 73%	206 73%	176 80%	178 74%	65 71%	32 78%	75 68%	61 67%	76 83%	52 74%	40 80%	83 82%	87 67%	113 80%	72 80%	102 80%	306 70%
Parsnips	575 57%	260 52%	315 61%	61 51%	87 51%	86 51%	105 58%	92 61%	144 65%	149 55%	158 56%	132 60%	135 56%	41 45%	20 50%	53 47%	50 55%	49 53%	47 67%	29 57%	64 63%	66 50%	92 65%	65 71%	82 65%	237 54%
Peas	509 50%	245 50%	264 51%	63 53%	92 54%	71 42%	101 56%	78 52%	103 47%	126 46%	137 49%	109 50%	138 57%	40 44%	22 53%	47 42%	46 50%	58 64%	41 58%	35 69%	56 55%	56 43%	61 43%	49 54%	69 54%	216 49%
Broccoli	413 41%	192 39%	221 43%	76 63%	75 44%	83 49%	67 37%	38 25%	74 34%	103 38%	114 41%	95 43%	101 42%	21 23%	19 48%	43 38%	38 42%	36 40%	28 40%	33 66%	37 37%	65 49%	57 41%	35 39%	54 43%	182 41%
Cauliflower	341 34%	172 35%	169 33%	51 42%	46 27%	76 45%	67 37%	40 27%	61 28%	88 32%	79 28%	78 35%	97 41%	16 17%	19 47%	38 34%	39 43%	35 38%	20 28%	27 54%	36 35%	33 25%	43 30%	35 39%	44 34%	151 34%
Cabbage	218 22%	110 22%	108 21%	30 25%	59 35%	50 30%	32 18%	23 16%	22 10%	52 19%	57 20%	55 25%	54 22%	6 7%	13 32%	34 31%	26 29%	20 22%	12 17%	11 22%	20 19%	23 18%	27 19%	25 28%	25 19%	114 26%
Swede	206 20%	105 21%	101 20%	33 28%	37 22%	43 25%	30 17%	22 15%	41 19%	59 22%	51 18%	44 20%	51 21%	11 13%	10 25%	27 24%	20 22%	9 10%	7 10%	19 37%	17 17%	16 12%	42 29%	28 30%	30 24%	91 21%
Turnip	100 10%	61 12%	38 7%	15 12%	14 8%	14 8%	27 15%	19 12%	11 5%	22 8%	28 10%	16 7%	33 14%	14 16%	17 42%	16 15%	9 9%	9 10%	3 5%	1 2%	9 9%	10 8%	8 5%	3 3%	15 12%	42 10%
Another vegetable	110 11%	48 10%	62 12%	14 12%	23 13%	18 11%	18 10%	16 10%	21 10%	29 11%	39 14%	20 9%	23 10%	5 6%	4 10%	7 6%	6 6%	9 10%	10 14%	6 12%	7 6%	17 13%	24 17%	15 16%	24 19%	43 10%
No vegetables at all	3 *	2 *	1 *	* *	1 *	1 1%	- -	* *	- -	1 *	1 *	* *	1 *	* *	- -	- -	1 1%	1 1%	- -	- -	- -	1 *	- -	- -	* *	2 *

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 191

Q11. We'd now like you to think ahead to Christmas day. Which of the below vegetables, if any, do you think you'll be eating as part of your main Christmas meal?

Base: All respondents

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-berside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439	
Not applicable - I won't be eating a Christmas meal	33 3%	17 3%	16 3%	8 6%	6 4%	6 4%	5 3%	2 1%	6 3%	4 1%	13 4%	6 3%	10 4%	1 2%	3 7%	1 1%	4 5%	3 3%	- -	3 5%	1 1%	6 4%	7 5%	3 3%	2 2%	15 3%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 192

Q11. We'd now like you to think ahead to Christmas day. Which of the below vegetables, if any, do you think you'll be eating as part of your main Christmas meal?

Base: All respondents

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?					What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18
NET: Any	976	778	393	385	197	182	15	684	289	103	126	118	84	44	136	202	202	194	80	35	14	18
	96%	96%	96%	97%	97%	97%	100%	97%	96%	97%	94%	94%	100%	83%	95%	99%	97%	97%	99%	98%	100%	100%
Potatoes	906	722	355	367	184	170	14	633	273	96	118	112	82	44	126	186	193	174	77	33	14	15
	90%	89%	87%	92%	91%	90%	97%	89%	91%	91%	87%	89%	98%	82%	88%	91%	92%	87%	95%	92%	100%	81%
Carrots	809	649	318	331	160	148	11	556	252	87	105	103	81	38	110	170	180	145	67	30	13	17
	80%	80%	78%	83%	79%	79%	78%	78%	84%	83%	78%	82%	97%	71%	77%	83%	86%	72%	82%	85%	93%	93%
Brussels sprouts	757	593	306	287	163	151	13	542	213	68	95	96	70	36	107	157	167	150	51	29	12	8
	75%	73%	75%	72%	80%	80%	87%	76%	71%	65%	71%	76%	84%	68%	75%	77%	80%	75%	63%	82%	84%	45%
Parsnips	575	448	232	216	127	115	12	426	148	48	65	60	50	27	85	132	116	112	42	21	11	4
	57%	55%	57%	54%	63%	61%	83%	60%	49%	45%	48%	48%	60%	50%	60%	65%	55%	56%	51%	58%	82%	24%
Peas	509	404	192	211	106	95	11	351	157	57	64	54	49	20	78	115	94	109	38	17	7	-
	50%	50%	47%	53%	52%	50%	71%	50%	52%	54%	48%	43%	59%	38%	54%	56%	45%	54%	47%	47%	53%	-
Broccoli	413	313	156	157	99	96	4	259	153	52	65	65	49	22	57	81	87	74	32	15	7	11
	41%	39%	38%	39%	49%	51%	26%	37%	51%	49%	48%	51%	58%	41%	40%	40%	42%	37%	40%	41%	50%	61%
Cauliflower	341	262	121	141	79	73	6	203	137	43	50	59	50	15	49	77	69	60	21	12	8	11
	34%	32%	30%	35%	39%	39%	41%	29%	46%	41%	37%	47%	60%	29%	34%	38%	33%	30%	26%	32%	56%	58%
Cabbage	218	170	89	81	48	46	3	127	91	36	38	32	25	10	26	41	45	46	20	6	4	6
	22%	21%	22%	20%	24%	24%	17%	18%	30%	35%	28%	26%	30%	19%	18%	20%	21%	23%	25%	16%	28%	35%
Swede	206	157	73	84	49	43	6	131	73	31	34	22	21	10	36	41	46	35	13	7	1	8
	20%	19%	18%	21%	24%	23%	38%	18%	24%	30%	25%	18%	25%	19%	25%	20%	22%	18%	16%	18%	10%	45%
Turnip	100	86	49	37	14	13	1	65	34	11	13	18	11	13	9	22	21	14	12	-	1	5
	10%	11%	12%	9%	7%	7%	6%	9%	11%	10%	10%	14%	13%	24%	6%	11%	10%	7%	15%	-	10%	26%
Another vegetable	110	90	44	46	21	19	2	72	39	13	13	12	20	7	15	19	32	21	2	5	5	1
	11%	11%	11%	12%	10%	10%	11%	10%	13%	12%	10%	9%	24%	13%	10%	9%	15%	11%	2%	13%	32%	6%
No vegetables at all	3	2	2	*	*	*	-	2	1	1	-	-	-	-	1	-	1	-	-	-	-	-
	*	*	*	*	*	*	-	*	*	1%	-	-	-	-	1%	-	1%	-	-	-	-	-

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 192

Q11. We'd now like you to think ahead to Christmas day. Which of the below vegetables, if any, do you think you'll be eating as part of your main Christmas meal?

Base: All respondents

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?					What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18
Not applicable - I won't be eating a Christmas meal	33	27	14	13	6	6	-	22	11	2	9	8	-	9	7	3	6	6	1	1	-	-
	3%	3%	4%	3%	3%	3%	-	3%	4%	2%	6%	6%	-	17%	5%	1%	3%	3%	1%	2%	-	-

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 193

Q11. We'd now like you to think ahead to Christmas day. Which of the below vegetables, if any, do you think you'll be eating as part of your main Christmas meal?

Base: All respondents

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Cent- ral	Gram- pian	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	Single	NET: Mar- ried/ Civil part- ner- ship/ co hab- iting	Mar- ried	Civil Part- ner- ship	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Separ- ated	Div- orced
Unweighted base	1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
NET: Any	976	104	10	133	113	191	76	81	39	46	31	52	247	593	440	15	138	133	41	11	81
	96%	97%	100%	97%	99%	96%	93%	98%	93%	94%	100%	97%	94%	97%	97%	100%	98%	97%	97%	100%	97%
Potatoes	906	98	8	127	104	169	74	78	37	43	24	51	224	554	415	15	125	126	38	11	77
	90%	92%	79%	93%	91%	85%	91%	95%	88%	89%	76%	94%	86%	91%	92%	100%	88%	92%	91%	96%	92%
Carrots	809	89	10	115	93	146	62	56	34	42	24	46	206	494	368	15	111	107	26	8	73
	80%	84%	100%	84%	82%	73%	76%	67%	80%	86%	78%	86%	79%	81%	81%	100%	79%	78%	62%	73%	87%
Brussels sprouts	757	85	9	107	80	142	64	57	32	39	24	45	171	473	369	7	97	112	36	10	66
	75%	80%	94%	78%	70%	72%	78%	69%	77%	79%	79%	83%	65%	78%	82%	50%	69%	82%	85%	91%	78%
Parsnips	575	67	7	80	54	116	48	34	20	28	22	40	133	350	258	7	86	90	23	8	58
	57%	63%	65%	59%	47%	58%	58%	41%	47%	57%	71%	74%	51%	58%	57%	45%	61%	66%	55%	77%	70%
Peas	509	60	6	82	48	85	36	36	22	34	20	29	124	318	239	9	71	65	23	7	36
	50%	56%	55%	60%	42%	43%	44%	44%	51%	70%	65%	53%	48%	52%	53%	61%	50%	48%	54%	63%	42%
Broccoli	413	40	2	49	48	95	31	16	19	32	21	17	118	241	166	10	65	53	14	4	35
	41%	38%	24%	35%	42%	48%	38%	20%	46%	65%	68%	31%	45%	40%	37%	70%	46%	39%	34%	37%	41%
Cauliflower	341	37	2	41	44	54	25	13	18	27	16	23	86	217	161	8	48	37	9	3	25
	34%	35%	22%	30%	38%	27%	30%	16%	44%	55%	52%	42%	33%	36%	36%	52%	34%	27%	21%	25%	30%
Cabbage	218	23	3	29	34	36	14	3	12	11	6	18	70	134	87	8	39	14	2	1	10
	22%	22%	33%	21%	30%	18%	17%	4%	29%	22%	20%	33%	27%	22%	19%	54%	28%	10%	6%	13%	12%
Swede	206	17	2	15	28	39	21	9	10	19	7	18	65	123	90	4	28	16	4	2	10
	20%	16%	16%	11%	25%	20%	25%	11%	23%	38%	23%	34%	25%	20%	20%	28%	20%	12%	8%	21%	12%
Turnip	100	10	1	10	17	15	4	13	18	1	1	2	28	60	44	1	15	10	6	1	4
	10%	9%	8%	8%	15%	8%	5%	15%	43%	2%	3%	4%	11%	10%	10%	9%	11%	8%	13%	7%	5%
Another vegetable	110	6	-	18	8	32	10	5	5	6	3	12	32	66	48	4	14	12	5	1	7
	11%	5%	-	14%	7%	16%	13%	6%	12%	13%	10%	22%	12%	11%	11%	25%	10%	9%	12%	6%	8%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 193

Q11. We'd now like you to think ahead to Christmas day. Which of the below vegetables, if any, do you think you'll be eating as part of your main Christmas meal?

Base: All respondents

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Cent- ral	Gram- pian	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	NET: Mar- ried/ Civil part- ner- ship/ co hab- iting	Mar- ried	Civil Part- ner- ship	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Separ- ated	Div- orced	
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
No vegetables at all	3 *	- -	- -	1 1%	- -	1 *	- -	* 1%	- -	- -	- -	- -	1 *	1 *	1 *	- -	- -	- -	- -	- -	- -
Not applicable - I won't be eating a Christmas meal	33 3%	3 3%	- -	3 2%	1 1%	7 4%	6 7%	1 2%	3 7%	3 6%	- -	1 3%	14 5%	14 2%	11 2%	- -	4 2%	4 3%	1 3%	- -	2 3%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 194

Q11. We'd now like you to think ahead to Christmas day. Which of the below vegetables, if any, do you think you'll be eating as part of your main Christmas meal?
Base: All respondents

	Total	Which of the following cities do you live in, or nearest to?																			None of these
		Glasgow	Edin-burgh	New-castle	Leeds	Hull	Shef-field	Manch-ester	Liver-pool	Nott-ingham	Birm-ingham	Norwich	Milton Keynes	Brigh-ton	Oxford	London	South-ampton	Bristol	Ply-mouth	Cardiff	
Unweighted base	1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base	1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
NET: Any	976 96%	44 98%	37 99%	39 93%	41 90%	11 93%	34 100%	74 99%	35 98%	47 100%	86 96%	54 98%	26 95%	18 87%	13 95%	222 97%	30 94%	35 100%	28 97%	35 93%	68 97%
Potatoes	906 90%	41 92%	35 93%	38 90%	36 80%	10 86%	34 100%	67 90%	33 93%	45 94%	77 86%	53 96%	24 90%	17 83%	13 95%	199 86%	28 87%	35 98%	26 91%	32 86%	65 92%
Carrots	809 80%	26 59%	30 80%	34 81%	35 78%	9 82%	33 99%	62 84%	30 84%	38 81%	71 80%	47 87%	20 75%	15 72%	12 84%	174 76%	25 79%	32 92%	24 84%	32 84%	56 80%
Brussels sprouts	757 75%	29 65%	30 80%	32 77%	26 58%	9 83%	30 90%	47 63%	29 80%	31 66%	73 82%	46 84%	23 85%	15 74%	11 79%	170 74%	24 76%	25 72%	25 87%	29 76%	50 72%
Parsnips	575 57%	15 34%	21 57%	21 49%	24 53%	6 56%	18 55%	36 48%	18 49%	32 68%	46 52%	39 70%	16 59%	11 53%	12 88%	133 58%	19 58%	23 66%	23 78%	24 64%	38 55%
Peas	509 50%	19 42%	18 47%	24 58%	22 49%	7 63%	19 57%	27 36%	17 47%	26 55%	56 63%	30 55%	11 40%	11 53%	4 29%	98 42%	17 54%	23 65%	12 41%	27 72%	41 59%
Broccoli	413 41%	9 20%	8 21%	19 46%	18 40%	2 21%	16 46%	28 38%	19 54%	20 42%	35 40%	18 32%	12 44%	6 27%	6 43%	109 47%	13 41%	14 40%	12 40%	25 67%	25 35%
Cauliflower	341 34%	5 10%	5 14%	19 46%	22 49%	2 21%	14 41%	20 26%	18 51%	13 27%	34 38%	18 32%	8 28%	11 51%	4 32%	63 28%	8 25%	16 45%	11 38%	20 53%	31 44%
Cabbage	218 22%	2 5%	3 7%	14 33%	10 23%	1 7%	10 31%	24 33%	4 12%	13 28%	18 20%	10 18%	8 29%	5 25%	* 2%	39 17%	5 17%	17 49%	5 18%	11 28%	18 25%
Swede	206 20%	2 3%	7 19%	10 25%	14 31%	2 13%	3 8%	18 24%	13 36%	8 16%	9 10%	10 19%	2 8%	2 12%	4 25%	46 20%	10 32%	10 30%	12 42%	13 35%	11 16%
Turnip	100 10%	6 15%	6 17%	17 40%	5 10%	1 7%	1 4%	7 9%	10 27%	1 2%	7 8%	5 9%	4 15%	1 4%	- -	16 7%	3 9%	1 2%	2 7%	1 1%	6 9%
Another vegetable	110 11%	3 7%	2 6%	4 10%	3 6%	- -	2 7%	7 10%	* 1%	7 16%	10 11%	4 7%	1 3%	9 41%	3 18%	33 14%	1 2%	9 24%	4 14%	5 14%	4 6%
No vegetables at all	3 *	- -	* 1%	- -	- -	1 7%	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -
Not applicable - I won't be eating a Christmas meal	33 3%	1 2%	- -	3 7%	4 10%	- -	- -	* 1%	1 2%	- -	2 3%	1 2%	1 5%	3 13%	1 5%	7 3%	2 6%	- -	1 3%	3 7%	2 3%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 195
Gender
Base: All respondents

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420	
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439	
Male	495	495	-	51	90	85	84	78	106	148	119	123	105	51	23	54	54	42	31	25	40	63	64	47	56	242	
	49%	100%	-	43%	53%	50%	47%	52%	48%	55%	42%	56%	44%	56%	56%	49%	60%	46%	44%	50%	40%	48%	45%	52%	44%	55%	
Female	516	-	516	69	80	85	96	72	114	122	161	97	135	40	18	57	37	49	40	25	61	68	77	44	71	198	
	51%	-	100%	57%	47%	50%	53%	48%	52%	45%	58%	44%	56%	44%	44%	51%	40%	54%	56%	50%	60%	52%	55%	48%	56%	45%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 196
Gender
Base: All respondents

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?					What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18
Male	495 49%	395 49%	220 54%	175 44%	100 49%	96 51%	4 27%	352 50%	141 47%	55 52%	64 48%	65 52%	32 38%	16 31%	62 43%	98 48%	108 51%	105 53%	44 54%	19 53%	5 39%	13 72%
Female	516 51%	413 51%	190 46%	223 56%	103 51%	92 49%	11 73%	356 50%	159 53%	50 48%	70 52%	60 48%	52 62%	37 69%	81 57%	107 52%	102 49%	95 47%	37 46%	17 47%	9 61%	5 28%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 197
Gender
Base: All respondents

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Cent- ral	Gram- pian	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	Single	NET: Mar- ried/ Civil part- ner- ship/ co hab- iting	Mar- ried	Civil Part- ner- ship	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Separ- ated	Div- orced
Unweighted base	1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
Male	495	39	3	66	57	97	38	47	23	24	15	25	145	305	239	11	55	43	15	4	24
	49%	36%	35%	48%	50%	49%	46%	56%	55%	48%	47%	47%	55%	50%	53%	76%	39%	32%	37%	35%	29%
Female	516	68	7	71	58	102	45	36	19	25	16	29	117	303	213	3	87	94	27	7	60
	51%	64%	65%	52%	50%	51%	54%	44%	45%	52%	53%	53%	45%	50%	47%	24%	61%	68%	63%	65%	71%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 198
Gender
Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base	1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
Male	495 49%	28 62%	20 52%	21 51%	29 65%	6 55%	17 52%	41 56%	11 32%	21 45%	43 49%	21 38%	11 41%	5 26%	6 46%	109 47%	18 57%	16 46%	17 58%	20 52%	33 47%
Female	516 51%	17 38%	18 48%	21 49%	16 35%	5 45%	16 48%	33 44%	24 68%	26 55%	45 51%	34 62%	16 59%	15 74%	8 54%	121 53%	14 43%	19 54%	12 42%	18 48%	37 53%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 199

Age**Base: All respondents**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420	
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439	
18-24	120 12%	51 10%	69 13%	120 100%	- -	- -	- -	- -	- -	41 15%	35 12%	18 8%	27 11%	15 17%	3 7%	7 7%	13 14%	14 15%	10 14%	4 7%	3 3%	26 20%	18 13%	8 8%	11 9%	65 15%	
25-34	170 17%	90 18%	80 16%	- -	170 100%	- -	- -	- -	- -	61 23%	48 17%	27 12%	33 14%	6 7%	3 8%	21 19%	23 25%	18 20%	9 13%	12 24%	12 12%	21 16%	35 24%	10 11%	24 19%	114 26%	
35-44	170 17%	85 17%	85 16%	- -	- -	170 100%	- -	- -	- -	44 16%	35 12%	56 25%	35 15%	16 17%	3 8%	35 32%	11 12%	18 19%	10 15%	12 23%	7 7%	20 15%	17 12%	20 22%	29 23%	108 25%	
45-54	180 18%	84 17%	96 19%	- -	- -	- -	180 100%	- -	- -	29 11%	50 18%	48 22%	54 22%	14 16%	19 46%	15 14%	15 16%	19 21%	14 20%	7 14%	26 26%	15 12%	19 13%	17 18%	38 30%	80 18%	
55-64	150 15%	78 16%	72 14%	- -	- -	- -	- -	150 100%	- -	36 13%	45 16%	31 14%	38 16%	22 24%	3 7%	9 8%	14 15%	9 10%	12 17%	7 14%	21 21%	24 18%	13 9%	16 18%	22 17%	48 11%	
65+	220 22%	106 21%	114 22%	- -	- -	- -	- -	- -	220 100%	60 22%	67 24%	40 18%	53 22%	17 19%	10 24%	24 21%	16 18%	14 15%	15 22%	8 17%	31 30%	26 20%	40 29%	20 21%	2 1%	25 6%	
Average age	47.24	47.23	47.25	22.02	29.97	40.31	49.09	59.80	69.59	45.28	47.78	47.54	48.53	48.31	50.19	45.87	44.35	43.28	48.80	45.59	53.95	45.02	47.21	48.86	42.83	40.21	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 200

Age**Base: All respondents**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?					What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18
18-24	120 12%	90 11%	60 15%	30 7%	31 15%	29 15%	2 11%	88 12%	32 11%	25 24%	13 10%	5 4%	1 2%	17 33%	19 13%	17 8%	14 6%	20 10%	6 7%	4 12%	3 19%	6 32%
25-34	170 17%	147 18%	83 20%	64 16%	23 12%	23 12%	- -	99 14%	69 23%	54 51%	35 26%	15 12%	1 1%	5 9%	18 12%	26 13%	52 25%	31 16%	13 16%	6 18%	7 47%	6 31%
35-44	170 17%	150 19%	61 15%	89 22%	20 10%	20 10%	* 3%	56 8%	113 38%	21 20%	59 44%	66 52%	34 40%	7 12%	13 9%	35 17%	40 19%	42 21%	22 27%	8 21%	1 5%	1 7%
45-54	180 18%	143 18%	63 15%	79 20%	37 18%	31 16%	7 45%	105 15%	75 25%	5 5%	24 18%	34 27%	43 51%	6 12%	25 18%	39 19%	37 18%	38 19%	13 16%	10 28%	4 29%	- -
55-64	150 15%	114 14%	64 16%	50 12%	36 18%	35 19%	1 4%	140 20%	10 3%	1 1%	4 3%	6 5%	5 6%	11 20%	21 15%	35 17%	22 11%	28 14%	13 16%	5 14%	- -	5 30%
65+	220 22%	164 20%	78 19%	86 22%	56 28%	50 27%	6 37%	220 31%	* *	- -	- -	* *	* 1%	8 14%	47 33%	53 26%	45 21%	41 20%	14 17%	3 8%	- -	- -
Average age	47.24	46.57	45.23	47.95	49.89	49.56	54.05	50.76	39.05	31.57	38.54	41.86	45.80	42.46	50.68	49.91	46.66	47.05	46.83	42.41	34.34	37.42

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 201

Age**Base: All respondents**

	Which of the following ITV regions do you live in?												Marital Status									
	Total	Anglia	Central	Grampian	Granada	London	Meridian	Scottish	Tyne Tees	Wales & West	West-country	Yorkshire	Single	NET: Married/Civil partnership/co-habiting	Married	Civil Partnership	Co-Habiting	NET: Widowed/separated/divorced	Widowed	Separated	Divorced	
Unweighted base	1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98	
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84	
18-24	120 12%	4 4%	3 26%	18 13%	10 9%	34 17%	7 8%	13 16%	2 5%	4 7%	6 19%	6 11%	76 29%	43 7%	9 2%	6 42%	28 20%	- -	- -	- -	- -	
25-34	170 17%	17 16%	- -	24 17%	21 18%	34 17%	20 25%	6 7%	3 8%	12 25%	5 17%	5 9%	71 27%	94 15%	51 11%	1 7%	43 30%	4 3%	- -	4 32%	- -	
35-44	170 17%	9 9%	1 9%	25 18%	37 32%	28 14%	9 11%	13 16%	4 10%	12 24%	8 26%	14 26%	45 17%	111 18%	73 16%	4 30%	33 23%	13 10%	- -	1 11%	12 15%	
45-54	180 18%	26 24%	2 16%	29 21%	15 13%	23 12%	13 16%	14 17%	19 45%	7 14%	6 20%	8 14%	44 17%	117 19%	100 22%	2 12%	15 10%	19 14%	1 3%	4 39%	13 16%	
55-64	150 15%	22 21%	2 21%	19 14%	9 8%	30 15%	7 8%	20 24%	4 10%	7 15%	2 6%	12 23%	18 7%	99 16%	86 19%	- -	13 9%	33 24%	9 22%	1 10%	23 27%	
65+	220 22%	29 27%	3 27%	23 17%	23 20%	50 25%	26 32%	17 20%	10 23%	7 15%	4 13%	9 17%	8 3%	144 24%	133 29%	1 9%	10 7%	68 50%	32 75%	1 8%	36 42%	
Average age	47.24	52.17	48.58	45.61	45.10	46.57	49.18	48.78	50.87	45.08	41.82	47.91	35.20	49.36	53.41	35.36	37.90	61.17	69.05	45.76	59.24	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 202

Age**Base: All respondents**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base	1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
18-24	120 12%	7 17%	8 21%	3 7%	7 15%	2 14%	5 14%	2 2%	5 14%	9 18%	15 17%	3 5%	1 4%	1 4%	4 31%	35 15%	4 11%	4 12%	3 9%	4 9%	1 1%
25-34	170 17%	6 14%	- -	3 8%	11 25%	2 21%	7 20%	18 24%	3 9%	7 14%	18 20%	5 9%	6 23%	5 25%	2 14%	43 19%	7 22%	6 18%	3 9%	11 28%	7 10%
35-44	170 17%	9 20%	6 15%	3 8%	5 10%	- -	6 17%	25 34%	8 23%	9 19%	16 18%	3 5%	5 18%	3 12%	1 9%	32 14%	3 10%	14 39%	4 12%	10 28%	10 15%
45-54	180 18%	7 16%	4 9%	19 46%	6 14%	* 4%	6 18%	8 11%	7 18%	6 14%	20 23%	14 25%	5 17%	8 37%	1 11%	31 13%	3 10%	3 8%	5 17%	6 17%	21 30%
55-64	150 15%	8 19%	14 36%	3 7%	9 20%	2 13%	6 16%	3 4%	4 12%	7 15%	9 10%	13 24%	5 20%	2 8%	2 11%	32 14%	3 9%	7 20%	7 25%	4 10%	12 18%
65+	220 22%	7 15%	7 18%	11 26%	7 16%	6 48%	5 15%	18 25%	9 24%	9 19%	12 13%	18 33%	5 19%	3 14%	3 25%	58 25%	12 38%	1 4%	8 28%	3 8%	19 27%
Average age	47.24	46.00	49.00	50.93	44.55	51.98	45.45	46.23	47.46	46.78	42.26	54.92	47.45	45.87	43.21	46.91	49.43	42.44	51.80	41.97	52.80

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 203
Social Grade
Base: All respondents

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-berside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420	
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439	
AB	270 27%	148 30%	122 24%	41 34%	61 36%	44 26%	29 16%	36 24%	60 27%	270 100%	- -	- -	- -	23 25%	15 36%	29 26%	25 28%	38 42%	9 13%	7 13%	16 16%	45 34%	40 28%	23 25%	35 27%	140 32%	
C1	280 28%	119 24%	161 31%	35 29%	48 28%	35 20%	50 28%	45 30%	67 31%	- -	280 100%	- -	- -	21 23%	9 22%	28 25%	27 30%	15 17%	22 32%	19 38%	32 32%	41 31%	40 28%	26 29%	45 35%	115 26%	
C2	220 22%	123 25%	97 19%	18 15%	27 16%	56 33%	48 26%	31 21%	40 18%	- -	- -	220 100%	- -	26 29%	4 9%	25 23%	27 29%	26 28%	19 27%	9 18%	24 24%	24 18%	21 15%	16 18%	30 24%	119 27%	
DE	240 24%	105 21%	135 26%	27 23%	33 20%	35 21%	54 30%	38 25%	53 24%	- -	- -	- -	240 100%	21 23%	13 33%	29 26%	12 13%	12 13%	20 28%	16 31%	30 29%	22 16%	41 29%	25 28%	17 13%	65 15%	
NET: ABC1	550 54%	267 54%	283 55%	76 63%	109 64%	79 46%	79 44%	81 54%	127 58%	270 100%	280 100%	- -	- -	44 48%	23 58%	57 51%	52 57%	53 59%	32 45%	26 51%	48 47%	86 66%	80 56%	49 54%	80 63%	255 58%	
NET: C2DE	461 46%	228 46%	233 45%	45 37%	61 36%	91 54%	101 56%	69 46%	93 42%	- -	- -	220 100%	240 100%	47 52%	17 42%	55 49%	39 43%	38 41%	39 55%	25 49%	53 53%	45 34%	62 44%	42 46%	47 37%	184 42%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 204
Social Grade
Base: All respondents

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?					What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18
AB	270 27%	220 27%	137 34%	83 21%	50 25%	48 25%	3 18%	195 27%	74 25%	40 38%	40 29%	26 21%	16 20%	1 1%	21 15%	46 22%	61 29%	58 29%	28 35%	16 43%	7 49%	15 82%
C1	280 28%	221 27%	110 27%	110 28%	60 29%	54 29%	5 34%	221 31%	59 20%	19 18%	29 21%	30 24%	16 19%	14 26%	26 18%	59 29%	77 37%	60 30%	19 24%	10 28%	1 9%	2 10%
C2	220 22%	173 21%	80 19%	93 23%	47 23%	42 23%	5 31%	128 18%	91 31%	19 18%	32 23%	40 32%	32 39%	4 8%	20 14%	47 23%	46 22%	57 29%	29 36%	5 14%	3 23%	1 7%
DE	240 24%	194 24%	82 20%	112 28%	46 23%	44 23%	2 17%	165 23%	75 25%	27 26%	35 26%	30 24%	19 23%	34 64%	76 53%	53 26%	25 12%	25 13%	5 6%	5 14%	3 19%	- -
NET: ABC1	550 54%	441 55%	248 60%	193 48%	110 54%	102 54%	8 52%	416 59%	133 44%	59 56%	68 51%	56 44%	32 38%	15 27%	48 33%	105 51%	139 66%	117 59%	47 58%	26 72%	8 58%	17 93%
NET: C2DE	461 46%	367 45%	162 40%	205 52%	93 46%	86 46%	7 48%	293 41%	167 56%	47 44%	67 49%	70 56%	52 62%	39 73%	96 67%	100 49%	71 34%	82 41%	34 42%	10 28%	6 42%	1 7%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 205
Social Grade
Base: All respondents

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Cent- ral	Gram- plan	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	NET: Mar- ried/ Civil part- ner- ship/ co hab- iting	Single	Mar- ried	Civil Part- ner- ship	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Separ- ated	Div- orced
Unweighted base	1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
AB	270 27%	14 13%	4 39%	37 27%	30 27%	70 35%	18 22%	17 21%	15 35%	7 14%	14 44%	15 28%	62 24%	181 30%	123 27%	2 12%	56 40%	26 19%	9 21%	2 17%	16 19%
C1	280 28%	34 32%	2 16%	31 23%	28 25%	62 31%	23 29%	20 24%	9 22%	18 37%	5 16%	16 29%	87 33%	146 24%	109 24%	3 19%	35 25%	46 34%	12 28%	3 25%	32 38%
C2	220 22%	24 23%	1 15%	36 27%	28 25%	36 18%	11 14%	26 31%	4 9%	8 17%	3 9%	10 19%	51 20%	154 25%	123 27%	8 52%	23 16%	15 11%	2 5%	4 39%	8 10%
DE	240 24%	34 32%	3 30%	32 24%	27 24%	31 15%	30 36%	20 24%	14 34%	16 32%	10 31%	13 23%	62 24%	127 21%	98 22%	2 16%	28 19%	50 36%	19 45%	2 19%	29 34%
NET: ABC1	550 54%	48 45%	6 55%	68 50%	59 51%	132 66%	41 50%	37 45%	24 57%	25 51%	19 61%	31 57%	148 57%	327 54%	231 51%	5 31%	91 64%	72 53%	21 49%	5 42%	47 56%
NET: C2DE	461 46%	58 55%	5 45%	69 50%	56 49%	67 34%	41 50%	45 55%	18 43%	24 49%	12 39%	23 43%	113 43%	281 46%	221 49%	10 69%	51 36%	64 47%	21 51%	6 58%	37 44%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 206
Social Grade
Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base	1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
AB	270 27%	7 16%	16 42%	15 35%	14 31%	5 41%	9 25%	18 24%	11 32%	4 8%	37 41%	6 11%	2 7%	6 29%	3 23%	77 33%	7 22%	8 22%	12 40%	6 16%	9 13%
C1	280 28%	14 31%	5 13%	8 20%	15 34%	4 37%	9 26%	19 25%	10 27%	16 34%	17 19%	20 36%	8 29%	3 17%	3 25%	70 30%	14 43%	8 21%	8 28%	15 41%	14 21%
C2	220 22%	15 34%	9 23%	4 9%	11 25%	1 8%	14 42%	19 26%	6 16%	11 24%	25 29%	12 23%	9 34%	3 14%	2 11%	41 18%	2 6%	11 31%	3 10%	6 17%	15 22%
DE	240 24%	9 19%	8 22%	15 37%	4 10%	2 14%	2 6%	18 25%	9 26%	16 33%	10 12%	17 30%	8 30%	8 41%	6 41%	42 18%	9 29%	9 25%	6 22%	10 25%	32 45%
NET: ABC1	550 54%	21 47%	21 55%	23 54%	29 65%	9 79%	17 52%	37 49%	21 58%	20 42%	53 60%	26 47%	10 36%	9 46%	7 48%	147 64%	21 65%	15 43%	20 68%	22 57%	23 33%
NET: C2DE	461 46%	24 53%	17 45%	19 46%	16 35%	2 21%	16 48%	38 51%	15 42%	27 58%	36 40%	29 53%	18 64%	11 54%	7 52%	83 36%	11 35%	20 57%	9 32%	16 43%	47 67%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 207
GO Region
Base: All respondents

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420	
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439	
Scotland	91 9%	51 10%	40 8%	15 13%	6 4%	16 9%	14 8%	22 15%	17 8%	23 8%	21 8%	26 12%	21 9%	91 100%	-	-	-	-	-	-	-	-	-	-	13 10%	36 8%	
North East	40 4%	23 5%	18 3%	3 2%	3 2%	3 2%	19 10%	3 2%	10 4%	15 5%	9 3%	4 2%	13 6%	-	40 100%	-	-	-	-	-	-	-	-	-	9 7%	8 2%	
North West	111 11%	54 11%	57 11%	7 6%	21 12%	35 21%	15 9%	9 6%	24 11%	29 11%	28 10%	25 11%	29 12%	-	-	111 100%	-	-	-	-	-	-	-	-	11 9%	50 11%	
Yorkshire & Humberside	91 9%	54 11%	37 7%	13 11%	23 13%	11 7%	15 8%	14 9%	16 7%	25 9%	27 10%	27 12%	12 5%	-	-	-	91 100%	-	-	-	-	-	-	-	10 8%	49 11%	
West Midlands	91 9%	42 8%	49 10%	14 12%	18 10%	18 10%	19 10%	9 6%	14 6%	38 14%	15 5%	26 12%	12 5%	-	-	-	-	91 100%	-	-	-	-	-	-	14 11%	52 12%	
East Midlands	71 7%	31 6%	40 8%	10 8%	9 5%	10 6%	14 8%	12 8%	15 7%	9 3%	22 8%	19 9%	20 8%	-	-	-	-	-	71 100%	-	-	-	-	-	6 5%	32 7%	
Wales	51 5%	25 5%	25 5%	4 3%	12 7%	12 7%	7 4%	7 5%	8 4%	7 2%	19 7%	9 4%	16 7%	-	-	-	-	-	-	51 100%	-	-	-	-	4 3%	24 6%	
Eastern	101 10%	40 8%	61 12%	3 3%	12 7%	7 4%	26 14%	21 14%	31 14%	16 6%	32 11%	24 11%	30 12%	-	-	-	-	-	-	-	101 100%	-	-	-	15 12%	30 7%	
London	131 13%	63 13%	68 13%	26 21%	21 12%	20 12%	15 9%	24 16%	26 12%	45 17%	41 15%	24 11%	22 9%	-	-	-	-	-	-	-	-	131 100%	-	-	15 12%	65 15%	
South East	142 14%	64 13%	77 15%	18 15%	35 20%	17 10%	19 11%	13 8%	40 18%	40 15%	40 14%	21 10%	41 17%	-	-	-	-	-	-	-	-	-	142 100%	-	23 18%	51 12%	
South West	91 9%	47 10%	44 8%	8 6%	10 6%	20 12%	17 9%	16 11%	20 9%	23 9%	26 9%	16 7%	25 11%	-	-	-	-	-	-	-	-	-	-	91 100%	7 6%	41 9%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 208
GO Region
Base: All respondents

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?					What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18
Scotland	91 9%	73 9%	32 8%	41 10%	18 9%	13 7%	6 37%	69 10%	22 7%	10 10%	7 5%	6 5%	4 5%	7 14%	7 5%	21 10%	15 7%	20 10%	11 14%	6 16%	-	-
North East	40 4%	32 4%	12 3%	20 5%	8 4%	8 4%	-	25 4%	15 5%	4 3%	1 1%	11 9%	5 6%	2 4%	10 7%	12 6%	8 4%	3 2%	1 1%	1 4%	3 18%	-
North West	111 11%	94 12%	35 8%	59 15%	18 9%	18 9%	-	71 10%	40 13%	11 10%	18 14%	26 20%	6 7%	3 6%	6 4%	19 9%	32 15%	26 13%	15 18%	2 5%	1 7%	-
Yorkshire & Humberside	91 9%	71 9%	44 11%	27 7%	20 10%	19 10%	2 11%	55 8%	35 12%	14 13%	16 12%	16 13%	4 5%	3 5%	9 6%	19 9%	22 10%	13 7%	9 11%	3 10%	2 11%	8 42%
West Midlands	91 9%	86 11%	47 12%	38 10%	5 3%	5 3%	-	59 8%	32 11%	6 6%	20 15%	10 8%	14 17%	4 7%	12 8%	15 7%	11 5%	27 14%	5 6%	3 7%	4 27%	3 19%
East Midlands	71 7%	45 6%	29 7%	16 4%	26 13%	25 13%	1 6%	56 8%	15 5%	4 4%	6 4%	4 3%	5 6%	4 8%	14 10%	19 9%	13 6%	11 5%	5 6%	2 5%	-	-
Wales	51 5%	36 4%	14 3%	22 6%	14 7%	13 7%	2 11%	35 5%	15 5%	6 6%	7 5%	5 4%	6 8%	1 2%	12 9%	8 4%	18 8%	8 4%	2 2%	-	-	-
Eastern	101 10%	65 8%	19 5%	46 12%	36 18%	32 17%	4 27%	88 12%	13 4%	5 5%	8 6%	7 6%	6 7%	3 6%	18 13%	28 14%	19 9%	15 7%	4 5%	7 18%	2 16%	-
London	131 13%	125 15%	99 24%	26 6%	7 3%	7 4%	-	92 13%	39 13%	13 12%	19 14%	19 15%	13 15%	14 27%	15 11%	22 11%	27 13%	31 16%	6 7%	4 10%	2 15%	2 13%
South East	142 14%	109 13%	49 12%	60 15%	33 16%	33 17%	-	98 14%	42 14%	27 25%	13 10%	9 7%	11 13%	10 18%	27 19%	24 12%	31 15%	26 13%	9 11%	6 17%	1 5%	3 15%
South West	91 9%	72 9%	30 7%	43 11%	19 9%	17 9%	1 9%	61 9%	30 10%	6 6%	19 14%	11 8%	9 10%	2 4%	13 9%	18 9%	16 7%	19 9%	14 18%	3 7%	-	2 11%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 209
GO Region
Base: All respondents

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Cent- ral	Gram- pian	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	Single	NET: Mar- ried/ Civil part- ner- ship/ co hab- iting	Mar- ried	Civil Part- ner- ship	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Separ- ated	Div- orced
Unweighted base	1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
Scotland	91 9%	-	7 65%	-	2 1%	-	-	83 100%	-	-	-	-	20 8%	55 9%	37 8%	2 13%	16 12%	16 11%	7 16%	4 35%	5 6%
North East	40 4%	-	-	-	-	-	-	-	40 95%	-	-	-	9 3%	30 5%	21 5%	-	9 6%	2 1%	-	-	2 2%
North West	111 11%	-	4 35%	-	107 94%	-	-	-	-	-	1 3%	-	27 10%	68 11%	54 12%	2 10%	12 9%	15 11%	4 10%	1 10%	9 11%
Yorkshire & Humberside	91 9%	1 1%	-	-	-	-	-	-	2 5%	-	* 1%	-	26 10%	53 9%	39 9%	4 27%	9 7%	12 9%	4 9%	1 9%	8 9%
West Midlands	91 9%	-	-	84 62%	-	-	-	-	-	-	7 21%	-	25 10%	56 9%	39 9%	2 16%	15 11%	10 7%	3 7%	-	7 8%
East Midlands	71 7%	5 5%	-	47 34%	3 3%	-	-	-	-	-	-	-	16 6%	41 7%	29 7%	3 19%	9 6%	14 10%	9 20%	1 6%	4 5%
Wales	51 5%	-	-	-	2 2%	-	-	-	-	49 100%	-	-	12 5%	30 5%	26 6%	-	4 3%	9 6%	2 4%	1 6%	6 7%
Eastern	101 10%	91 86%	-	-	-	9 5%	-	-	-	-	-	-	23 9%	67 11%	51 11%	* 3%	15 11%	11 8%	1 2%	1 7%	10 11%
London	131 13%	-	-	-	-	131 66%	-	-	-	-	-	-	44 17%	70 11%	52 11%	1 5%	17 12%	17 12%	8 18%	1 8%	8 10%
South East	142 14%	9 8%	-	3 2%	* *	57 29%	71 87%	-	-	-	-	1 1%	43 17%	77 13%	55 12%	-	22 16%	20 15%	5 11%	2 19%	14 16%
South West	91 9%	1 1%	-	3 2%	-	1 *	11 13%	-	-	-	23 75%	53 99%	17 7%	62 10%	49 11%	1 7%	11 8%	12 9%	1 2%	-	11 14%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 210
GO Region
Base: All respondents

	Total	Which of the following cities do you live in, or nearest to?																			
		Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base	1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
Scotland	91 9%	45 100%	38 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 13%
North East	40 4%	-	-	39 93%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%
North West	111 11%	-	-	3 7%	-	-	-	73 98%	28 79%	-	-	-	-	-	-	-	-	-	-	-	7 10%
Yorkshire & Humberside	91 9%	-	-	-	44 98%	10 90%	24 71%	-	-	6 12%	-	-	-	-	-	-	-	-	-	-	7 10%
West Midlands	91 9%	-	-	-	-	-	-	1 2%	-	-	84 94%	-	-	-	-	-	-	-	-	-	6 9%
East Midlands	71 7%	-	-	-	-	1 10%	10 29%	-	-	41 88%	3 3%	* 1%	6 21%	-	1 9%	-	-	-	-	-	8 12%
Wales	51 5%	-	-	-	-	-	-	-	8 21%	-	-	-	-	-	-	-	-	-	-	38 100%	5 8%
Eastern	101 10%	-	-	-	-	-	-	-	-	-	-	52 95%	17 64%	-	-	22 10%	-	-	-	-	9 14%
London	131 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	131 57%	-	-	-	-	-
South East	142 14%	-	-	-	-	-	-	-	-	-	-	2 4%	4 13%	21 100%	9 67%	76 33%	21 65%	-	1 3%	-	7 11%
South West	91 9%	-	-	-	-	-	-	-	-	-	2 2%	-	1 2%	-	3 24%	-	11 35%	35 100%	28 97%	-	10 15%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 211

Have you taken a foreign holiday in the last 3 years?**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439
Yes	617 61%	300 61%	317 61%	74 62%	112 66%	104 61%	90 50%	96 64%	141 64%	192 71%	180 64%	139 63%	105 44%	55 60%	19 48%	79 71%	58 64%	56 62%	42 60%	27 53%	47 47%	88 67%	87 61%	58 64%	81 64%	283
No	394 39%	195 39%	199 39%	46 38%	58 34%	66 39%	90 50%	54 36%	79 36%	78 29%	100 36%	81 37%	135 56%	36 40%	21 52%	32 29%	33 36%	35 38%	29 40%	24 47%	54 53%	44 33%	55 39%	33 36%	45 36%	157 36%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 212

Have you taken a foreign holiday in the last 3 years?**Base: All respondents**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?					What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18
Yes	617 61%	512 63%	269 66%	243 61%	105 52%	97 52%	8 53%	446 63%	170 57%	61 58%	76 56%	72 57%	44 53%	23 44%	61 43%	116 57%	130 62%	140 70%	66 81%	22 62%	11 77%	14 77%
No	394 39%	296 37%	141 34%	156 39%	98 48%	91 48%	7 47%	263 37%	130 43%	44 42%	59 44%	54 43%	40 47%	30 56%	82 57%	88 43%	79 38%	60 30%	16 19%	14 38%	3 23%	4 23%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 213

Have you taken a foreign holiday in the last 3 years?**Base: All respondents**

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Cent- ral	Gram- pian	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	Single	NET: Mar- ried/ Civil part- ner- ship/ co hab- iting	Mar- ried	Civil Part- ner- ship	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Separ- ated	Div- orced
Unweighted base	1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
Yes	617 61%	50 47%	5 49%	82 60%	80 70%	134 67%	49 60%	49 59%	21 50%	26 54%	21 67%	35 64%	143 55%	383 63%	282 62%	9 62%	91 65%	89 65%	27 65%	5 49%	56 67%
No	394 39%	57 53%	5 51%	55 40%	34 30%	65 33%	33 40%	34 41%	21 50%	22 46%	10 33%	19 36%	119 45%	225 37%	170 38%	6 38%	50 35%	48 35%	15 35%	6 51%	28 33%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 214

Have you taken a foreign holiday in the last 3 years?**Base: All respondents**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base	1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
Yes	617 61%	27 61%	26 69%	19 44%	30 66%	6 50%	19 55%	53 72%	28 77%	31 66%	55 63%	25 45%	16 58%	13 62%	7 51%	150 65%	17 53%	26 74%	15 50%	20 52%	36 51%
No	394 39%	17 39%	12 31%	23 56%	15 34%	6 50%	15 45%	21 28%	8 23%	16 34%	33 37%	30 55%	11 42%	8 38%	7 49%	81 35%	15 47%	9 26%	15 50%	18 48%	34 49%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 215

Tenure**Base: All respondents**

	Gender			Age						Social Grade				Region														Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humberside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate			
Unweighted base	1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420			
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439			
NET: Homeowners	657 65%	312 63%	346 67%	27 23%	73 43%	100 59%	144 80%	126 84%	186 85%	169 62%	193 69%	155 71%	141 59%	53 58%	27 66%	71 63%	61 67%	60 66%	47 66%	37 72%	82 81%	69 52%	86 61%	66 73%	76 60%	253 58%			
Owned outright - without mortgage	334 33%	163 33%	171 33%	12 10%	15 9%	21 12%	56 31%	87 58%	143 65%	80 30%	110 39%	64 29%	79 33%	34 37%	7 18%	30 27%	30 34%	21 23%	24 34%	19 37%	53 53%	39 30%	50 35%	27 30%	25 19%	90 20%			
Owned with a mortgage or loan	323 32%	149 30%	175 34%	15 13%	58 34%	79 47%	88 49%	39 26%	43 20%	88 33%	83 29%	91 41%	61 26%	19 21%	19 48%	41 37%	30 33%	40 44%	22 32%	18 36%	29 29%	30 23%	36 25%	39 43%	52 41%	163 37%			
NET: Renters	328 32%	169 34%	159 31%	78 65%	90 53%	68 40%	35 19%	23 15%	34 15%	85 31%	81 29%	65 29%	98 41%	38 42%	14 34%	39 35%	23 25%	26 28%	24 34%	14 28%	18 18%	58 44%	50 35%	25 27%	44 35%	171 39%			
Rented from the council	142 14%	73 15%	69 13%	32 27%	23 14%	32 19%	17 9%	17 11%	20 9%	24 9%	34 12%	28 13%	55 23%	18 20%	7 17%	10 9%	9 10%	6 6%	12 17%	7 13%	2 2%	29 22%	30 21%	11 13%	19 15%	60 14%			
Rented from a housing association	41 4%	23 5%	17 3%	4 4%	5 3%	9 5%	9 5%	3 2%	10 4%	4 2%	10 4%	10 4%	17 7%	5 6%	2 4%	7 6%	2 2%	3 3%	1 1%	1 2%	6 6%	6 5%	5 4%	2 2%	6 5%	17 4%			
Rented from someone else	146 14%	73 15%	73 14%	42 35%	61 36%	26 15%	9 5%	3 2%	4 2%	57 21%	36 13%	27 12%	26 11%	15 16%	5 13%	22 20%	12 13%	17 19%	11 16%	6 12%	10 10%	22 17%	15 10%	11 12%	19 15%	93 21%			
Rent free	26 3%	14 3%	11 2%	14 12%	7 4%	2 1%	1 1%	1 *	- -	17 6%	7 2%	- -	2 1%	- -	- -	2 2%	8 8%	5 5%	- -	- -	1 1%	5 4%	6 4%	- -	6 5%	16 4%			

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 216

Tenure**Base: All respondents**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?					What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18
NET: Homeowners	657	514	227	287	143	131	12	470	187	52	89	81	56	16	86	143	137	139	59	29	12	6
	65%	64%	56%	72%	70%	70%	80%	66%	62%	50%	66%	64%	67%	30%	60%	70%	65%	70%	73%	80%	88%	34%
Owned outright - without mortgage	334	243	118	125	91	86	5	296	37	8	16	14	16	9	53	84	63	64	23	13	6	1
	33%	30%	29%	31%	45%	46%	34%	42%	12%	7%	12%	11%	19%	17%	37%	41%	30%	32%	28%	36%	41%	7%
Owned with a mortgage or loan	323	271	109	162	52	45	7	174	150	45	73	67	40	7	33	60	74	75	36	16	7	5
	32%	34%	27%	41%	26%	24%	46%	25%	50%	42%	54%	53%	48%	13%	23%	29%	36%	38%	45%	45%	48%	27%
NET: Renters	328	277	174	103	51	48	3	215	111	52	46	45	26	35	56	61	67	58	22	7	2	6
	32%	34%	42%	26%	25%	25%	20%	30%	37%	49%	34%	36%	31%	66%	39%	30%	32%	29%	27%	20%	12%	34%
Rented from the council	142	112	67	45	30	30	-	76	65	27	28	30	20	19	29	24	25	25	11	-	-	-
	14%	14%	16%	11%	15%	16%	-	11%	22%	26%	21%	24%	24%	35%	20%	12%	12%	12%	14%	-	-	-
Rented from a housing association	41	35	21	14	6	6	-	29	11	4	7	6	2	3	11	10	3	1	1	1	1	-
	4%	4%	5%	3%	3%	3%	-	4%	4%	4%	5%	5%	2%	6%	7%	5%	2%	2%	1%	2%	5%	-
Rented from someone else	146	131	86	45	15	12	3	110	35	21	11	9	4	13	16	27	33	30	10	6	1	6
	14%	16%	21%	11%	8%	7%	20%	15%	12%	20%	8%	7%	5%	24%	11%	13%	16%	15%	12%	18%	6%	34%
Rent free	26	17	8	8	9	9	-	23	2	1	-	-	1	2	2	-	5	2	-	-	-	6
	3%	2%	2%	2%	4%	5%	-	3%	1%	1%	-	-	1%	4%	1%	-	2%	1%	-	-	-	32%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 217
Tenure
Base: All respondents

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Cent- ral	Gram- pian	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	Single	NET: Mar- ried/ Civil part- ner- ship/ co hab- iting	Mar- ried	Civil Part- ner- ship	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Separ- ated	Div- orced
Unweighted base	1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
NET: Homeowners	657 65%	83 78%	7 74%	98 72%	71 62%	110 55%	55 67%	47 56%	28 67%	35 71%	12 40%	43 79%	109 42%	443 73%	362 80%	6 37%	76 53%	103 75%	28 66%	8 73%	67 80%
Owned outright - without mortgage	334 33%	51 47%	5 49%	41 30%	31 27%	64 32%	31 37%	29 35%	9 20%	17 34%	4 13%	18 33%	57 22%	211 35%	188 42%	1 5%	23 16%	64 47%	24 57%	1 12%	39 47%
Owned with a mortgage or loan	323 32%	32 30%	3 25%	57 42%	40 35%	46 23%	24 30%	18 21%	19 46%	18 37%	8 27%	25 46%	52 20%	232 38%	174 38%	5 33%	53 37%	38 28%	4 9%	7 60%	28 34%
NET: Renters	328 32%	22 21%	3 26%	34 25%	41 36%	79 40%	26 31%	36 44%	13 31%	14 29%	19 60%	11 21%	132 51%	163 27%	89 20%	9 63%	65 46%	31 23%	14 34%	3 27%	14 17%
Rented from the council	142 14%	7 7%	- -	9 6%	14 12%	39 20%	15 18%	18 22%	7 16%	7 14%	8 25%	5 10%	43 17%	79 13%	52 12%	7 48%	19 14%	19 14%	11 27%	2 15%	7 8%
Rented from a housing association	41 4%	5 5%	1 6%	4 3%	6 5%	10 5%	2 3%	5 7%	1 2%	1 2%	- -	2 4%	15 6%	19 3%	10 2%	2 12%	7 5%	7 5%	2 5%	- -	5 6%
Rented from someone else	146 14%	10 10%	2 20%	21 15%	22 19%	30 15%	9 11%	13 16%	5 12%	6 13%	11 35%	4 7%	74 28%	66 11%	27 6%	* 2%	38 27%	5 4%	1 2%	1 12%	3 3%
Rent free	26 3%	1 1%	- -	5 3%	2 2%	10 5%	1 2%	- -	1 2%	- -	- -	- -	20 8%	2 *	1 *	- -	1 1%	3 2%	- -	- -	3 3%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 218
Tenure
Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base	1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
NET: Homeowners	657 65%	25 56%	22 58%	28 68%	29 65%	9 79%	19 57%	49 66%	23 64%	30 64%	58 65%	43 79%	22 79%	14 66%	10 73%	130 56%	22 68%	20 57%	27 92%	28 74%	50 71%
Owned outright - without mortgage	334 33%	14 32%	17 45%	8 19%	17 38%	8 72%	6 18%	21 28%	9 26%	15 31%	20 23%	30 54%	13 47%	8 39%	4 32%	68 30%	15 48%	5 13%	15 51%	13 34%	26 38%
Owned with a mortgage or loan	323 32%	10 23%	5 13%	20 49%	12 28%	1 7%	13 39%	28 37%	13 37%	16 33%	37 42%	13 24%	9 33%	6 27%	6 41%	62 27%	6 20%	16 45%	12 41%	15 40%	24 34%
NET: Renters	328 32%	20 44%	16 42%	14 32%	11 24%	2 14%	13 39%	25 34%	12 32%	17 36%	26 30%	11 20%	6 21%	7 34%	4 27%	90 39%	10 31%	15 43%	2 8%	10 26%	19 27%
Rented from the council	142 14%	10 22%	8 21%	7 16%	2 5%	- -	11 32%	3 4%	6 17%	9 18%	6 6%	4 8%	- -	5 25%	2 13%	45 20%	4 14%	7 19%	- -	2 6%	10 14%
Rented from a housing association	41 4%	3 7%	1 4%	2 4%	1 3%	1 7%	- -	4 5%	1 4%	- -	3 4%	2 3%	2 6%	- -	1 5%	11 5%	2 8%	1 4%	* 1%	1 3%	4 5%
Rented from someone else	146 14%	7 15%	7 17%	5 12%	8 17%	1 7%	2 7%	18 24%	4 11%	8 17%	17 19%	5 9%	4 15%	2 9%	1 9%	33 15%	3 9%	7 19%	2 7%	6 16%	6 8%
Rent free	26 3%	- -	- -	- -	5 10%	1 7%	1 3%	* 1%	1 4%	- -	5 5%	1 1%	- -	- -	- -	11 5%	* 1%	- -	- -	- -	1 1%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 219

What is the highest educational level that you have achieved to date?**Base: All respondents**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420	
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439	
No formal education	12 1%	5 1%	7 1%	4 3%	2 1%	1 *	4 2%	1 *	1 1%	2 1%	4 1%	1 *	5 2%	- -	3 7%	1 1%	1 1%	* *	- -	- -	* *	4 3%	1 1%	2 2%	1 1%	6 1%	
Primary	7 1%	5 1%	2 *	1 1%	1 1%	1 *	- -	1 1%	3 1%	2 1%	1 *	2 1%	2 1%	- -	1 2%	2 2%	1 1%	- -	- -	- -	1 1%	- -	3 2%	- -	- -	1 *	
Secondary school, high school, NVQ levels 1 to 3, etc.	827 82%	407 82%	420 81%	54 45%	126 74%	149 88%	169 94%	128 86%	200 91%	196 72%	226 81%	197 90%	208 87%	74 81%	31 76%	94 85%	75 83%	66 72%	60 85%	47 93%	92 91%	88 67%	118 83%	83 91%	105 83%	348 79%	
University degree or equivalent professional qualification, NVQ level 4, etc.	99 10%	43 9%	56 11%	31 26%	13 8%	16 10%	7 4%	18 12%	13 6%	41 15%	28 10%	14 6%	17 7%	9 10%	4 9%	9 8%	10 11%	15 16%	9 13%	2 4%	5 5%	22 17%	12 8%	3 3%	14 11%	53 12%	
Higher university degree, doctorate, MBA, NVQ level 5, etc.	33 3%	15 3%	18 3%	7 5%	24 14%	2 1%	- -	- -	1 *	24 9%	2 1%	4 2%	3 1%	2 2%	1 4%	2 2%	3 3%	10 11%	- -	- -	- -	10 7%	3 2%	2 3%	6 5%	24 6%	
Still in full time education	24 2%	15 3%	10 2%	22 19%	1 1%	- -	* *	- -	- -	1 1%	18 7%	* *	4 2%	5 6%	1 3%	3 3%	- -	- -	- -	2 4%	1 1%	6 5%	4 3%	2 2%	- -	2 *	
Don't know	3 *	2 *	1 *	1 1%	- -	* *	- -	1 1%	1 *	1 *	2 1%	- -	* *	1 1%	- -	- -	- -	- -	1 2%	- -	- -	- -	1 1%	- -	- -	2 *	
Prefer not to answer	6 1%	3 1%	3 1%	- -	2 1%	1 1%	- -	1 *	1 1%	3 1%	* *	2 1%	* *	* *	- -	- -	2 2%	- -	- -	- -	3 3%	1 1%	- -	- -	- -	4 1%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 220

What is the highest educational level that you have achieved to date?**Base: All respondents**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?					What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18
No formal education	12 1%	12 1%	7 2%	5 1%	* *	* *	-	6 1%	6 2%	2 2%	6 5%	5 4%	-	4 7%	5 3%	2 1%	2 1%	-	-	-	-	-
Primary	7 1%	4 *	1 *	3 1%	3 1%	3 2%	-	6 1%	1 *	-	1 1%	1 *	-	1 1%	2 1%	2 1%	1 1%	1 1%	-	-	-	-
Secondary school, high school, NVQ levels 1 to 3, etc.	827 82%	645 80%	306 75%	339 85%	182 90%	168 89%	14 93%	566 80%	261 87%	91 87%	113 84%	105 84%	76 91%	34 64%	121 85%	177 87%	173 83%	168 84%	71 87%	31 86%	10 70%	7 39%
University degree or equivalent professional qualification, NVQ level 4, etc.	99 10%	91 11%	54 13%	37 9%	9 4%	9 5%	-	72 10%	26 9%	7 7%	13 10%	14 11%	8 9%	9 18%	12 9%	9 5%	19 9%	19 9%	8 10%	3 8%	1 10%	8 43%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	33 3%	30 4%	26 6%	4 1%	3 2%	3 2%	-	28 4%	5 2%	5 4%	1 *	1 1%	-	-	1 1%	8 4%	12 6%	4 2%	-	2 5%	3 19%	3 18%
Still in full time education	24 2%	19 2%	13 3%	5 1%	5 3%	5 3%	1 4%	24 3%	* *	* *	* *	-	-	6 10%	1 1%	5 3%	2 1%	7 4%	1 1%	-	-	-
Don't know	3 *	3 *	* *	2 1%	-	-	-	3 *	-	-	-	-	-	-	1 1%	* *	1 *	1 *	-	-	-	-
Prefer not to answer	6 1%	5 1%	2 1%	3 1%	* *	-	* 3%	4 1%	* *	-	* *	* *	-	-	-	-	-	-	1 2%	-	-	-

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 221

What is the highest educational level that you have achieved to date?**Base: All respondents**

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Central	Grampian	Granada	London	Meridian	Scottish	Tyne Tees	Wales & West	Westcountry	Yorkshire	Single	NET: Married/Civil partnership/cohabiting	Married	Civil Partnership	Co Habiting	NET: Widowed/separated/divorced	Widowed	Separated	Divorced
Unweighted base	1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
No formal education	12 1%	1 1%	-	*	1 1%	4 2%	1 1%	-	3 7%	-	-	2 3%	3 1%	8 1%	8 2%	-	-	1 *	1 2%	-	-
Primary	7 1%	1 1%	-	-	2 2%	-	3 4%	-	1 1%	-	-	-	1 1%	6 1%	4 1%	-	1 1%	-	-	-	-
Secondary school, high school, NVQ levels 1 to 3, etc.	827 82%	92 87%	9 90%	110 80%	98 86%	149 75%	68 83%	66 80%	32 75%	45 93%	23 74%	48 90%	185 71%	522 86%	401 89%	14 95%	107 75%	119 87%	32 75%	9 85%	78 93%
University degree or equivalent professional qualification, NVQ level 4, etc.	99 10%	6 5%	-	16 12%	8 7%	27 14%	8 10%	9 11%	5 12%	2 4%	6 19%	1 3%	36 14%	50 8%	31 7%	1 5%	18 13%	14 10%	9 22%	-	5 5%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	33 3%	2 2%	-	10 7%	2 2%	10 5%	1 1%	2 2%	1 3%	-	2 6%	-	13 5%	17 3%	5 1%	-	12 8%	2 2%	1 2%	2 15%	-
Still in full time education	24 2%	2 1%	1 10%	-	3 3%	7 4%	1 2%	4 5%	* 1%	2 4%	-	2 5%	20 8%	3 *	* *	-	3 2%	* *	-	-	* 1%
Don't know	3 *	-	-	1 1%	-	1 *	-	1 1%	-	-	-	-	* *	2 *	2 *	-	1 1%	-	-	-	-
Prefer not to answer	6 1%	3 2%	-	-	-	1 *	-	* 1%	-	-	* 1%	-	2 1%	1 *	1 *	-	-	1 *	-	-	1 1%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 222

What is the highest educational level that you have achieved to date?**Base: All respondents**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin-burgh	New-castle	Leeds	Hull	Shef-field	Manch-ester	Liver-pool	Nott-ingham	Birm-ingham	Norwich	Milton Keynes	Brigh-ton	Oxford	London	South-ampton	Bristol	Ply-mouth	Cardiff	None of these
Unweighted base	1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base	1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
No formal education	12 1%	- -	- -	3 7%	1 1%	- -	- -	1 1%	- -	- -	* *	* 1%	- -	- -	- -	5 2%	- -	- -	2 6%	- -	1 1%
Primary	7 1%	- -	- -	1 1%	1 1%	- -	- -	- -	2 5%	- -	- -	- -	1 4%	- -	- -	3 1%	* 1%	- -	- -	- -	- -
Secondary school, high school, NVQ levels 1 to 3, etc.	827 82%	35 79%	30 81%	33 78%	30 66%	10 89%	32 94%	68 92%	25 69%	43 91%	64 72%	51 93%	22 82%	19 90%	13 91%	175 76%	21 67%	32 90%	26 88%	34 90%	66 94%
University degree or equivalent professional qualification, NVQ level 4, etc.	99 10%	3 6%	6 16%	4 9%	10 22%	- -	2 6%	3 4%	6 16%	3 7%	15 17%	3 5%	1 5%	1 6%	1 9%	28 12%	8 24%	- -	1 3%	2 5%	3 5%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	33 3%	2 4%	- -	1 3%	3 6%	- -	- -	2 2%	1 2%	- -	10 11%	- -	1 3%	- -	- -	11 5%	1 3%	2 5%	- -	- -	- -
Still in full time education	24 2%	4 9%	1 3%	* 1%	1 2%	- -	- -	* 1%	3 8%	- -	- -	- -	- -	1 4%	- -	8 3%	2 5%	2 5%	1 3%	2 5%	1 1%
Don't know	3 *	1 2%	- -	- -	- -	- -	- -	- -	- -	1 3%	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -
Prefer not to answer	6 1%	- -	* 1%	- -	* 1%	1 11%	- -	- -	- -	- -	- -	1 1%	2 7%	- -	- -	1 *	- -	- -	- -	- -	- -

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 223

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Gender			Age						Social Grade				Region													Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private		
Unweighted base	1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420		
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439		
Yes - responsible for half or more of the items bought	910 90%	414 84%	496 96%	94 78%	152 89%	157 92%	171 95%	136 91%	200 91%	240 89%	250 89%	194 88%	226 94%	84 92%	40 98%	91 82%	88 96%	80 88%	64 90%	39 77%	96 95%	119 91%	131 93%	79 86%	121 95%	388 88%		
No - not responsible for most of the items bought	101 10%	82 16%	19 4%	26 22%	18 11%	13 8%	9 5%	14 9%	21 9%	30 11%	31 11%	26 12%	14 6%	7 8%	1 2%	20 18%	3 4%	11 12%	7 10%	12 23%	5 5%	12 9%	10 7%	12 14%	6 5%	51 12%		

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 224

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?					What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18
Yes - responsible for half or more of the items bought	910 90%	728 90%	369 90%	359 90%	182 90%	169 90%	13 90%	622 88%	286 95%	99 94%	124 92%	121 96%	83 99%	52 98%	128 89%	193 94%	195 93%	172 86%	69 85%	29 82%	11 81%	13 70%
No - not responsible for most of the items bought	101 10%	80 10%	40 10%	39 10%	21 10%	20 10%	1 10%	87 12%	14 5%	6 6%	11 8%	5 4%	* 1%	1 2%	16 11%	11 6%	15 7%	27 14%	12 15%	7 18%	3 19%	5 30%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 225

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Cent- ral	Gram- pian	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	Single	NET: Mar- ried/ Civil part- ner- ship/ co hab- iting	Mar- ried	Civil Part- ner- ship	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Separ- ated	Div- orced
Unweighted base	1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
Yes - responsible for half or more of the items bought	910 90%	102 96%	8 78%	119 87%	96 84%	182 92%	77 94%	77 93%	41 98%	37 76%	27 86%	48 89%	217 83%	557 92%	406 90%	14 98%	136 96%	133 97%	42 100%	11 100%	80 95%
No - not responsible for most of the items bought	101 10%	4 4%	2 22%	18 13%	18 16%	16 8%	5 6%	6 7%	1 2%	12 24%	4 14%	6 11%	44 17%	51 8%	46 10%	* 2%	5 4%	4 3%	- -	- -	4 5%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 226

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base	1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
Yes - responsible for half or more of the items bought	910 90%	39 88%	36 97%	40 96%	42 92%	11 100%	33 97%	59 80%	32 91%	45 95%	76 86%	53 96%	25 93%	19 90%	10 72%	214 93%	31 97%	29 82%	24 83%	27 71%	65 92%
No - not responsible for most of the items bought	101 10%	5 12%	1 3%	1 4%	3 8%	- -	1 3%	15 20%	3 9%	3 5%	13 14%	2 4%	2 7%	2 10%	4 28%	17 7%	1 3%	6 18%	5 17%	11 29%	5 8%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 227

How many cars are there in your household?**Base: All respondents**

	Gender			Age						Social Grade				Region													Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private		
Unweighted base	1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420		
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439		
No cars in the household	212 21%	87 18%	125 24%	41 34%	38 22%	44 26%	29 16%	22 15%	37 17%	44 16%	69 25%	22 10%	78 32%	18 20%	9 21%	22 20%	18 19%	7 8%	13 18%	6 12%	17 17%	55 42%	39 27%	9 10%	28 22%	84 19%		
NET: Any	799 79%	408 82%	390 76%	79 66%	132 78%	126 74%	151 84%	128 85%	183 83%	227 84%	211 75%	198 90%	163 68%	73 80%	32 79%	89 80%	73 81%	84 92%	58 82%	45 88%	84 83%	77 58%	103 73%	82 90%	99 78%	355 81%		
1	425 42%	214 43%	211 41%	24 20%	69 40%	61 36%	74 41%	81 54%	116 53%	118 44%	116 41%	95 43%	96 40%	53 58%	23 56%	41 37%	38 42%	25 28%	39 55%	19 37%	44 43%	44 34%	52 36%	48 52%	45 36%	171 39%		
2	283 28%	149 30%	134 26%	28 24%	43 25%	48 28%	57 32%	44 29%	62 28%	77 29%	78 28%	77 35%	51 21%	20 22%	5 13%	34 31%	31 34%	30 33%	19 27%	19 38%	30 30%	25 19%	40 28%	29 32%	41 32%	119 27%		
3+	91 9%	46 9%	45 9%	26 22%	20 12%	17 10%	20 11%	3 2%	5 2%	31 12%	17 6%	27 12%	16 7%	- -	4 10%	13 12%	5 5%	28 31%	- -	7 13%	10 10%	7 6%	11 8%	5 6%	13 10%	66 15%		

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 228

How many cars are there in your household?**Base: All respondents**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?					What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18
No cars in the household	212 21%	198 24%	132 32%	66 17%	15 7%	15 8%	-	156 22%	56 19%	19 19%	31 23%	26 21%	11 13%	37 70%	49 35%	46 23%	37 18%	22 11%	9 11%	3 9%	-	1 6%
NET: Any	799 79%	610 76%	278 68%	332 83%	188 93%	174 92%	15 100%	552 78%	244 81%	86 81%	103 77%	100 79%	73 87%	16 30%	94 65%	159 77%	172 82%	178 89%	72 89%	33 91%	14 100%	17 94%
1	425 42%	344 43%	168 41%	176 44%	81 40%	74 39%	6 43%	303 43%	119 40%	50 47%	46 34%	45 36%	29 34%	13 25%	72 50%	98 48%	89 43%	82 41%	30 37%	11 31%	6 46%	3 14%
2	283 28%	195 24%	80 20%	115 29%	88 43%	79 42%	8 57%	182 26%	101 34%	36 34%	49 37%	44 35%	37 44%	3 6%	15 11%	37 18%	67 32%	82 41%	34 42%	16 44%	5 35%	6 35%
3+	91 9%	71 9%	29 7%	41 10%	20 10%	20 11%	-	68 10%	23 8%	-	8 6%	11 8%	8 9%	-	7 5%	23 11%	16 7%	13 7%	9 11%	6 16%	3 19%	8 45%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 229

How many cars are there in your household?**Base: All respondents**

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Cent- ral	Gram- pian	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	Single	NET: Mar- ried/ Civil part- ner- ship/ co hab- iting	Mar- ried	Civil Part- ner- ship	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Separ- ated	Div- orced
Unweighted base	1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
No cars in the household	212 21%	26 24%	2 16%	17 13%	21 19%	69 35%	19 23%	17 21%	10 23%	6 12%	6 21%	3 6%	98 37%	80 13%	51 11%	2 10%	28 19%	34 25%	16 38%	2 15%	17 20%
NET: Any	799 79%	81 76%	9 84%	119 87%	93 81%	130 65%	63 77%	66 79%	32 77%	43 88%	25 79%	51 94%	164 63%	528 87%	401 89%	13 90%	114 81%	102 75%	26 62%	9 85%	67 80%
1	425 42%	47 44%	3 32%	50 37%	41 36%	64 32%	38 47%	50 60%	22 52%	18 36%	16 50%	27 51%	73 28%	271 45%	200 44%	8 54%	63 44%	76 56%	21 50%	7 66%	48 57%
2	283 28%	23 22%	5 52%	43 32%	38 33%	54 27%	21 26%	15 19%	6 16%	19 38%	4 13%	18 34%	42 16%	218 36%	166 37%	5 36%	46 33%	22 16%	5 11%	2 19%	16 19%
3+	91 9%	10 10%	- -	26 19%	13 12%	12 6%	4 5%	- -	4 9%	7 14%	5 16%	5 9%	48 18%	39 6%	34 8%	- -	5 4%	4 3%	- -	- -	4 5%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 230

How many cars are there in your household?**Base: All respondents**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base	1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
No cars in the household	212	8	8	9	6	4	6	16	4	10	5	11	8	5	2	75	8	4	2	5	16
	21%	17%	20%	22%	14%	32%	18%	21%	12%	21%	6%	20%	30%	26%	13%	32%	24%	11%	8%	15%	24%
NET: Any	799	37	30	33	39	8	28	59	31	37	83	44	19	15	12	155	24	31	27	32	54
	79%	83%	80%	78%	86%	68%	82%	79%	88%	79%	94%	80%	70%	74%	87%	68%	76%	89%	92%	85%	76%
1	425	25	24	21	21	6	15	27	17	23	26	23	12	9	6	79	15	16	16	14	29
	42%	57%	64%	51%	46%	52%	45%	36%	47%	49%	29%	42%	42%	46%	41%	34%	47%	45%	55%	38%	42%
2	283	12	6	7	14	2	13	19	15	14	29	14	8	2	4	61	9	10	11	11	24
	28%	26%	15%	18%	30%	16%	37%	25%	41%	30%	33%	25%	28%	8%	29%	26%	29%	30%	37%	30%	34%
3+	91	-	-	4	5	-	-	13	-	-	28	7	-	4	2	15	-	5	-	7	-
	9%	-	-	9%	10%	-	-	18%	-	-	32%	13%	-	20%	17%	7%	-	14%	-	18%	-

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 231

To which of the following ethnic groups do you consider you belong?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439
White	944 93%	468 95%	475 92%	102 85%	153 90%	158 93%	166 92%	146 97%	219 99%	248 92%	264 94%	209 95%	222 92%	91 100%	40 100%	107 96%	84 93%	79 87%	69 97%	51 100%	99 98%	102 77%	131 93%	90 99%	113 89%	404 92%
NET: Non-white	63 6%	25 5%	38 7%	18 15%	17 10%	9 5%	14 8%	3 2%	1 1%	21 8%	15 5%	9 4%	17 7%	- -	- -	4 4%	6 7%	10 12%	2 3%	- -	2 2%	28 21%	9 7%	1 1%	14 11%	32 7%
Mixed	16 2%	3 1%	13 2%	6 5%	5 3%	1 1%	3 2%	- -	- -	7 3%	3 1%	1 *	5 2%	- -	- -	1 1%	1 1%	5 6%	- -	- -	- -	2 2%	7 5%	- -	2 2%	8 2%
Asian	29 3%	17 3%	12 2%	7 6%	10 6%	7 4%	5 3%	- -	- -	12 4%	4 1%	6 3%	7 3%	- -	- -	2 2%	4 5%	5 6%	1 2%	- -	- -	13 10%	2 2%	1 1%	8 6%	15 4%
Black	16 2%	5 1%	11 2%	4 4%	1 1%	1 1%	3 2%	3 2%	1 1%	- -	8 3%	2 1%	5 2%	- -	- -	1 1%	1 1%	* *	1 1%	- -	1 1%	12 9%	- -	- -	3 2%	7 2%
Chinese	1 *	- -	1 *	- -	- -	- -	1 1%	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	1 *
Other ethnic group	1 *	- -	1 *	- -	- -	- -	1 1%	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	1 1%	- -
Prefer not to answer	5 *	2 *	3 1%	- -	1 *	3 2%	- -	1 *	- -	1 1%	* *	2 1%	1 *	* *	- -	- -	* 1%	1 1%	- -	- -	* *	1 1%	1 *	- -	- -	4 1%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 232

To which of the following ethnic groups do you consider you belong?

Base: All respondents

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?					What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18
White	944 93%	742 92%	359 88%	383 96%	202 99%	188 100%	14 97%	680 96%	263 88%	90 86%	109 81%	107 85%	74 88%	41 77%	133 93%	195 95%	195 93%	182 91%	81 100%	36 100%	14 100%	17 94%
NET: Non-white	63 6%	62 8%	48 12%	14 4%	1 *	1 *	-	28 4%	35 12%	15 14%	25 19%	17 14%	8 10%	12 23%	10 7%	8 4%	14 7%	17 9%	-	-	-	1 6%
Mixed	16 2%	16 2%	11 3%	5 1%	-	-	-	13 2%	3 1%	2 2%	1 1%	1 1%	-	3 6%	4 3%	1 *	1 1%	5 3%	-	-	-	1 6%
Asian	29 3%	28 4%	23 6%	6 1%	1 *	1 *	-	11 2%	18 6%	10 10%	14 10%	5 4%	6 7%	1 1%	5 4%	5 2%	8 4%	11 6%	-	-	-	-
Black	16 2%	16 2%	13 3%	2 1%	-	-	-	3 *	12 4%	1 1%	10 7%	10 8%	2 2%	8 15%	1 *	2 1%	4 2%	1 1%	-	-	-	-
Chinese	1 *	1 *	1 *	-	-	-	-	-	1 *	1 1%	-	1 1%	-	-	-	-	1 *	-	-	-	-	-
Other ethnic group	1 *	1 *	-	1 *	-	-	-	-	1 *	-	-	-	1 1%	-	-	1 *	-	-	-	-	-	-
Prefer not to answer	5 *	4 1%	3 1%	2 *	* *	-	* 3%	1 *	2 1%	1 1%	* *	2 1%	1 2%	-	1 *	1 1%	1 *	-	-	-	-	-

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 233

To which of the following ethnic groups do you consider you belong?

Base: All respondents

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Cent- ral	Gram- pian	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	NET: Mar- ried/ Civil part- ner- ship/ co hab- iting	Mar- ried	Civil Part- ner- ship	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Separ- ated	Div- orced	
Unweighted base	1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
White	944	103	10	128	110	166	77	82	42	49	25	54	238	572	420	15	137	132	39	11	82
	93%	96%	100%	94%	96%	84%	94%	99%	100%	100%	79%	100%	91%	94%	93%	100%	96%	92%	100%	98%	
NET: Non-white	63	3	-	7	4	31	5	-	-	-	6	-	23	34	29	-	5	5	3	-	2
	6%	3%	-	5%	4%	16%	6%	-	-	-	19%	-	9%	6%	6%	-	4%	4%	8%	-	2%
Mixed	16	2	-	-	1	3	4	-	-	-	5	-	9	8	2	-	5	-	-	-	-
	2%	2%	-	-	1%	1%	5%	-	-	-	16%	-	3%	1%	1%	-	4%	-	-	-	-
Asian	29	-	-	6	2	15	*	-	-	-	1	-	9	19	19	-	-	2	-	-	2
	3%	-	-	5%	2%	8%	1%	-	-	-	3%	-	3%	3%	4%	-	-	1%	-	-	2%
Black	16	-	-	1	1	12	-	-	-	-	-	-	5	7	7	-	-	3	3	-	-
	2%	-	-	1%	1%	6%	-	-	-	-	-	-	2%	1%	1%	-	-	3%	8%	-	-
Chinese	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	*	-	-	-	-	1%	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-
Other ethnic group	1	1	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-
	*	1%	-	-	-	-	-	-	-	-	-	-	-	*	*	-	-	-	-	-	-
Prefer not to answer	5	*	-	1	-	1	1	*	-	-	*	-	-	3	3	-	-	-	-	-	-
	*	*	-	1%	-	1%	1%	1%	-	-	1%	-	-	*	1%	-	-	-	-	-	-

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 234

To which of the following ethnic groups do you consider you belong?

Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base	1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
White	944	45	37	42	41	11	31	71	35	47	76	52	27	18	14	195	32	35	29	38	68
	93%	100%	99%	100%	92%	100%	91%	96%	98%	99%	85%	96%	99%	87%	100%	85%	100%	100%	100%	100%	98%
NET: Non-white	63	-	-	-	3	-	3	3	1	1	12	2	-	3	-	34	-	-	-	-	1
	6%	-	-	-	7%	-	9%	4%	2%	1%	13%	4%	-	13%	-	15%	-	-	-	-	1%
Mixed	16	-	-	-	-	-	1	-	1	-	5	2	-	3	-	4	-	-	-	-	-
	2%	-	-	-	-	-	3%	-	2%	-	6%	4%	-	13%	-	2%	-	-	-	-	-
Asian	29	-	-	-	2	-	2	2	-	-	6	-	-	-	-	16	-	-	-	-	1
	3%	-	-	-	5%	-	5%	2%	-	-	7%	-	-	-	-	7%	-	-	-	-	1%
Black	16	-	-	-	1	-	-	1	-	1	*	-	-	-	-	12	-	-	-	-	-
	2%	-	-	-	2%	-	-	2%	-	1%	*	-	-	-	-	5%	-	-	-	-	-
Chinese	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-
Other ethnic group	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-
Prefer not to answer	5	-	*	-	*	-	-	-	-	-	1	-	*	-	-	1	-	-	-	-	1
	*	-	1%	-	1%	-	-	-	-	-	1%	-	1%	-	-	1%	-	-	-	-	1%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 235

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humbs-erside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420	
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439	
Christian	587 58%	270 55%	316 61%	42 35%	66 39%	97 57%	102 57%	107 72%	172 78%	144 53%	162 58%	135 61%	146 61%	57 62%	27 67%	77 69%	55 60%	39 42%	45 64%	30 59%	55 55%	71 54%	76 54%	55 60%	64 51%	228 52%	
NET: Other	54 5%	23 5%	31 6%	10 8%	15 9%	9 5%	12 7%	3 2%	5 2%	18 7%	12 4%	7 3%	16 7%	-	1 1%	2 2%	4 5%	5 6%	2 3%	-	6 6%	21 16%	12 8%	1 1%	16 12%	24 5%	
Muslim	21 2%	13 3%	8 1%	3 3%	7 4%	5 3%	4 2%	-	1 *	11 4%	2 1%	2 1%	5 2%	-	-	2 2%	2 2%	5 6%	1 2%	-	-	7 6%	3 2%	-	7 6%	8 2%	
Hindu	4 *	-	4 1%	4 3%	-	-	-	-	-	-	-	4 2%	-	-	-	-	-	-	-	-	-	4 3%	-	-	-	4 1%	
Jewish	6 1%	2 *	5 1%	-	-	-	1 1%	1 1%	4 2%	1 *	2 1%	-	3 1%	-	1 1%	*	-	-	-	-	1 1%	5 4%	-	-	-	3 1%	
Sikh	1 *	1 *	-	-	-	1 1%	-	-	-	-	-	*	1 *	-	-	-	*	-	-	-	-	1 1%	-	-	1 1%	-	
Buddhist	4 *	3 1%	1 *	-	-	1 *	2 1%	-	1 *	2 1%	1 *	-	1 *	-	-	-	1 1%	-	-	-	-	2 2%	-	-	-	2 1%	
Other	18 2%	4 1%	13 3%	3 2%	7 4%	2 1%	4 2%	2 1%	-	4 1%	6 2%	1 1%	7 3%	-	-	-	*	-	1 1%	-	5 5%	2 1%	9 6%	1 1%	7 6%	6 1%	
None	360 36%	197 40%	163 32%	64 53%	89 52%	60 36%	65 36%	40 26%	41 19%	106 39%	102 36%	76 34%	76 32%	34 37%	13 31%	32 29%	32 35%	46 51%	23 32%	20 40%	40 39%	33 25%	53 37%	35 39%	47 37%	179 41%	
Prefer not to say	11 1%	5 1%	6 1%	4 4%	1 *	4 2%	-	-	2 1%	2 1%	5 2%	2 1%	2 1%	*	-	-	*	1 1%	1 1%	*	*	6 5%	*	-	*	9 2%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 236

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?					What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18
Christian	587	465	216	249	121	112	9	429	157	39	71	67	49	26	83	123	121	120	46	21	8	13
	58%	58%	53%	63%	60%	60%	60%	61%	52%	37%	52%	53%	58%	49%	58%	60%	58%	60%	57%	59%	60%	69%
NET: Other	54	47	36	11	7	7	-	33	21	10	14	9	7	3	11	10	13	14	2	-	-	-
	5%	6%	9%	3%	3%	4%	-	5%	7%	10%	10%	7%	9%	5%	7%	5%	6%	7%	3%	-	-	-
Muslim	21	20	16	4	1	1	-	5	16	8	12	5	6	1	1	2	5	11	-	-	-	-
	2%	2%	4%	1%	*	*	-	1%	5%	7%	9%	4%	7%	1%	1%	1%	2%	6%	-	-	-	-
Hindu	4	4	4	-	-	-	-	4	-	-	-	-	-	-	4	-	-	-	-	-	-	-
	*	1%	1%	-	-	-	-	1%	-	-	-	-	-	-	3%	-	-	-	-	-	-	-
Jewish	6	6	5	1	*	*	-	6	1	1	1	1	1	1	2	1	*	-	1	-	-	-
	1%	1%	1%	*	*	*	-	1%	*	1%	*	1%	1%	2%	2%	*	-	-	2%	-	-	-
Sikh	1	1	1	-	-	-	-	1	*	-	*	*	-	-	-	1	-	-	-	-	-	-
	*	*	*	-	-	-	-	*	*	-	*	*	-	-	-	1%	-	-	-	-	-	-
Buddhist	4	4	3	1	-	-	-	2	2	2	1	2	-	-	1	-	2	-	1	-	-	-
	*	*	1%	*	-	-	-	*	1%	2%	*	1%	-	-	*	-	1%	-	1%	-	-	-
Other	18	12	6	6	5	5	-	15	2	*	1	1	1	1	2	5	6	3	-	-	-	-
	2%	2%	2%	2%	3%	3%	-	2%	1%	*	*	1%	1%	1%	1%	3%	3%	2%	-	-	-	-
None	360	285	149	136	75	69	5	244	115	54	46	43	26	19	49	70	73	66	33	15	6	6
	36%	35%	36%	34%	37%	37%	37%	34%	38%	51%	34%	34%	31%	36%	34%	34%	35%	33%	41%	41%	40%	31%
Prefer not to say	11	11	9	2	*	-	*	3	7	2	4	6	1	5	-	2	2	-	-	-	-	-
	1%	1%	2%	*	*	-	3%	*	2%	1%	3%	5%	2%	10%	-	1%	1%	-	-	-	-	-

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 237

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Cent- ral	Gram- pian	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	NET: Mar- ried/ Civil part- ner- ship/ co hab- iting	Mar- ried	Civil Part- ner- ship	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Separ- ated	Div- orced	
Unweighted base	1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
Christian	587	53	8	70	80	105	52	50	26	29	9	35	118	377	304	3	70	91	31	5	54
	58%	50%	76%	51%	70%	53%	63%	61%	63%	59%	28%	65%	45%	62%	67%	23%	49%	66%	74%	49%	65%
NET: Other	54	7	-	7	2	28	3	-	1	-	-	1	21	26	23	1	2	6	1	1	4
	5%	7%	-	5%	2%	14%	4%	-	1%	-	-	2%	8%	4%	5%	7%	2%	5%	3%	7%	5%
Muslim	21	-	-	6	2	9	1	-	-	-	-	-	3	15	15	-	-	2	-	-	2
	2%	-	-	5%	2%	5%	1%	-	-	-	-	-	1%	2%	3%	-	-	2%	-	-	3%
Hindu	4	-	-	-	-	4	-	-	-	-	-	-	4	-	-	-	-	-	-	-	-
	*	-	-	-	-	2%	-	-	-	-	-	-	2%	-	-	-	-	-	-	-	-
Jewish	6	1	-	-	*	5	-	-	1	-	-	-	-	3	3	-	-	3	1	-	2
	1%	1%	-	-	*	2%	-	-	1%	-	-	-	-	*	1%	-	-	2%	3%	-	2%
Sikh	1	-	-	-	-	1	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-
	*	-	-	-	-	*	-	-	-	-	-	-	-	*	*	-	-	-	-	-	-
Buddhist	4	-	-	-	-	2	-	-	-	-	-	-	2	2	1	1	-	-	-	-	-
	*	-	-	-	-	1%	-	-	-	-	-	-	1%	*	*	5%	-	-	-	-	-
Other	18	7	-	1	-	7	2	-	-	-	-	1	12	5	2	*	2	1	-	1	-
	2%	6%	-	*	-	4%	2%	-	-	-	-	2%	5%	1%	*	2%	2%	1%	-	7%	-
None	360	46	2	58	32	59	27	32	15	20	22	18	121	199	119	10	69	39	9	5	25
	36%	43%	24%	42%	28%	30%	33%	39%	35%	40%	70%	33%	46%	33%	26%	70%	49%	28%	20%	44%	30%
Prefer not to say	11	*	-	2	-	6	*	*	-	*	*	-	1	7	6	-	*	1	1	-	-
	1%	*	-	2%	-	3%	1%	1%	-	1%	1%	-	*	1%	1%	-	*	1%	2%	-	-

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 238

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base	1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
Christian	587 58%	25 57%	28 74%	29 68%	28 62%	7 64%	27 80%	55 75%	26 74%	25 54%	35 40%	30 55%	10 37%	17 84%	8 59%	126 55%	18 55%	22 63%	18 62%	20 53%	30 43%
NET: Other	54 5%	- -	- -	1 1%	4 8%	- -	* 1%	2 3%	- -	1 1%	6 7%	2 4%	2 7%	1 4%	- -	30 13%	3 10%	1 2%	- -	- -	1 1%
Muslim	21 2%	- -	- -	- -	2 4%	- -	- -	2 2%	- -	- -	6 7%	- -	- -	- -	- -	10 4%	1 2%	- -	- -	- -	- -
Hindu	4 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 2%	- -	- -	- -	- -	- -
Jewish	6 1%	- -	- -	1 1%	- -	- -	- -	* 1%	- -	- -	- -	1 1%	- -	- -	- -	5 2%	- -	- -	- -	- -	- -
Sikh	1 *	- -	- -	- -	* 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -
Buddhist	4 *	- -	- -	- -	1 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	- -
Other	18 2%	- -	- -	- -	- -	- -	* 1%	- -	- -	1 1%	- -	1 3%	2 7%	1 4%	- -	8 4%	3 8%	1 2%	- -	- -	1 1%
None	360 36%	19 43%	9 25%	13 31%	13 28%	4 36%	6 19%	17 22%	9 26%	20 43%	46 52%	22 41%	15 55%	3 12%	6 41%	68 29%	11 33%	12 34%	11 38%	17 45%	39 56%
Prefer not to say	11 1%	- -	* 1%	- -	* 1%	- -	- -	- -	- -	1 2%	1 1%	- -	* 1%	- -	- -	6 3%	* 1%	- -	- -	* 1%	- -

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 239

Which of the following best describes where you live?**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439
NET: Urban	808 80%	395 80%	413 80%	90 75%	147 86%	150 88%	143 79%	114 76%	164 75%	220 81%	221 79%	173 79%	194 81%	73 80%	32 80%	94 84%	71 78%	86 94%	45 63%	36 72%	65 65%	125 95%	109 77%	72 80%	107 84%	355 81%
Urban - Population over 10,000	409 40%	220 44%	190 37%	60 50%	83 49%	61 36%	63 35%	64 43%	78 36%	137 51%	110 39%	80 36%	82 34%	32 35%	12 30%	35 31%	44 48%	47 52%	29 41%	14 28%	19 19%	99 75%	49 34%	30 33%	56 44%	197 45%
Town and Fringe	398 39%	175 35%	223 43%	30 25%	64 38%	89 53%	79 44%	50 33%	86 39%	83 31%	110 39%	93 42%	112 47%	41 45%	20 50%	59 53%	27 30%	38 42%	16 23%	22 44%	46 46%	26 20%	60 43%	43 47%	50 40%	158 36%
NET: Rural	203 20%	100 20%	103 20%	31 25%	23 14%	20 12%	37 21%	36 24%	56 25%	50 19%	60 21%	47 21%	46 19%	18 20%	8 20%	18 16%	20 22%	5 6%	26 37%	14 28%	36 35%	7 5%	33 23%	19 20%	20 16%	84 19%
Village	188 19%	96 19%	92 18%	29 24%	23 14%	20 12%	31 17%	35 24%	50 23%	48 18%	54 19%	42 19%	44 18%	13 14%	8 20%	18 16%	19 20%	5 6%	25 35%	13 25%	32 31%	7 5%	33 23%	17 19%	20 16%	77 17%
Hamlet & Isolated Dwelling	15 1%	4 1%	11 2%	2 1%	- -	* *	7 4%	1 *	6 3%	3 1%	5 2%	5 2%	2 1%	6 6%	- -	- -	2 2%	- -	1 1%	2 3%	4 4%	- -	- -	1 1%	- -	7 2%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 240

Which of the following best describes where you live?**Base: All respondents**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more	
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10	
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18	
NET: Urban	808	808	409	398	-	-	-	553	253	79	117	110	77	45	114	159	167	168	63	29	10	18	
	80%	100%	100%	100%	-	-	-	78%	84%	75%	87%	88%	92%	85%	80%	78%	80%	84%	77%	81%	69%	100%	
Urban - Population over 10,000	409	409	409	-	-	-	-	292	116	44	58	46	31	28	59	83	83	85	31	10	1	15	
	40%	51%	100%	-	-	-	-	41%	39%	42%	43%	37%	37%	53%	41%	41%	40%	43%	38%	29%	9%	86%	
Town and Fringe	398	398	-	398	-	-	-	261	137	35	60	64	46	17	55	76	84	83	32	19	8	3	
	39%	49%	-	100%	-	-	-	37%	46%	33%	44%	51%	55%	32%	38%	37%	40%	42%	39%	53%	60%	14%	
NET: Rural	203	-	-	-	203	188	15	156	47	26	18	16	7	8	29	46	42	31	19	7	4	-	
	20%	-	-	-	100%	100%	100%	22%	16%	25%	13%	12%	8%	15%	20%	22%	20%	16%	23%	19%	31%	-	
Village	188	-	-	-	188	188	-	144	45	26	18	14	6	8	28	41	39	27	18	7	4	-	
	19%	-	-	-	93%	100%	-	20%	15%	25%	13%	11%	7%	15%	20%	20%	19%	14%	22%	19%	31%	-	
Hamlet & Isolated Dwelling	15	-	-	-	15	-	15	12	3	-	-	2	1	-	1	5	3	4	1	-	-	-	
	1%	-	-	-	7%	-	100%	2%	1%	-	-	1%	1%	-	1%	2%	1%	2%	1%	-	-	-	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 241

Which of the following best describes where you live?

Base: All respondents

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Cent- ral	Gram- plan	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	Single	NET: Mar- ried/ Civil part- ner- ship/ co hab- iting	Mar- ried	Civil Part- ner- ship	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Separ- ated	Div- orced
Unweighted base	1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
NET: Urban	808 80%	73 69%	7 66%	114 83%	91 80%	174 88%	66 80%	69 83%	34 81%	36 73%	29 95%	40 74%	210 80%	485 80%	357 79%	9 58%	120 85%	108 79%	32 76%	8 75%	68 81%
Urban - Population over 10,000	409 40%	25 24%	1 10%	65 47%	34 30%	118 59%	29 35%	31 37%	13 30%	14 29%	18 59%	15 28%	129 49%	225 37%	160 35%	3 20%	62 44%	53 39%	17 39%	5 44%	31 37%
Town and Fringe	398 39%	48 45%	6 57%	49 36%	57 50%	57 29%	37 45%	38 45%	21 51%	22 44%	11 36%	24 45%	81 31%	260 43%	197 44%	6 38%	58 41%	55 40%	16 37%	3 31%	36 43%
NET: Rural	203 20%	33 31%	3 34%	23 17%	23 20%	24 12%	16 20%	14 17%	8 19%	13 27%	2 5%	14 26%	51 20%	123 20%	95 21%	6 42%	22 15%	29 21%	10 24%	3 25%	16 19%
Village	188 19%	30 28%	1 9%	22 16%	22 20%	24 12%	16 20%	11 13%	8 19%	12 25%	2 5%	13 24%	49 19%	115 19%	88 20%	6 42%	20 14%	25 18%	9 22%	1 6%	15 18%
Hamlet & Isolated Dwelling	15 1%	3 3%	2 25%	1 1%	1 1%	- -	- -	3 4%	- -	1 2%	- -	1 2%	3 1%	8 1%	7 1%	- -	2 1%	4 3%	1 2%	2 19%	1 1%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 242

Which of the following best describes where you live?

Base: All respondents

	Total	Which of the following cities do you live in, or nearest to?																			
		Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base	1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
NET: Urban	808 80%	37 83%	31 82%	34 80%	35 78%	10 87%	23 69%	65 87%	30 85%	30 64%	83 93%	28 52%	22 79%	19 91%	8 56%	201 87%	26 83%	29 82%	22 75%	27 71%	49 70%
Urban - Population over 10,000	409 40%	17 37%	15 41%	11 27%	22 49%	9 76%	12 36%	23 31%	11 31%	19 40%	48 55%	7 13%	7 27%	6 29%	2 14%	129 56%	15 47%	12 34%	12 40%	12 32%	19 28%
Town and Fringe	398 39%	20 46%	15 41%	22 53%	13 29%	1 11%	11 33%	42 57%	19 54%	11 23%	34 39%	21 38%	14 52%	13 62%	6 42%	72 31%	12 36%	17 47%	10 35%	15 39%	30 42%
NET: Rural	203 20%	8 17%	7 18%	8 20%	10 22%	2 13%	10 31%	9 13%	5 15%	17 36%	6 7%	26 48%	6 21%	2 9%	6 44%	29 13%	6 17%	6 18%	7 25%	11 29%	21 30%
Village	188 19%	6 13%	5 13%	8 20%	10 22%	2 13%	10 31%	9 13%	5 15%	16 35%	6 7%	24 43%	5 20%	2 9%	6 44%	29 13%	6 17%	6 18%	6 21%	10 27%	16 23%
Hamlet & Isolated Dwelling	15 1%	2 5%	2 5%	-	-	-	-	-	-	1 2%	-	3 5%	*	-	-	-	-	-	1 5%	1 2%	5 7%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 243

Which of the following best describes your current working status?**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439
NET: Working	566	297	269	76	138	137	119	69	26	175	160	150	82	49	17	62	58	66	38	28	45	80	74	48	127	439
	56%	60%	52%	63%	81%	81%	66%	46%	12%	65%	57%	68%	34%	54%	42%	55%	64%	73%	54%	55%	45%	61%	52%	53%	100%	100%
Working full time - working 30 hours per week or more	445	258	187	60	120	106	103	45	12	151	125	112	57	38	16	52	45	58	32	20	32	57	62	32	112	333
	44%	52%	36%	50%	70%	62%	57%	30%	6%	56%	45%	51%	24%	42%	41%	47%	49%	64%	46%	39%	32%	44%	44%	35%	88%	76%
Working part time - working between 8 and 29 hours per week	121	39	82	17	19	32	16	24	14	24	35	37	25	10	1	9	14	8	6	8	13	23	12	17	15	107
	12%	8%	16%	14%	11%	19%	9%	16%	6%	9%	12%	17%	10%	11%	1%	8%	15%	9%	8%	16%	13%	18%	9%	18%	12%	24%
NET: Not working	445	198	247	44	32	33	61	81	194	95	121	71	159	42	23	50	32	25	33	23	56	51	68	43	-	-
	44%	40%	48%	37%	19%	19%	34%	54%	88%	35%	43%	32%	66%	46%	58%	45%	36%	27%	46%	45%	55%	39%	48%	47%	-	-
Not working but seeking work or temporarily unemployed or sick	48	26	23	4	13	7	14	10	-	-	7	4	37	3	5	3	3	3	1	5	3	8	10	6	-	-
	5%	5%	4%	3%	8%	4%	8%	7%	-	-	3%	2%	16%	3%	12%	2%	3%	3%	2%	10%	3%	6%	7%	6%	-	-
Not working and not seeking work/ student	62	33	29	32	6	3	13	8	-	5	26	1	29	11	7	8	1	1	4	3	4	14	4	6	-	-
	6%	7%	6%	27%	3%	2%	7%	5%	-	2%	9%	1%	12%	12%	17%	7%	1%	1%	6%	6%	4%	11%	2%	6%	-	-
Retired on a state pension only	73	17	56	-	-	-	*	9	64	6	11	10	45	6	3	9	1	4	5	6	15	1	14	7	-	-
	7%	3%	11%	-	-	-	*	6%	29%	2%	4%	4%	19%	6%	8%	8%	2%	4%	8%	12%	15%	1%	10%	8%	-	-
Retired with a private pension	168	106	62	-	-	1	-	41	126	65	60	29	13	12	8	18	17	9	12	5	19	22	29	16	-	-
	17%	21%	12%	-	-	*	-	27%	57%	24%	21%	13%	5%	14%	20%	16%	18%	10%	17%	10%	19%	17%	21%	17%	-	-
House person, housewife, househusband, etc.	95	17	78	8	13	23	34	13	4	18	15	27	35	11	1	12	11	8	10	4	14	5	11	8	-	-
	9%	3%	15%	6%	8%	13%	19%	9%	2%	7%	5%	12%	14%	12%	2%	11%	12%	9%	14%	8%	13%	4%	8%	9%	-	-

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 244

Which of the following best describes your current working status?**Base: All respondents**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?					What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18
NET: Working	566	462	254	208	104	97	7	350	214	76	96	89	53	13	42	97	134	131	64	29	12	17
	56%	57%	62%	52%	51%	51%	50%	49%	71%	72%	71%	71%	64%	24%	29%	47%	64%	65%	79%	80%	89%	96%
Working full time - working 30 hours per week or more	445	364	204	161	80	77	4	278	164	62	66	67	46	3	23	77	113	106	49	23	12	16
	44%	45%	50%	40%	40%	41%	25%	39%	55%	59%	49%	53%	55%	5%	16%	38%	54%	53%	60%	65%	89%	89%
Working part time - working between 8 and 29 hours per week	121	97	50	48	24	20	4	71	50	14	31	22	7	10	19	19	20	25	16	6	-	1
	12%	12%	12%	12%	12%	11%	25%	10%	17%	14%	23%	18%	9%	19%	13%	9%	10%	13%	19%	16%	-	6%
NET: Not working	445	346	156	190	99	91	7	359	86	29	39	37	30	41	102	108	76	69	17	7	2	1
	44%	43%	38%	48%	49%	49%	50%	51%	29%	28%	29%	29%	36%	76%	71%	53%	36%	35%	21%	20%	11%	4%
Not working but seeking work or temporarily unemployed or sick	48	43	18	25	5	5	-	36	12	6	6	3	2	14	17	11	2	2	-	1	-	-
	5%	5%	4%	6%	3%	3%	-	5%	4%	5%	4%	3%	3%	26%	12%	6%	1%	1%	-	2%	-	-
Not working and not seeking work/ student	62	52	31	21	10	9	1	46	16	5	5	10	3	17	9	16	2	11	1	-	2	-
	6%	6%	8%	5%	5%	5%	4%	6%	5%	4%	4%	8%	3%	32%	6%	8%	1%	5%	1%	-	11%	-
Retired on a state pension only	73	53	18	35	19	19	-	72	*	-	-	-	*	8	26	16	10	9	-	-	-	-
	7%	7%	4%	9%	9%	10%	-	10%	*	-	-	-	*	14%	18%	8%	5%	5%	-	-	-	-
Retired with a private pension	168	127	65	62	41	37	3	166	1	-	1	*	1	1	31	44	40	31	9	4	-	1
	17%	16%	16%	16%	20%	20%	21%	23%	*	-	*	*	1%	1%	22%	21%	19%	15%	11%	11%	-	4%
House person, housewife, househusband, etc.	95	71	23	47	24	20	4	39	56	19	27	23	24	2	18	21	23	16	7	2	-	-
	9%	9%	6%	12%	12%	11%	25%	5%	19%	18%	20%	18%	29%	3%	13%	10%	11%	8%	9%	6%	-	-

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 245

Which of the following best describes your current working status?

Base: All respondents

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Central	Grampian	Granada	London	Meridian	Scot-tish	Tyne Tees	Wales & West	West-count-ry	York-shire	Single	NET: Married/ Civil partner-ship/ co hab-iting	Married	Civil Part-ner-ship	Co Hab-iting	NET: Wid-owed/ separ-ated/ divorced	Wid-owed	Separ-ated	Div-orced
Unweighted base	1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
NET: Working	566 56%	53 49%	6 57%	89 65%	68 59%	114 57%	37 46%	42 51%	18 43%	27 54%	17 56%	32 59%	182 70%	333 55%	223 49%	12 84%	98 69%	48 35%	8 18%	5 50%	34 41%
Working full time - working 30 hours per week or more	445 44%	39 36%	2 20%	76 55%	58 51%	85 43%	31 37%	35 42%	18 42%	20 40%	15 49%	18 34%	153 59%	254 42%	157 35%	11 77%	86 60%	36 26%	5 12%	5 50%	25 30%
Working part time - working between 8 and 29 hours per week	121 12%	14 13%	4 37%	14 10%	9 8%	29 15%	7 8%	7 9%	1 1%	7 14%	2 7%	14 25%	29 11%	79 13%	66 15%	1 7%	12 9%	12 9%	3 6%	- -	9 11%
NET: Not working	445 44%	54 51%	4 43%	47 35%	47 41%	85 43%	45 54%	41 49%	24 57%	22 46%	14 44%	22 41%	79 30%	275 45%	229 51%	2 16%	44 31%	89 65%	34 82%	6 50%	49 59%
Not working but seeking work or temporarily unemployed or sick	48 5%	4 4%	- -	4 3%	3 2%	11 6%	5 6%	3 3%	6 14%	5 10%	4 12%	2 4%	25 10%	15 2%	11 2%	- -	4 3%	8 6%	1 2%	1 10%	6 7%
Not working and not seeking work/ student	62 6%	4 3%	2 16%	4 3%	6 5%	15 8%	3 3%	10 12%	6 14%	3 6%	2 7%	5 9%	33 12%	20 3%	9 2%	* 3%	10 7%	8 6%	3 8%	- -	5 5%
Retired on a state pension only	73 7%	13 13%	1 12%	8 6%	8 7%	10 5%	11 14%	6 7%	3 8%	6 12%	2 5%	2 4%	1 *	50 8%	48 11%	1 9%	1 *	22 16%	7 16%	- -	16 19%
Retired with a private pension	168 17%	19 17%	2 16%	15 11%	17 15%	39 20%	17 21%	12 14%	8 19%	5 9%	3 11%	9 17%	17 6%	106 17%	96 21%	- -	10 7%	44 33%	20 48%	1 12%	23 27%
House person, housewife, househusband, etc.	95 9%	14 13%	- -	16 11%	12 11%	9 5%	8 10%	11 13%	1 1%	4 8%	3 10%	4 8%	4 2%	84 14%	64 14%	1 5%	19 13%	7 5%	3 8%	3 27%	1 1%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 246

Which of the following best describes your current working status?**Base: All respondents**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base	1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
NET: Working	566 56%	20 46%	25 67%	17 41%	35 77%	3 30%	20 60%	45 61%	16 46%	25 53%	68 76%	24 44%	14 52%	12 56%	7 53%	133 58%	15 46%	23 65%	15 52%	25 66%	24 34%
Working full time - working 30 hours per week or more	445 44%	19 43%	17 44%	16 38%	27 60%	2 17%	15 44%	38 51%	14 40%	21 45%	59 66%	16 30%	11 42%	10 49%	7 49%	99 43%	12 38%	14 40%	10 35%	19 50%	18 26%
Working part time - working between 8 and 29 hours per week	121 12%	1 2%	9 23%	1 3%	8 17%	1 13%	5 16%	7 10%	2 5%	4 8%	9 10%	7 14%	3 9%	1 7%	1 4%	34 15%	3 8%	9 25%	5 17%	6 16%	6 8%
NET: Not working	445 44%	24 54%	13 33%	25 59%	10 23%	8 70%	14 40%	29 39%	19 54%	22 47%	21 24%	31 56%	13 48%	9 44%	7 47%	98 42%	17 54%	12 35%	14 48%	13 34%	46 66%
Not working but seeking work or temporarily unemployed or sick	48 5%	2 5%	1 1%	5 11%	- -	- -	1 2%	1 2%	1 4%	- -	3 4%	2 3%	2 8%	3 15%	- -	13 6%	* 1%	1 4%	2 5%	3 9%	8 11%
Not working and not seeking work/ student	62 6%	6 13%	4 12%	7 16%	1 2%	1 7%	- -	1 2%	5 15%	4 8%	1 1%	3 6%	- -	1 4%	- -	15 7%	1 3%	3 9%	2 8%	2 6%	5 7%
Retired on a state pension only	73 7%	3 7%	- -	4 11%	1 2%	- -	1 2%	7 10%	5 14%	4 8%	3 4%	8 14%	2 9%	1 2%	* 3%	14 6%	6 17%	2 4%	1 4%	2 4%	9 13%
Retired with a private pension	168 17%	5 12%	6 15%	8 19%	7 15%	6 55%	7 20%	10 14%	6 16%	7 14%	7 8%	12 22%	4 14%	3 14%	3 22%	43 19%	8 25%	2 6%	8 28%	3 9%	13 18%
House person, housewife, househusband, etc.	95 9%	8 17%	2 5%	1 1%	2 5%	1 7%	6 17%	9 12%	2 6%	8 17%	6 7%	7 12%	5 18%	2 9%	3 22%	13 6%	3 8%	4 12%	1 2%	2 6%	11 16%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 247

Do you work in any of the following occupations?**Base: All respondents who work**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	538	299	239	51	101	145	137	79	25	130	173	140	95	45	15	56	53	51	41	31	55	68	72	51	118	420	
Weighted base	566	297	269	76	138	137	119	69	26	175	160	150	82	49	17	62	58	66	38	28	45	80	74	48	127	439	
NET: Public Sector	127 22%	56 19%	71 26%	11 15%	24 18%	29 21%	38 32%	22 31%	2 6%	35 20%	45 28%	30 20%	17 21%	13 26%	9 53%	11 19%	10 17%	14 21%	6 16%	4 13%	15 33%	15 19%	23 31%	7 15%	127 100%	- -	
Central government including all administrative departments and central government agencies such as the Bank of England	7 1%	5 2%	2 1%	- -	- -	3 3%	3 2%	* 1%	1 3%	6 3%	2 1%	- -	- -	1 2%	3 17%	1 1%	- -	- -	- -	1 2%	1 2%	1 1%	- -	* 1%	7 6%	- -	
HM Forces	2 *	* *	2 1%	- -	2 1%	* *	- -	- -	- -	- -	- -	1 1%	1 1%	- -	- -	- -	- -	- -	- -	* 1%	- -	1 1%	1 1%	- -	2 2%	- -	
National Health Service	34 6%	4 1%	30 11%	2 3%	8 6%	8 6%	9 8%	6 8%	1 3%	6 3%	17 11%	9 6%	2 3%	4 9%	- -	5 7%	- -	6 9%	1 2%	2 8%	6 14%	1 2%	7 9%	1 2%	34 27%	- -	
Universities and Academies funded by government	8 2%	3 1%	5 2%	1 2%	2 1%	2 1%	4 3%	- -	- -	3 2%	2 2%	3 2%	- -	- -	- -	- -	2 3%	1 2%	- -	- -	- -	3 4%	2 3%	- -	8 7%	- -	
Courts service	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	
Local government administration	25 4%	10 3%	15 6%	- -	6 4%	6 4%	7 6%	7 9%	- -	9 5%	14 9%	2 2%	- -	- -	3 15%	2 4%	2 4%	3 5%	2 5%	- -	4 8%	3 3%	4 5%	3 5%	25 20%	- -	
Police service	3 1%	2 1%	1 1%	2 2%	1 *	* *	1 *	- -	- -	* *	3 2%	- -	- -	- -	- -	- -	2 3%	- -	- -	- -	* 1%	1 1%	* 1%	- -	3 3%	- -	
Public sector housing	5 1%	2 1%	3 1%	- -	1 *	1 1%	2 2%	2 2%	- -	3 1%	- -	2 1%	1 1%	2 3%	- -	2 3%	1 1%	* 1%	- -	- -	- -	- -	1 1%	- -	5 4%	- -	
Teaching employed by local education authority including voluntary aided schools and foundation schools	10 2%	6 2%	4 2%	2 3%	- -	1 1%	5 5%	1 1%	- -	4 2%	3 2%	1 1%	2 3%	- -	2 12%	- -	2 4%	- -	- -	- -	1 1%	2 2%	3 4%	* 1%	10 8%	- -	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 247

Do you work in any of the following occupations?**Base: All respondents who work**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Weighted base	566	297	269	76	138	137	119	69	26	175	160	150	82	49	17	62	58	66	38	28	45	80	74	48	127	439	
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	8 1%	8 3%	- -	- -	3 2%	1 1%	4 3%	- -	- -	2 1%	- -	3 2%	3 4%	- -	- -	1 1%	* 1%	3 4%	1 2%	* 1%	3 6%	- -	- -	- -	8 6%	- -	
Bradford and Bingley or Northern Rock Building societies	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	
Other public sector occupation (please specify as much detail as possible)	23 4%	16 5%	7 3%	4 5%	3 2%	6 4%	5 4%	6 9%	-	3 2%	4 2%	9 6%	7 9%	6 12%	1 8%	1 2%	- -	- -	3 7%	- -	- -	4 5%	5 7%	3 6%	23 18%	-	
None of the above (Private Sector)	439 78%	242 81%	198 74%	65 85%	114 82%	108 79%	80 68%	48 69%	25 94%	140 80%	115 72%	119 80%	65 79%	36 74%	8 47%	50 81%	49 83%	52 79%	32 84%	24 87%	30 67%	65 81%	51 69%	41 85%	-	439 100%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 248

Do you work in any of the following occupations?**Base: All respondents who work**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?					What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil- lage	Hamlet & Iso- lated Dwel- ling	No child- ren aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k- £14k	>£14k- £21k	>£21k- £28k	>£28k- £34k	>£34k- £41k	>£41k- £48k	>£48k- £55k	>£55k or more
Unweighted base	538	439	237	202	99	89	10	329	205	71	91	86	49	12	51	113	128	120	47	26	9	9
Weighted base	566	462	254	208	104	97	7	350	214	76	96	89	53	13	42	97	134	131	64	29	12	17
NET: Public Sector	127 22%	107 23%	56 22%	50 24%	20 19%	20 21%	-	85 24%	41 19%	12 15%	14 15%	13 14%	18 34%	1 11%	5 13%	18 19%	34 25%	33 25%	11 17%	10 34%	8 61%	2 11%
Central government including all administrative departments and central government agencies such as the Bank of England	7 1%	7 1%	4 2%	2 1%	1 1%	1 1%	-	3 1%	5 2%	3 3%	-	1 1%	2 4%	-	-	2 2%	3 3%	2 1%	-	1 3%	-	-
HM Forces	2 *	2 *	1 *	1 *	* *	* *	-	1 *	1 1%	1 1%	1 1%	1 1%	-	-	-	1 1%	-	1 1%	-	-	-	-
National Health Service	34 6%	25 6%	15 6%	10 5%	8 8%	8 9%	-	26 7%	8 4%	1 2%	3 3%	4 4%	3 5%	1 11%	1 4%	2 3%	12 9%	9 7%	1 1%	4 14%	-	1 8%
Universities and Academies funded by government	8 2%	8 2%	2 1%	6 3%	-	-	-	7 2%	2 1%	-	-	-	2 3%	-	2 6%	-	1 1%	3 2%	-	2 7%	-	-
Courts service	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Local government administration	25 4%	23 5%	10 4%	13 6%	2 2%	2 2%	-	19 5%	7 3%	1 2%	3 3%	1 1%	4 8%	-	-	3 3%	2 2%	8 6%	7 11%	-	6 45%	-
Police service	3 1%	3 1%	3 1%	1 *	-	-	-	2 1%	1 *	* 1%	1 1%	-	-	-	-	-	2 2%	* *	-	-	-	1 4%
Public sector housing	5 1%	3 1%	1 1%	2 1%	2 2%	2 2%	-	3 1%	1 1%	-	1 1%	1 1%	-	-	1 2%	2 2%	-	* *	-	-	1 8%	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	10 2%	7 2%	7 3%	* *	3 3%	3 3%	-	4 1%	6 3%	-	1 1%	3 4%	5 9%	-	-	1 1%	4 3%	2 2%	-	2 8%	-	-

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 248

Do you work in any of the following occupations?**Base: All respondents who work**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?					What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Weighted base	566	462	254	208	104	97	7	350	214	76	96	89	53	13	42	97	134	131	64	29	12	17
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	8 1%	4 1%	3 1%	1 1%	4 4%	4 4%	-	4 1%	4 2%	2 2%	1 1%	1 1%	*	-	-	1 1%	1 *	3 2%	2 3%	-	1 9%	-
Bradford and Bingley or Northern Rock Building societies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other public sector occupation (please specify as much detail as possible)	23 4%	23 5%	9 4%	14 7%	-	-	-	16 5%	7 3%	3 4%	3 3%	1 1%	2 4%	-	1 2%	6 6%	7 6%	5 4%	1 2%	1 2%	-	-
None of the above (Private Sector)	439 78%	355 77%	197 78%	158 76%	84 81%	77 79%	7 100%	264 76%	173 81%	64 85%	82 85%	76 86%	36 66%	11 89%	36 87%	78 81%	100 75%	97 75%	54 83%	19 66%	5 39%	15 89%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 249

Do you work in any of the following occupations?**Base: All respondents who work**

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Central	Grampian	Granada	London	Meridian	Scottish	Tyne Tees	Wales & West	West-country	Yorkshire	Single	NET: Married/Civil partnership/cohabiting	Married	Civil Partnership	Co Habiting	NET: Widowed/separated/divorced	Widowed	Separated	Divorced
Unweighted base	538	59	5	83	60	98	44	40	16	29	15	32	166	311	207	11	93	55	9	6	40
Weighted base	566	53	6	89	68	114	37	42	18	27	17	32	182	333	223	12	98	48	8	5	34
NET: Public Sector	127	19	-	20	11	27	7	13	9	4	*	6	42	71	47	2	23	13	3	2	7
	22%	36%	-	22%	17%	24%	18%	30%	49%	14%	2%	20%	23%	21%	21%	14%	23%	27%	44%	38%	21%
Central government including all administrative departments and central government agencies such as the Bank of England	7	1	-	-	1	1	-	1	3	1	*	-	1	5	2	-	3	2	-	1	*
	1%	2%	-	-	1%	1%	-	2%	16%	2%	2%	-	*	1%	1%	-	3%	4%	-	26%	1%
HM Forces	2	-	-	-	-	1	1	-	-	*	-	-	1	1	1	-	-	-	-	-	-
	*	-	-	-	-	1%	3%	-	-	1%	-	-	1%	*	*	-	-	-	-	-	-
National Health Service	34	7	-	6	5	8	1	4	-	2	-	1	12	18	10	1	7	3	-	-	3
	6%	13%	-	7%	7%	7%	3%	10%	-	8%	-	4%	7%	5%	5%	6%	7%	7%	-	-	10%
Universities and Academies funded by government	8	2	-	1	-	3	-	-	-	-	-	-	4	5	3	-	2	-	-	-	-
	2%	5%	-	1%	-	3%	-	-	-	-	-	-	2%	1%	1%	-	2%	-	-	-	-
Courts service	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Local government administration	25	4	-	5	2	3	4	-	3	-	-	3	10	13	8	-	6	2	-	-	2
	4%	7%	-	5%	4%	2%	11%	-	14%	-	-	8%	5%	4%	3%	-	6%	4%	-	-	6%
Police service	3	*	-	-	-	1	*	-	-	-	-	-	3	*	-	-	*	-	-	-	-
	1%	1%	-	-	-	*	1%	-	-	-	-	-	2%	*	-	-	*	-	-	-	-
Public sector housing	5	-	-	*	2	1	-	2	-	-	-	-	1	4	1	-	2	-	-	-	-
	1%	-	-	*	3%	1%	-	4%	-	-	-	-	*	1%	1%	-	3%	-	-	-	-

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 249

Do you work in any of the following occupations?**Base: All respondents who work**

	Which of the following ITV regions do you live in?												Marital Status								
													NET: Mar- ried/ Civil part- ner- ship/ co hab- iting				NET: Wid- owed/ separ- ated/ div- orced				
	Total	Anglia	Cent- ral	Gram- pian	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	Single	Mar- ried	Civil Part- ner- ship	Co Hab- iting	Wid- owed	Separ- ated	Div- orced		
Weighted base	566	53	6	89	68	114	37	42	18	27	17	32	182	333	223	12	98	48	8	5	34
Teaching employed by local education authority including voluntary aided schools and foundation schools	10 2%	1 1%	-	2 3%	-	2 2%	-	-	2 11%	-	-	* 1%	4 2%	5 1%	5 2%	-	-	1 3%	-	-	1 4%
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	8 1%	3 5%	-	4 4%	1 1%	-	-	-	-	* 1%	-	-	-	8 2%	7 3%	1 9%	-	-	-	-	-
Bradford and Bingley or Northern Rock Building societies	- -	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other public sector occupation (please specify as much detail as possible)	23 4%	1 2%	-	1 1%	1 2%	9 8%	-	6 14%	1 8%	-	-	2 7%	7 4%	13 4%	10 5%	-	2 2%	4 8%	3 44%	1 12%	-
None of the above (Private Sector)	439 78%	34 64%	6 100%	69 78%	56 83%	87 76%	31 82%	30 70%	9 51%	23 86%	17 98%	25 80%	140 77%	262 79%	176 79%	11 86%	75 77%	35 73%	4 56%	3 62%	27 79%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 250

Do you work in any of the following occupations?**Base: All respondents who work**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	538	19	22	15	33	5	15	40	17	25	54	29	17	9	7	119	18	19	19	26	30
Weighted base	566	20	25	17	35	3	20	45	16	25	68	24	14	12	7	133	15	23	15	25	24
NET: Public Sector	127 22%	4 20%	9 34%	9 51%	5 15%	-	6 28%	9 21%	2 13%	1 5%	14 21%	8 34%	5 32%	1 13%	4 53%	33 25%	5 34%	4 16%	2 11%	3 13%	3 11%
Central government including all administrative departments and central government agencies such as the Bank of England	7 1%	-	1 3%	3 17%	-	-	-	1 2%	-	-	-	-	-	-	-	2 1%	-	* 2%	-	1 3%	-
HM Forces	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	1 7%	-	-	* 2%	-
National Health Service	34 6%	-	4 17%	-	-	-	-	3 6%	2 13%	-	6 9%	2 8%	1 6%	1 5%	-	11 9%	1 4%	1 2%	1 4%	2 9%	-
Universities and Academies funded by government	8 2%	-	-	-	2 6%	-	-	-	-	-	1 2%	2 10%	-	-	-	3 2%	-	-	-	-	-
Courts service	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Local government administration	25 4%	-	-	3 15%	1 2%	-	3 14%	2 5%	-	1 2%	3 4%	1 5%	3 19%	-	2 21%	4 3%	3 20%	1 2%	1 4%	-	-
Police service	3 1%	-	-	-	-	-	2 10%	-	-	-	-	-	* 3%	-	-	1 *	* 3%	-	-	-	-
Public sector housing	5 1%	-	2 6%	-	-	-	1 4%	2 4%	-	-	* 1%	-	-	-	-	1 *	-	-	-	-	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	10 2%	-	-	2 12%	2 6%	-	-	-	-	-	-	-	-	-	2 32%	3 2%	-	-	* 3%	-	-
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	8 1%	-	-	-	* 1%	-	-	1 1%	-	1 3%	3 4%	3 11%	-	-	-	-	-	-	-	-	* 2%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 250

Do you work in any of the following occupations?**Base: All respondents who work**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Weighted base	566	20	25	17	35	3	20	45	16	25	68	24	14	12	7	133	15	23	15	25	24
Bradford and Bingley or Northern Rock Building societies	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other public sector occupation (please specify as much detail as possible)	23 4%	4 20%	2 8%	1 8%	- -	- -	- -	1 2%	- -	- -	1 1%	- -	1 4%	1 8%	- -	8 6%	- -	2 9%	- -	- -	2 9%
None of the above (Private Sector)	439 78%	16 80%	17 66%	8 49%	29 85%	3 100%	14 72%	36 79%	14 87%	24 95%	53 79%	16 66%	10 68%	10 87%	3 47%	100 75%	10 66%	19 84%	14 89%	22 87%	21 89%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 251

Do you have any children aged 18 or under? If so, how old are they?**Base: All respondents**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420	
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439	
No children aged 18 or under	709 70%	352 71%	356 69%	88 73%	99 58%	56 33%	105 58%	140 94%	220 100%	195 72%	221 79%	128 58%	165 68%	69 75%	25 62%	71 64%	55 60%	59 65%	56 79%	35 70%	88 87%	92 70%	98 70%	61 67%	85 67%	264 60%	
NET: Yes	300 30%	141 28%	159 31%	32 27%	69 41%	113 67%	75 42%	10 6%	* *	74 27%	59 21%	91 42%	75 31%	22 25%	15 38%	40 36%	35 39%	32 35%	15 21%	15 30%	13 13%	39 30%	42 30%	30 33%	41 32%	173 39%	
Yes - children aged under 5 years old	105 10%	55 11%	50 10%	25 21%	54 32%	21 12%	5 3%	1 *	- -	40 15%	19 7%	19 9%	27 11%	10 11%	4 9%	11 10%	14 15%	6 6%	4 6%	6 12%	5 5%	13 10%	27 19%	6 6%	12 9%	64 15%	
Yes - children aged 5 to 10 years old	135 13%	64 13%	70 14%	13 11%	35 21%	59 35%	24 13%	4 3%	- -	40 15%	29 10%	32 14%	35 15%	7 8%	1 3%	18 17%	16 17%	20 22%	6 8%	7 14%	8 8%	19 14%	13 9%	19 21%	14 11%	82 19%	
Yes - children aged 11 to 15 years old	126 12%	65 13%	60 12%	5 4%	15 9%	66 39%	34 19%	6 4%	* *	26 10%	30 11%	40 18%	30 12%	6 7%	11 28%	26 23%	16 18%	10 11%	4 6%	5 11%	7 7%	19 15%	9 7%	11 12%	13 10%	76 17%	
Yes - children aged 16 to 18 years old	84 8%	32 7%	52 10%	1 1%	1 1%	34 20%	43 24%	5 3%	* *	16 6%	16 6%	32 15%	19 8%	4 5%	5 13%	6 6%	4 4%	14 16%	5 7%	6 13%	6 6%	13 10%	11 8%	9 9%	18 14%	36 8%	
Refused	3 *	2 *	* *	- -	2 1%	* *	- -	- -	- -	2 1%	- -	* *	1 *	- -	- -	- -	1 1%	- -	- -	- -	* *	1 1%	1 *	- -	1 *	2 *	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 252

Do you have any children aged 18 or under? If so, how old are they?**Base: All respondents**

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?										
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more		
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10		
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18		
No children aged 18 or under	709	553	292	261	156	144	12	709	-	-	-	-	-	41	113	137	141	131	45	27	13	17		
	70%	68%	71%	65%	77%	76%	80%	100%	-	-	-	-	-	78%	79%	67%	67%	65%	55%	74%	96%	94%		
NET: Yes	300	253	116	137	47	45	3	-	300	105	135	126	84	12	30	67	68	69	37	9	1	1		
	30%	31%	28%	34%	23%	24%	17%	-	100%	100%	100%	100%	100%	22%	21%	33%	33%	35%	45%	26%	4%	6%		
Yes - children aged under 5 years old	105	79	44	35	26	26	-	-	105	105	41	18	2	1	14	15	33	22	13	5	-	1		
	10%	10%	11%	9%	13%	14%	-	-	35%	100%	30%	14%	3%	2%	10%	7%	16%	11%	16%	14%	-	6%		
Yes - children aged 5 to 10 years old	135	117	58	60	18	18	-	-	135	41	135	54	20	8	13	26	27	35	16	5	-	-		
	13%	15%	14%	15%	9%	9%	-	-	45%	39%	100%	43%	24%	15%	9%	12%	13%	18%	20%	15%	-	-		
Yes - children aged 11 to 15 years old	126	110	46	64	16	14	2	-	126	18	54	126	39	10	12	27	26	32	14	2	-	-		
	12%	14%	11%	16%	8%	7%	11%	-	42%	17%	40%	100%	47%	19%	8%	13%	12%	16%	17%	5%	-	-		
Yes - children aged 16 to 18 years old	84	77	31	46	7	6	1	-	84	2	20	39	84	3	7	24	17	19	9	3	1	-		
	8%	10%	8%	12%	3%	3%	6%	-	28%	2%	15%	31%	100%	5%	5%	12%	8%	9%	11%	8%	4%	-		
Refused	3	2	1	1	*	-	*	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-		
	*	*	*	*	*	-	3%	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-		

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 253

Do you have any children aged 18 or under? If so, how old are they?**Base: All respondents**

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Cent- ral	Gram- pian	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	Single	NET: Mar- ried/ Civil part- ner- ship/ co hab- iting	Mar- ried	Civil Part- ner- ship	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Separ- ated	Div- orced
Unweighted base	1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
No children aged 18 or under	709 70%	92 86%	9 91%	93 68%	73 64%	138 70%	59 72%	61 74%	27 64%	34 70%	22 71%	34 63%	215 82%	376 62%	280 62%	8 57%	88 62%	115 84%	37 89%	7 62%	71 85%
NET: Yes	300 30%	14 13%	1 9%	44 32%	41 36%	59 30%	23 28%	21 26%	15 36%	15 30%	9 29%	20 37%	46 17%	232 38%	172 38%	6 43%	54 38%	21 16%	5 11%	4 38%	13 15%
Yes - children aged under 5 years old	105 10%	7 6%	- -	10 7%	11 9%	27 13%	11 13%	10 12%	4 9%	6 13%	1 3%	5 9%	16 6%	85 14%	52 11%	4 30%	29 20%	4 3%	- -	4 32%	1 1%
Yes - children aged 5 to 10 years old	135 13%	7 7%	1 9%	26 19%	18 16%	28 14%	5 7%	6 8%	1 3%	7 14%	6 21%	13 24%	20 7%	107 18%	84 18%	1 5%	23 16%	8 6%	3 8%	1 10%	3 4%
Yes - children aged 11 to 15 years old	126 12%	6 6%	- -	14 10%	26 23%	26 13%	5 6%	6 8%	11 27%	5 10%	3 9%	7 13%	21 8%	92 15%	78 17%	1 9%	13 9%	12 9%	5 11%	1 10%	6 8%
Yes - children aged 16 to 18 years old	84 8%	5 4%	- -	17 12%	7 6%	17 9%	9 11%	4 5%	5 12%	6 12%	3 9%	5 9%	10 4%	66 11%	54 12%	1 4%	12 8%	8 6%	1 1%	1 6%	7 8%
Refused	3 *	* *	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 254

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base	1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
No children aged 18 or under	709 70%	29 64%	33 87%	27 64%	27 61%	11 100%	21 63%	46 63%	25 70%	32 68%	58 65%	49 90%	23 84%	11 54%	10 73%	161 70%	26 82%	18 51%	23 77%	25 66%	53 76%
NET: Yes	300 30%	16 36%	5 13%	15 36%	17 38%	-	12 37%	28 37%	11 30%	15 32%	31 35%	6 10%	4 15%	10 46%	4 27%	68 29%	6 18%	17 49%	7 23%	13 34%	17 24%
Yes - children aged under 5 years old	105 10%	6 14%	3 9%	4 9%	7 16%	-	3 9%	9 12%	2 6%	8 17%	6 7%	2 4%	2 9%	3 12%	2 13%	35 15%	1 3%	2 7%	3 10%	5 13%	2 3%
Yes - children aged 5 to 10 years old	135 13%	5 12%	1 4%	1 3%	8 19%	-	5 16%	10 13%	6 17%	7 15%	19 21%	3 5%	3 12%	1 3%	1 9%	34 15%	* 1%	9 25%	6 20%	6 16%	10 14%
Yes - children aged 11 to 15 years old	126 12%	6 14%	-	11 27%	8 18%	-	5 15%	18 24%	7 20%	6 12%	10 11%	3 6%	1 3%	1 4%	1 4%	26 11%	4 12%	7 19%	3 9%	3 9%	6 9%
Yes - children aged 16 to 18 years old	84 8%	3 8%	-	5 12%	2 5%	-	3 9%	1 1%	4 12%	-	15 17%	2 5%	-	6 30%	2 11%	19 8%	2 5%	5 16%	1 3%	5 13%	8 11%
Refused	3 *	-	-	-	1 2%	-	-	-	-	-	-	-	* 1%	-	-	1 1%	-	-	-	-	-

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 255

Which of the following ITV regions do you live in?

Base: All respondents

	Gender			Age						Social Grade				Region														Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate			
Unweighted base	1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420			
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439			
Anglia	107 11%	39 8%	68 13%	4 3%	17 10%	9 5%	26 14%	22 15%	29 13%	14 5%	34 12%	24 11%	34 14%	- -	- -	- -	1 1%	- -	5 7%	- -	91 90%	- -	9 6%	1 1%	19 15%	34 8%			
Border	10 1%	3 1%	7 1%	3 2%	- -	1 1%	2 1%	2 1%	3 1%	4 1%	2 1%	1 1%	3 1%	7 7%	- -	4 3%	- -	- -	- -	- -	- -	- -	- -	- -	6 1%				
Central	137 14%	66 13%	71 14%	18 15%	24 14%	25 15%	29 16%	19 13%	23 10%	37 14%	31 11%	36 17%	32 13%	- -	- -	- -	- -	84 93%	47 66%	- -	- -	- -	3 2%	3 3%	20 16%	69 16%			
Granada	114 11%	57 11%	58 11%	10 8%	21 12%	37 22%	15 8%	9 6%	23 10%	30 11%	28 10%	28 13%	27 11%	2 2%	- -	107 96%	- -	- -	3 5%	2 3%	- -	- -	* *	- -	11 9%	56 13%			
London	199 20%	97 20%	102 20%	34 28%	34 20%	28 16%	23 13%	30 20%	50 23%	70 26%	62 22%	36 16%	31 13%	- -	- -	- -	- -	- -	- -	- -	9 9%	131 100%	57 41%	1 1%	27 21%	87 20%			
Meridian	82 8%	38 8%	45 9%	7 6%	20 12%	9 5%	13 7%	7 5%	26 12%	18 7%	23 8%	11 5%	30 12%	- -	- -	- -	- -	- -	- -	- -	- -	- -	71 50%	11 12%	7 5%	31 7%			
STV	83 8%	47 9%	36 7%	13 11%	6 4%	13 8%	14 8%	20 13%	17 8%	17 6%	20 7%	26 12%	20 8%	83 91%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	13 10%	30 7%			
Tyne Tees	42 4%	23 5%	19 4%	2 2%	3 2%	4 2%	19 10%	4 3%	10 4%	15 5%	9 3%	4 2%	14 6%	- -	40 98%	- -	2 2%	- -	- -	- -	- -	- -	- -	- -	9 7%	9 2%			
Wales	49 5%	24 5%	25 5%	4 3%	12 7%	12 7%	7 4%	7 5%	7 3%	7 2%	18 6%	8 4%	16 7%	- -	- -	- -	- -	- -	- -	49 97%	- -	- -	- -	- -	4 3%	23 5%			
West	31 3%	15 3%	16 3%	6 5%	5 3%	8 5%	6 3%	2 1%	4 2%	14 5%	5 2%	3 1%	10 4%	- -	- -	1 1%	* 1%	7 7%	- -	- -	- -	- -	- -	23 26%	* *	17 4%			
Westcountry	54 5%	25 5%	29 6%	6 5%	5 3%	14 8%	8 4%	12 8%	9 4%	15 6%	16 6%	10 5%	13 5%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	53 58%	6 5%	25 6%			
Yorkshire	104 10%	63 13%	41 8%	14 12%	24 14%	10 6%	20 11%	16 11%	20 9%	29 11%	32 11%	31 14%	12 5%	- -	1 2%	- -	88 96%	- -	15 22%	- -	1 1%	- -	- -	- -	11 9%	52 12%			

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 256

Which of the following ITV regions do you live in?

Base: All respondents

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?										
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil- lage	Hamlet & Isolated Dwel- ling	No child- ren aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k- £14k	>£14k- £21k	>£21k- £28k	>£28k- £34k	>£34k- £41k	>£41k- £48k	>£48k- £55k	>£55k or more		
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10		
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18		
Anglia	107 11%	73 9%	25 6%	48 12%	33 16%	30 16%	3 22%	92 13%	14 5%	7 7%	7 5%	6 5%	5 6%	4 7%	23 16%	27 13%	19 9%	15 8%	4 5%	7 18%	2 16%	-		
Border	10 1%	7 1%	1 *	6 1%	3 2%	1 *	2 17%	9 1%	1 *	- -	1 1%	- -	- -	1 2%	1 1%	1 *	4 2%	- -	- -	2 6%	- -	- -		
Central	137 14%	114 14%	65 16%	49 12%	23 11%	22 12%	1 6%	93 13%	44 15%	10 9%	26 19%	14 11%	17 20%	8 15%	20 14%	29 14%	16 8%	30 15%	9 12%	6 17%	4 27%	3 19%		
Granada	114 11%	91 11%	34 8%	57 14%	23 11%	22 12%	1 5%	73 10%	41 14%	11 10%	18 14%	26 21%	7 8%	2 5%	5 3%	21 10%	34 16%	27 13%	15 18%	2 5%	1 7%	-		
London	199 20%	174 22%	118 29%	57 14%	24 12%	24 13%	-	138 20%	59 20%	27 25%	28 21%	26 21%	17 20%	16 30%	27 19%	32 16%	43 20%	48 24%	8 10%	5 15%	2 15%	5 28%		
Meridian	82 8%	66 8%	29 7%	37 9%	16 8%	16 9%	-	59 8%	23 8%	11 10%	5 4%	5 4%	9 11%	7 13%	16 11%	16 8%	21 10%	11 6%	6 8%	2 6%	1 5%	-		
STV	83 8%	69 8%	31 8%	38 9%	14 7%	11 6%	3 20%	61 9%	21 7%	10 10%	6 5%	6 5%	4 5%	6 12%	7 5%	19 9%	13 6%	20 10%	11 14%	3 10%	- -	- -		
Tyne Tees	42 4%	34 4%	13 3%	21 5%	8 4%	8 4%	-	27 4%	15 5%	4 3%	1 1%	11 9%	5 6%	2 5%	10 7%	12 6%	8 4%	3 2%	1 1%	1 4%	3 18%	1 7%		
Wales	49 5%	36 4%	14 3%	22 5%	13 6%	12 7%	1 5%	34 5%	15 5%	6 6%	7 5%	5 4%	6 7%	1 2%	12 8%	8 4%	17 8%	7 4%	2 2%	- -	- -	- -		
West	31 3%	29 4%	18 4%	11 3%	2 1%	2 1%	-	22 3%	9 3%	1 1%	6 5%	3 2%	3 3%	1 1%	4 3%	5 3%	4 2%	9 4%	5 6%	1 3%	- -	2 11%		
Westcountry	54 5%	40 5%	15 4%	24 6%	14 7%	13 7%	1 9%	34 5%	20 7%	5 5%	13 10%	7 6%	5 6%	2 4%	6 4%	10 5%	7 4%	13 6%	8 10%	2 5%	- -	- -		
Yorkshire	104 10%	76 9%	47 12%	28 7%	29 14%	26 14%	2 15%	65 9%	38 13%	14 13%	15 11%	17 13%	6 8%	2 4%	12 9%	23 11%	24 11%	15 8%	11 14%	4 11%	2 11%	6 36%		

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 257

Which of the following ITV regions do you live in?

Base: All respondents

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Central	Gran-pian	Gran-ada	London	Mer-idian	Scot-tish	Tyne Tees	Wales & West	West-count-ry	York-shire	NET: Married/Civil partnership/co hab-iting	Mar-ried	Civil Part-ner-ship	Co Hab-iting	NET: Wid-owed/separ-ated/div-orced	Wid-owed	Separ-ated	Div-orced	
Unweighted base	1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
Anglia	107	107	-	-	-	-	-	-	-	-	-	-	26	64	47	*	18	16	2	2	11
	11%	100%	-	-	-	-	-	-	-	-	-	-	10%	11%	10%	3%	12%	5%	22%	13%	
Border	10	-	10	-	-	-	-	-	-	-	-	-	3	7	7	-	1	-	-	-	-
	1%	-	100%	-	-	-	-	-	-	-	-	-	1%	1%	1%	-	1%	-	-	-	-
Central	137	-	-	137	-	-	-	-	-	-	-	-	38	81	60	5	16	18	9	1	9
	14%	-	-	100%	-	-	-	-	-	-	-	-	15%	13%	13%	35%	11%	13%	21%	6%	11%
Granada	114	-	-	-	114	-	-	-	-	-	-	-	30	66	51	2	14	17	6	1	9
	11%	-	-	-	100%	-	-	-	-	-	-	-	11%	11%	11%	10%	10%	12%	15%	10%	11%
London	199	-	-	-	-	199	-	-	-	-	-	-	65	110	81	1	28	22	11	1	11
	20%	-	-	-	-	100%	-	-	-	-	-	-	25%	18%	18%	5%	20%	16%	26%	8%	13%
Meridian	82	-	-	-	-	-	82	-	-	-	-	-	20	48	36	-	12	14	1	*	13
	8%	-	-	-	-	-	100%	-	-	-	-	-	8%	8%	8%	-	9%	10%	2%	4%	15%
STV	83	-	-	-	-	-	-	83	-	-	-	-	18	49	33	2	14	16	7	4	5
	8%	-	-	-	-	-	-	100%	-	-	-	-	7%	8%	7%	13%	10%	11%	16%	35%	6%
Tyne Tees	42	-	-	-	-	-	-	-	42	-	-	-	8	31	22	-	9	3	-	-	3
	4%	-	-	-	-	-	-	-	100%	-	-	-	3%	5%	5%	-	6%	2%	-	-	3%
Wales	49	-	-	-	-	-	-	-	-	49	-	-	12	30	26	-	4	7	-	1	6
	5%	-	-	-	-	-	-	-	-	100%	-	-	5%	5%	6%	-	3%	5%	-	6%	7%
West	31	-	-	-	-	-	-	-	-	-	31	-	5	21	9	1	10	5	-	-	5
	3%	-	-	-	-	-	-	-	-	-	100%	-	2%	3%	2%	5%	7%	4%	-	-	6%
Westcountry	54	-	-	-	-	-	-	-	-	-	-	54	11	40	33	*	6	4	-	-	4
	5%	-	-	-	-	-	-	-	-	-	-	100%	4%	7%	7%	2%	4%	3%	-	-	5%
Yorkshire	104	-	-	-	-	-	-	-	-	-	-	-	28	61	47	4	10	15	6	1	8
	10%	-	-	-	-	-	-	-	-	-	-	-	11%	10%	10%	27%	7%	11%	15%	9%	9%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 258

Which of the following ITV regions do you live in?

Base: All respondents

	Which of the following cities do you live in, or nearest to?																			
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff
Unweighted base	1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43
Weighted base	1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38
Anglia	107 11%	-	-	-	-	1 7%	-	-	-	-	-	54 99%	24 88%	-	-	16 7%	2 5%	-	-	-
Border	10 1%	2 4%	4 11%	3 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%
Central	137 14%	-	-	-	-	* 4%	1 4%	1 2%	-	37 78%	82 92%	* 1%	2 6%	-	4 29%	-	-	1 4%	-	-
Granada	114 11%	-	2 4%	-	-	-	3 10%	73 98%	28 79%	-	-	-	-	-	-	*	-	-	-	7 10%
London	199 20%	-	-	-	-	-	-	-	-	-	-	-	-	3 16%	-	192 84%	1 5%	-	1 2%	-
Meridian	82 8%	-	-	-	-	-	-	-	-	-	-	-	2 6%	17 84%	7 53%	21 9%	28 87%	-	-	6 9%
STV	83 8%	43 96%	32 85%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 12%
Tyne Tees	42 4%	-	-	39 93%	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%
Wales	49 5%	-	-	-	-	-	-	-	7 18%	-	-	-	-	-	-	-	-	-	-	38 100%
West	31 3%	-	-	-	* 1%	-	-	-	1 2%	-	7 8%	-	-	-	1 7%	-	-	14 41%	-	7 10%
Westcountry	54 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	2 11%	-	1 4%	19 55%	29 98%	3 5%
Yorkshire	104 10%	-	-	-	43 96%	10 89%	29 86%	-	-	10 22%	-	-	-	-	-	-	-	-	-	11 16%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 259
Marital Status
Base: All respondents

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420	
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439	
Single	262 26%	145 29%	117 23%	76 64%	71 42%	45 26%	44 24%	18 12%	8 4%	62 23%	87 31%	51 23%	62 26%	20 22%	9 22%	27 24%	26 28%	25 27%	16 23%	12 24%	23 22%	44 33%	43 31%	17 19%	42 33%	140 32%	
NET: Married/ Civil partnership/ co habiting	608 60%	305 62%	303 59%	43 36%	94 55%	111 65%	117 65%	99 66%	144 65%	181 67%	146 52%	154 70%	127 53%	55 61%	30 74%	68 61%	53 58%	56 62%	41 58%	30 59%	67 66%	70 53%	77 55%	62 68%	71 56%	262 60%	
Married	452 45%	239 48%	213 41%	9 7%	51 30%	73 43%	100 56%	86 57%	133 60%	123 45%	109 39%	123 56%	98 41%	37 41%	21 52%	54 48%	39 43%	39 43%	29 42%	26 50%	51 51%	52 39%	55 39%	49 54%	47 37%	176 40%	
Civil Partnership	15 1%	11 2%	3 1%	6 5%	1 1%	4 3%	2 1%	- -	1 1%	2 1%	3 1%	8 3%	2 1%	2 2%	- -	2 1%	4 4%	2 3%	3 4%	- -	* *	1 1%	- -	1 1%	2 1%	11 2%	
Co Habiting	142 14%	55 11%	87 17%	28 23%	43 25%	33 19%	15 8%	13 9%	10 4%	56 21%	35 12%	23 11%	28 11%	16 18%	9 22%	12 11%	9 10%	15 17%	9 13%	4 9%	15 15%	17 13%	22 16%	11 13%	23 18%	75 17%	
NET: Widowed/ separated/ divorced	137 14%	43 9%	94 18%	- -	4 2%	13 8%	19 10%	33 22%	68 31%	26 10%	46 16%	15 7%	50 21%	16 17%	2 4%	15 13%	12 13%	10 11%	14 19%	9 17%	11 11%	17 13%	20 14%	12 13%	13 10%	35 8%	
Widowed	42 4%	15 3%	27 5%	- -	- -	- -	1 1%	9 6%	32 14%	9 3%	12 4%	2 1%	19 8%	7 8%	- -	4 4%	4 4%	3 3%	9 12%	2 3%	1 1%	8 6%	5 3%	1 1%	3 3%	4 1%	
Separated	11 1%	4 1%	7 1%	- -	4 2%	1 1%	4 2%	1 1%	1 *	2 1%	3 1%	4 2%	2 1%	4 4%	- -	1 1%	1 1%	- -	1 1%	1 1%	1 1%	1 1%	2 1%	- -	2 2%	3 1%	
Divorced	84 8%	24 5%	60 12%	- -	- -	12 7%	13 7%	23 15%	36 16%	16 6%	32 11%	8 4%	29 12%	5 5%	2 4%	9 9%	8 8%	7 7%	4 6%	6 12%	10 10%	8 6%	14 10%	11 12%	7 6%	27 6%	
Prefer not to answer	4 *	2 *	2 *	1 1%	1 1%	1 1%	1 *	- -	- -	2 1%	1 *	* *	1 *	* *	- -	2 1%	* 1%	- -	- -	- -	* *	1 1%	1 *	- -	1 *	3 1%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 260
Marital Status
Base: All respondents

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?					What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18
Single	262 26%	210 26%	129 32%	81 20%	51 25%	49 26%	3 17%	215 30%	46 15%	16 15%	20 15%	21 17%	10 11%	22 41%	59 42%	54 26%	52 25%	33 17%	6 7%	5 13%	6 42%	6 35%
NET: Married/ Civil partnership/ co habiting	608 60%	485 60%	225 55%	260 65%	123 61%	115 61%	8 55%	376 53%	232 77%	85 81%	107 79%	92 73%	66 79%	14 25%	48 34%	121 59%	136 65%	149 75%	71 88%	31 85%	8 58%	12 65%
Married	452 45%	357 44%	160 39%	197 49%	95 47%	88 47%	7 45%	280 40%	172 57%	52 49%	84 62%	78 62%	54 64%	9 17%	37 26%	93 45%	101 48%	113 57%	54 66%	20 56%	1 9%	6 32%
Civil Partnership	15 1%	9 1%	3 1%	6 1%	6 3%	6 3%	- -	8 1%	6 2%	4 4%	1 1%	1 1%	1 1%	2 3%	2 1%	1 1%	*	2 1%	6 8%	- -	1 8%	- -
Co Habiting	142 14%	120 15%	62 15%	58 15%	22 11%	20 11%	2 11%	88 12%	54 18%	29 28%	23 17%	13 10%	12 14%	3 5%	9 6%	27 13%	35 17%	34 17%	12 14%	10 29%	6 42%	6 33%
NET: Widowed/ separated/ divorced	137 14%	108 13%	53 13%	55 14%	29 14%	25 13%	4 25%	115 16%	21 7%	4 4%	8 6%	12 10%	8 10%	18 34%	36 25%	30 15%	21 10%	17 9%	4 5%	1 2%	- -	- -
Widowed	42 4%	32 4%	17 4%	16 4%	10 5%	9 5%	1 5%	37 5%	5 2%	- -	3 3%	5 4%	1 1%	6 11%	10 7%	11 5%	8 4%	4 2%	1 1%	- -	- -	- -
Separated	11 1%	8 1%	5 1%	3 1%	3 1%	1 *	2 14%	7 1%	4 1%	4 3%	1 1%	1 1%	1 1%	1 2%	3 2%	1 *	1 *	5 2%	- -	1 2%	- -	- -
Divorced	84 8%	68 8%	31 8%	36 9%	16 8%	15 8%	1 5%	71 10%	13 4%	1 1%	3 2%	6 5%	7 8%	11 21%	23 16%	18 9%	12 6%	8 4%	3 4%	- -	- -	- -
Prefer not to answer	4 *	4 *	2 1%	2 *	* *	- -	* 3%	2 *	* *	- -	* *	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 261
Marital Status
Base: All respondents

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Cent- ral	Gram- pian	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	Single	NET: Mar- ried/ Civil part- ner- ship/ co hab- iting	Mar- ried	Civil Part- ner- ship	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Separ- ated	Div- orced
Unweighted base	1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
Single	262 26%	26 24%	3 26%	38 28%	30 26%	65 33%	20 24%	18 21%	8 19%	12 25%	5 15%	11 20%	262 100%	-	-	-	-	-	-	-	-
NET: Married/ Civil partnership/ co habiting	608 60%	64 60%	7 74%	81 59%	66 58%	110 55%	48 59%	49 59%	31 75%	30 61%	21 66%	40 73%	-	608 100%	452 100%	15 100%	142 100%	-	-	-	-
Married	452 45%	47 44%	7 65%	60 44%	51 44%	81 41%	36 44%	33 40%	22 53%	26 52%	9 31%	33 61%	-	452 74%	452 100%	-	-	-	-	-	-
Civil Partnership	15 1%	* *	-	5 4%	2 1%	1 *	-	2 2%	-	-	1 2%	* 1%	-	15 2%	-	15 100%	-	-	-	-	-
Co Habiting	142 14%	18 16%	1 9%	16 12%	14 12%	28 14%	12 15%	14 17%	9 21%	4 9%	10 33%	6 12%	-	142 23%	-	-	142 100%	-	-	-	-
NET: Widowed/ separated/ divorced	137 14%	16 15%	-	18 13%	17 15%	22 11%	14 17%	16 19%	3 6%	7 14%	5 17%	4 7%	-	-	-	-	-	137 100%	42 100%	11 100%	84 100%
Widowed	42 4%	2 2%	-	9 6%	6 5%	11 6%	1 1%	7 8%	-	-	-	-	-	-	-	-	-	42 31%	42 100%	-	-
Separated	11 1%	2 2%	-	1 *	1 1%	1 *	* *	4 5%	-	1 1%	-	-	-	-	-	-	-	11 8%	-	11 100%	-
Divorced	84 8%	11 11%	-	9 6%	9 8%	11 5%	13 16%	5 6%	3 6%	6 13%	5 17%	4 7%	-	-	-	-	-	84 61%	-	-	84 100%
Prefer not to answer	4 *	* *	-	-	2 1%	1 1%	-	* 1%	-	-	* 1%	-	-	-	-	-	-	-	-	-	-

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 262
Marital Status
Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base	1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
Single	262 26%	10 22%	10 26%	9 21%	12 27%	4 34%	11 32%	19 25%	8 22%	10 21%	28 31%	12 22%	11 39%	7 33%	2 17%	68 30%	9 28%	8 22%	5 16%	11 30%	10 14%
NET: Married/ Civil partnership/ co habiting	608 60%	27 60%	23 61%	32 75%	24 53%	6 52%	20 58%	45 61%	21 58%	28 60%	54 61%	39 71%	14 50%	11 51%	11 79%	131 57%	16 51%	24 68%	22 74%	19 51%	43 62%
Married	452 45%	18 41%	16 41%	23 54%	17 37%	4 34%	20 58%	36 49%	16 44%	19 40%	39 44%	28 51%	8 30%	10 48%	4 31%	99 43%	11 35%	18 51%	18 62%	16 42%	33 47%
Civil Partnership	15 1%	1 3%	1 2%	- -	- -	- -	- -	1 1%	1 2%	6 12%	3 3%	* 1%	- -	- -	- -	1 *	- -	1 3%	- -	- -	* 1%
Co Habiting	142 14%	7 17%	7 18%	9 21%	7 16%	2 18%	- -	8 10%	4 12%	4 8%	12 14%	11 20%	6 20%	1 3%	7 48%	31 14%	5 16%	5 14%	3 12%	3 9%	10 14%
NET: Widowed/ separated/ divorced	137 14%	8 18%	4 12%	2 4%	9 19%	2 14%	3 9%	10 13%	7 18%	9 20%	7 8%	4 7%	3 10%	3 16%	1 4%	29 13%	7 21%	4 10%	3 10%	7 18%	17 24%
Widowed	42 4%	5 11%	2 4%	- -	2 5%	1 6%	3 8%	4 6%	1 3%	6 12%	3 3%	1 1%	1 3%	* 2%	- -	11 5%	1 2%	- -	- -	- -	2 3%
Separated	11 1%	3 7%	1 2%	- -	1 1%	- -	* 1%	1 2%	- -	- -	- -	- -	- -	* 2%	- -	3 1%	- -	- -	- -	1 2%	1 2%
Divorced	84 8%	- -	2 6%	2 4%	6 13%	1 7%	- -	4 6%	6 16%	3 7%	4 5%	3 6%	2 7%	2 11%	1 4%	15 7%	6 19%	4 10%	3 10%	6 16%	14 19%
Prefer not to answer	4 *	- -	* 1%	- -	* 1%	- -	- -	1 1%	1 2%	- -	- -	- -	* 1%	- -	- -	1 1%	- -	- -	- -	- -	- -

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 263

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age							Social Grade				Region														Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private				
Unweighted base	1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420				
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439				
Glasgow	45 4%	28 6%	17 3%	7 6%	6 4%	9 5%	7 4%	8 6%	7 3%	7 3%	14 5%	15 7%	9 4%	45 49%	-	-	-	-	-	-	-	-	-	-	4 3%	16 4%				
Edinburgh	38 4%	20 4%	18 4%	8 7%	-	6 3%	4 2%	14 9%	7 3%	16 6%	5 2%	9 4%	8 3%	38 41%	-	-	-	-	-	-	-	-	-	-	9 7%	17 4%				
Newcastle	42 4%	21 4%	21 4%	3 2%	3 2%	3 2%	19 11%	3 2%	11 5%	15 5%	8 3%	4 2%	15 6%	-	39 97%	3 2%	-	-	-	-	-	-	-	-	9 7%	8 2%				
Leeds	45 4%	29 6%	16 3%	7 5%	11 7%	5 3%	6 4%	9 6%	7 3%	14 5%	15 5%	11 5%	4 2%	-	1 2%	-	44 49%	-	-	-	-	-	-	-	5 4%	29 7%				
Hull	11 1%	6 1%	5 1%	2 1%	2 1%	-	* *	2 1%	6 3%	5 2%	4 2%	1 *	2 1%	-	-	-	10 11%	-	1 2%	-	-	-	-	-	-	3 1%				
Sheffield	34 3%	17 4%	16 3%	5 4%	7 4%	6 3%	6 3%	6 4%	5 2%	9 3%	9 3%	14 6%	2 1%	-	-	-	24 26%	-	10 14%	-	-	-	-	-	6 4%	14 3%				
Manchester	74 7%	41 8%	33 6%	2 1%	18 10%	25 15%	8 5%	3 2%	18 8%	18 7%	19 7%	19 9%	18 8%	-	-	73 66%	-	1 1%	-	-	-	-	-	-	9 7%	36 8%				
Liverpool	36 4%	11 2%	24 5%	5 4%	3 2%	8 5%	7 4%	4 3%	9 4%	11 4%	10 3%	6 3%	9 4%	-	-	28 25%	-	-	-	8 15%	-	-	-	-	2 2%	14 3%				
Nottingham	47 5%	21 4%	26 5%	9 7%	7 4%	9 5%	6 4%	7 5%	9 4%	4 1%	16 6%	11 5%	16 7%	-	-	-	6 6%	-	41 59%	-	-	-	-	-	1 1%	24 5%				
Birmingham	89 9%	43 9%	45 9%	15 13%	18 10%	16 9%	20 11%	9 6%	12 5%	37 14%	17 6%	25 12%	10 4%	-	-	-	-	84 92%	3 4%	-	-	-	-	2 2%	14 11%	53 12%				
Norwich	55 5%	21 4%	34 7%	3 2%	5 3%	3 2%	14 8%	13 9%	18 8%	6 2%	20 7%	12 6%	17 7%	-	-	-	-	-	* 1%	-	52 51%	-	2 2%	-	8 7%	16 4%				
Milton Keynes	27 3%	11 2%	16 3%	1 1%	6 4%	5 3%	5 2%	5 4%	5 2%	2 1%	8 3%	9 4%	8 3%	-	-	-	-	-	6 8%	-	17 17%	-	4 3%	1 1%	5 4%	10 2%				
Brighton	21 2%	5 1%	15 3%	1 1%	5 3%	3 2%	8 4%	2 1%	3 1%	6 2%	3 1%	3 1%	8 4%	-	-	-	-	-	-	-	-	-	21 15%	-	1 1%	10 2%				

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 263

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humbs-erside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri- vate	
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439	
Oxford	14 1%	6 1%	8 1%	4 4%	2 1%	1 1%	1 1%	2 1%	3 2%	3 1%	3 1%	2 1%	6 2%	-	-	-	-	-	1 2%	-	-	-	9 7%	3 4%	4 3%	3 1%	
London	230 23%	109 22%	121 23%	35 29%	43 25%	32 19%	31 17%	32 21%	58 26%	77 28%	70 25%	41 19%	42 18%	-	-	-	-	-	-	-	22 22%	131 100%	76 54%	-	33 26%	100 23%	
Southampton	32 3%	18 4%	14 3%	4 3%	7 4%	3 2%	3 2%	3 2%	12 5%	7 3%	14 5%	2 1%	9 4%	-	-	-	-	-	-	-	-	21 15%	11 12%	5 4%	10 2%		
Bristol	35 3%	16 3%	19 4%	4 4%	6 4%	14 8%	3 2%	7 5%	1 1%	8 3%	8 3%	11 5%	9 4%	-	-	-	-	-	-	-	-	-	35 39%	4 3%	19 4%		
Plymouth	29 3%	17 3%	12 2%	3 2%	3 2%	4 2%	5 3%	7 5%	8 4%	12 4%	8 3%	3 1%	6 3%	-	-	-	-	-	-	-	-	-	1 1%	28 31%	2 1%	14 3%	
Cardiff	38 4%	20 4%	18 3%	4 3%	11 6%	10 6%	6 4%	4 3%	3 1%	6 2%	15 6%	6 3%	10 4%	-	-	-	-	-	-	38 75%	-	-	-	-	3 3%	22 5%	
None of these	70 7%	33 7%	37 7%	1 1%	7 4%	10 6%	21 11%	12 8%	19 8%	9 3%	14 5%	15 7%	32 13%	9 10%	1 1%	7 7%	7 7%	6 7%	8 11%	5 11%	9 9%	-	7 5%	10 12%	3 2%	21 5%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 264

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?					What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18
Glasgow	45 4%	37 5%	17 4%	20 5%	8 4%	6 3%	2 14%	29 4%	16 5%	6 6%	5 4%	6 5%	3 4%	4 7%	6 4%	9 5%	5 2%	15 8%	6 7%	-	-	-
Edinburgh	38 4%	31 4%	15 4%	15 4%	7 3%	5 3%	2 12%	33 5%	5 2%	3 3%	1 1%	-	-	3 5%	2 1%	10 5%	8 4%	3 2%	5 6%	6 16%	-	-
Newcastle	42 4%	34 4%	11 3%	22 6%	8 4%	8 4%	-	27 4%	15 5%	4 3%	1 1%	11 9%	5 6%	2 3%	10 7%	12 6%	10 5%	3 2%	1 1%	1 4%	3 18%	-
Leeds	45 4%	35 4%	22 5%	13 3%	10 5%	10 5%	-	27 4%	17 6%	7 7%	8 6%	8 6%	2 3%	2 3%	1 1%	14 7%	9 4%	6 3%	1 1%	3 7%	1 5%	6 33%
Hull	11 1%	10 1%	9 2%	1 *	2 1%	2 1%	-	11 2%	-	-	-	-	-	1 2%	3 2%	1 *	2 1%	2 1%	1 2%	1 2%	-	-
Sheffield	34 3%	23 3%	12 3%	11 3%	10 5%	10 6%	-	21 3%	12 4%	3 3%	5 4%	5 4%	3 4%	-	5 4%	6 3%	11 5%	6 3%	3 4%	-	-	2 10%
Manchester	74 7%	65 8%	23 6%	42 11%	9 5%	9 5%	-	46 7%	28 9%	9 9%	10 7%	18 14%	1 1%	2 3%	3 2%	11 5%	24 11%	20 10%	10 13%	2 5%	1 7%	-
Liverpool	36 4%	30 4%	11 3%	19 5%	5 3%	5 3%	-	25 4%	11 4%	2 2%	6 5%	7 6%	4 5%	2 4%	5 4%	7 3%	7 4%	6 3%	5 6%	-	-	-
Nottingham	47 5%	30 4%	19 5%	11 3%	17 8%	16 9%	1 6%	32 5%	15 5%	8 8%	7 5%	6 4%	-	4 7%	8 6%	11 5%	7 3%	8 4%	6 7%	1 2%	-	-
Birmingham	89 9%	83 10%	48 12%	34 9%	6 3%	6 3%	-	58 8%	31 10%	6 6%	19 14%	10 8%	15 18%	2 5%	9 7%	16 8%	12 6%	28 14%	6 7%	1 3%	4 27%	3 19%
Norwich	55 5%	28 4%	7 2%	21 5%	26 13%	24 13%	3 20%	49 7%	6 2%	2 2%	3 2%	3 3%	2 3%	3 5%	11 8%	17 8%	10 5%	9 4%	1 1%	3 9%	-	-
Milton Keynes	27 3%	22 3%	7 2%	14 4%	6 3%	5 3%	* 3%	23 3%	4 1%	2 2%	3 2%	1 1%	-	1 1%	5 4%	7 3%	5 2%	4 2%	2 2%	-	2 16%	-
Brighton	21 2%	19 2%	6 1%	13 3%	2 1%	2 1%	-	11 2%	10 3%	3 2%	1 *	1 1%	6 7%	3 6%	2 2%	6 3%	5 3%	1 1%	1 1%	1 2%	-	-

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 264

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more	
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18	
Oxford	14 1%	8 1%	2 *	6 1%	6 3%	6 3%	-	10 1%	4 1%	2 2%	1 1%	1 *	2 2%	-	2 1%	2 1%	2 1%	1 1%	3 4%	4 10%	-	-	
London	230 23%	201 25%	129 32%	72 18%	29 14%	29 15%	-	161 23%	68 23%	35 33%	34 25%	26 21%	19 23%	19 36%	33 23%	38 18%	48 23%	54 27%	8 9%	10 28%	2 15%	5 28%	
Southampton	32 3%	26 3%	15 4%	12 3%	6 3%	6 3%	-	26 4%	6 2%	1 1%	* *	4 3%	2 2%	1 1%	6 4%	6 3%	11 5%	3 2%	5 6%	-	1 5%	-	
Bristol	35 3%	29 4%	12 3%	17 4%	6 3%	6 3%	-	18 3%	17 6%	2 2%	9 6%	7 5%	5 7%	-	5 4%	6 3%	2 1%	5 2%	11 14%	1 3%	-	2 11%	
Plymouth	29 3%	22 3%	12 3%	10 3%	7 4%	6 3%	1 9%	23 3%	7 2%	3 3%	6 4%	3 2%	1 1%	2 4%	3 2%	6 3%	4 2%	10 5%	1 1%	2 5%	-	-	
Cardiff	38 4%	27 3%	12 3%	15 4%	11 5%	10 5%	1 5%	25 3%	13 4%	5 5%	6 4%	3 3%	5 6%	1 2%	7 5%	7 3%	16 8%	5 3%	1 1%	-	-	-	
None of these	70 7%	49 6%	19 5%	30 7%	21 10%	16 9%	5 31%	53 8%	17 6%	2 2%	10 7%	6 5%	8 10%	4 7%	15 11%	15 7%	11 5%	10 5%	6 7%	2 4%	1 6%	-	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 265

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Cent- ral	Gram- pian	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	Single	NET: Mar- ried/ Civil part- ner- ship/ co hab- iting	Mar- ried	Civil Part- ner- ship	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Separ- ated	Div- orced
Unweighted base	1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
Glasgow	45 4%	- -	2 19%	- -	- -	- -	- -	43 52%	- -	- -	- -	- -	10 4%	27 4%	18 4%	1 9%	7 5%	8 6%	5 11%	3 27%	- -
Edinburgh	38 4%	- -	4 39%	- -	2 1%	- -	- -	32 39%	- -	- -	- -	- -	10 4%	23 4%	16 3%	1 4%	7 5%	4 3%	2 4%	1 7%	2 3%
Newcastle	42 4%	- -	3 27%	- -	- -	- -	- -	- -	39 94%	- -	- -	- -	9 3%	32 5%	23 5%	- -	9 6%	2 1%	- -	- -	2 2%
Leeds	45 4%	- -	- -	- -	- -	- -	- -	- -	1 3%	- -	* 1%	- -	12 5%	24 4%	17 4%	- -	7 5%	9 6%	2 5%	1 5%	6 7%
Hull	11 1%	1 1%	- -	* -	- -	- -	- -	- -	- -	- -	- -	- -	4 1%	6 1%	4 1%	- -	2 1%	2 1%	1 2%	- -	1 1%
Sheffield	34 3%	- -	- -	1 1%	3 3%	- -	- -	- -	- -	- -	- -	- -	11 4%	20 3%	20 4%	- -	- -	3 2%	3 6%	* 4%	- -
Manchester	74 7%	- -	- -	1 1%	73 64%	- -	- -	- -	- -	- -	- -	- -	19 7%	45 7%	36 8%	1 6%	8 5%	10 7%	4 10%	1 10%	4 5%
Liverpool	36 4%	- -	- -	- -	28 25%	- -	- -	- -	- -	7 13%	1 3%	- -	8 3%	21 3%	16 3%	1 5%	4 3%	7 5%	1 2%	- -	6 7%
Nottingham	47 5%	- -	- -	37 27%	- -	- -	- -	- -	- -	- -	- -	- -	10 4%	28 5%	19 4%	6 39%	4 3%	9 7%	6 14%	- -	3 4%
Birmingham	89 9%	- -	- -	82 60%	- -	- -	- -	- -	- -	- -	7 23%	- -	28 11%	54 9%	39 9%	3 20%	12 9%	7 5%	3 7%	- -	4 5%
Norwich	55 5%	54 51%	- -	* -	- -	- -	- -	- -	- -	- -	- -	- -	12 5%	39 6%	28 6%	* 3%	11 8%	4 3%	1 2%	- -	3 4%
Milton Keynes	27 3%	24 23%	- -	2 1%	- -	- -	2 2%	- -	- -	- -	- -	- -	11 4%	14 2%	8 2%	- -	6 4%	3 2%	1 2%	- -	2 2%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 265

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Cent- ral	Gram- pian	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	Single	NET: Mar- ried/ Civil part- ner- ship/ co hab- iting	Mar- ried	Civil Part- ner- ship	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Separ- ated	Div- orced
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
Brighton	21 2%	-	-	-	-	3 2%	17 21%	-	-	-	-	-	7 3%	11 2%	10 2%	-	1 *	3 2%	* 1%	* 4%	2 3%
Oxford	14 1%	-	-	4 3%	-	-	7 9%	-	-	-	1 3%	2 3%	2 1%	11 2%	4 1%	-	7 5%	1 *	-	-	1 1%
London	230 23%	16 15%	-	-	* *	192 97%	21 26%	-	-	-	-	-	68 26%	131 22%	99 22%	1 5%	31 22%	29 21%	11 26%	3 23%	15 18%
Southampton	32 3%	2 1%	-	-	-	1 1%	28 34%	-	-	-	-	1 2%	9 3%	16 3%	11 2%	-	5 4%	7 5%	1 2%	-	6 7%
Bristol	35 3%	-	-	1 1%	-	-	-	-	-	-	14 46%	19 36%	8 3%	24 4%	18 4%	1 7%	5 3%	4 3%	-	-	4 4%
Plymouth	29 3%	-	-	-	-	1 *	-	-	-	-	-	29 53%	5 2%	22 4%	18 4%	-	3 2%	3 2%	-	-	3 3%
Cardiff	38 4%	-	-	-	-	-	-	-	-	38 77%	-	-	11 4%	19 3%	16 4%	-	3 2%	7 5%	-	1 6%	6 7%
None of these	70 7%	10 9%	1 15%	8 6%	7 6%	1 *	6 8%	8 10%	1 4%	5 9%	7 23%	3 6%	10 4%	43 7%	33 7%	* 3%	10 7%	17 12%	2 5%	1 13%	14 16%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 266

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base	1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
Glasgow	45 4%	45 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Edinburgh	38 4%	-	38 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Newcastle	42 4%	-	-	42 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Leeds	45 4%	-	-	-	45 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hull	11 1%	-	-	-	-	11 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sheffield	34 3%	-	-	-	-	-	34 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Manchester	74 7%	-	-	-	-	-	-	74 100%	-	-	-	-	-	-	-	-	-	-	-	-	-
Liverpool	36 4%	-	-	-	-	-	-	-	36 100%	-	-	-	-	-	-	-	-	-	-	-	-
Nottingham	47 5%	-	-	-	-	-	-	-	-	47 100%	-	-	-	-	-	-	-	-	-	-	-
Birmingham	89 9%	-	-	-	-	-	-	-	-	-	89 100%	-	-	-	-	-	-	-	-	-	-
Norwich	55 5%	-	-	-	-	-	-	-	-	-	-	55 100%	-	-	-	-	-	-	-	-	-
Milton Keynes	27 3%	-	-	-	-	-	-	-	-	-	-	-	27 100%	-	-	-	-	-	-	-	-
Brighton	21 2%	-	-	-	-	-	-	-	-	-	-	-	-	21 100%	-	-	-	-	-	-	-
Oxford	14 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	14 100%	-	-	-	-	-	-
London	230 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	230 100%	-	-	-	-	-

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 266

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Total	Which of the following cities do you live in, or nearest to?																			
		Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Weighted base	1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
Southampton	32 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	32 100%	-	-	-	-
Bristol	35 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	35 100%	-	-	-
Plymouth	29 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29 100%	-	-
Cardiff	38 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	38 100%	-
None of these	70 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	70 100%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 267

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

		Gender			Age						Social Grade				Region												Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base		1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420	
Weighted base		1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439	
Up to £7,000	(3.5)	53 5%	16 3%	37 7%	17 14%	5 3%	7 4%	6 4%	11 7%	8 3%	1 *	14 5%	4 2%	34 14%	7 8%	2 6%	3 3%	3 3%	4 4%	4 6%	1 2%	3 3%	14 11%	10 7%	2 2%	1 1%	11 3%	
£7,001 to £14,000	(10.5)	143 14%	62 13%	81 16%	19 15%	18 10%	13 8%	25 14%	21 14%	47 21%	21 8%	26 9%	20 9%	76 31%	7 8%	10 24%	6 5%	9 10%	12 13%	14 20%	12 25%	18 18%	15 12%	27 19%	13 14%	5 4%	36 8%	
£14,001 to £21,000	(17.5)	205 20%	98 20%	107 21%	17 14%	26 15%	35 21%	39 22%	35 23%	53 24%	46 17%	59 21%	47 21%	53 22%	21 23%	12 31%	19 17%	19 20%	15 17%	19 26%	8 16%	28 27%	22 17%	24 17%	18 20%	18 15%	78 18%	
£21,001 to £28,000	(24.5)	209 21%	108 22%	102 20%	14 11%	52 31%	40 23%	37 21%	22 15%	45 20%	61 23%	77 28%	46 21%	25 10%	15 16%	8 19%	32 29%	22 24%	11 12%	13 18%	18 35%	19 19%	27 20%	31 22%	16 17%	34 27%	100 23%	
£28,001 to £34,000	(31)	200 20%	105 21%	95 18%	20 16%	31 18%	42 25%	38 21%	28 18%	41 19%	58 21%	60 21%	57 26%	25 10%	20 22%	3 8%	26 23%	13 14%	27 30%	11 15%	8 16%	15 15%	31 24%	26 18%	19 20%	33 26%	97 22%	
£34,001 to £41,000	(37.5)	81 8%	44 9%	37 7%	6 5%	13 8%	22 13%	13 7%	13 9%	14 6%	28 10%	19 7%	29 13%	5 2%	11 12%	1 3%	15 13%	9 10%	5 6%	5 7%	2 4%	4 4%	6 5%	9 6%	14 16%	11 9%	54 12%	
£41,001 to £48,000	(44.5)	36 4%	19 4%	17 3%	4 4%	6 4%	8 4%	10 6%	5 3%	3 1%	16 6%	10 4%	5 2%	5 2%	6 6%	1 3%	2 2%	3 4%	3 3%	2 3%	- -	7 6%	4 3%	6 4%	3 3%	10 8%	19 4%	
£48,001 to £55,000	(51.5)	14 1%	5 1%	9 2%	3 2%	7 4%	1 *	4 2%	- -	- -	7 3%	1 *	3 1%	3 1%	- -	3 6%	1 1%	2 2%	4 4%	- -	- -	2 2%	2 2%	1 1%	- -	8 6%	5 1%	
£55,001 to £62,000	(58.5)	1 *	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	
£62,001 to £69,000	(65.5)	5 *	5 1%	- -	- -	- -	- -	- -	5 3%	- -	3 1%	1 *	- -	- -	- -	- -	- -	1 1%	3 4%	- -	- -	- -	- -	- -	- -	- -	5 1%	
£69,001 to £76,000	(72.5)	4 *	2 *	2 *	- -	3 2%	- -	- -	1 1%	- -	4 1%	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	1 1%	2 2%	- -	3 1%	
£76,001 to £83,000	(79.5)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	
£83,001 or more	(86)	9 1%	6 1%	3 1%	6 5%	2 1%	1 1%	- -	- -	- -	8 3%	- -	1 1%	- -	- -	- -	- -	5 5%	- -	- -	- -	- -	2 2%	2 1%	- -	1 1%	8 2%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 267

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439	
Prefer not to answer	51 5%	24 5%	27 5%	15 13%	6 4%	2 1%	7 4%	10 7%	11 5%	18 7%	11 4%	7 3%	15 6%	3 4%	-	8 7%	4 5%	7 8%	4 5%	2 3%	5 5%	7 6%	6 4%	5 6%	4 3%	24 5%	
Average income (£000's)	24.33	25.65	23.06	24.27	27.14	25.93	24.29	23.89	21.21	30.04	24.04	25.98	16.73	24.34	21.12	25.88	29.30	26.85	20.79	20.98	22.69	23.63	23.27	25.72	29.62	27.76	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 268

What is the combined annual income of your household, prior to tax being deducted?**Base: All respondents**

		Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?					What is the combined annual income of your household, prior to tax being deducted?									
		Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10
Weighted base		1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18
Up to £7,000	(3.5)	53 5%	45 6%	28 7%	17 4%	8 4%	8 4%	-	41 6%	12 4%	1 1%	8 6%	10 8%	3 3%	53 100%	-	-	-	-	-	-	-	-
£7,001 to £14,000	(10.5)	143 14%	114 14%	59 14%	55 14%	29 14%	28 15%	1 5%	113 16%	30 10%	14 14%	13 10%	12 9%	7 9%	-	143 100%	-	-	-	-	-	-	-
£14,001 to £21,000	(17.5)	205 20%	159 20%	83 20%	76 19%	46 22%	41 22%	5 31%	137 19%	67 22%	15 14%	26 19%	27 22%	24 28%	-	-	205 100%	-	-	-	-	-	-
£21,001 to £28,000	(24.5)	209 21%	167 21%	83 20%	84 21%	42 21%	39 21%	3 20%	141 20%	68 23%	33 32%	27 20%	26 21%	17 20%	-	-	-	209 100%	-	-	-	-	-
£28,001 to £34,000	(31)	200 20%	168 21%	85 21%	83 21%	31 15%	27 15%	4 27%	131 18%	69 23%	22 21%	35 26%	32 26%	19 22%	-	-	-	-	200 100%	-	-	-	-
£34,001 to £41,000	(37.5)	81 8%	63 8%	31 8%	32 8%	19 9%	18 9%	1 6%	45 6%	37 12%	13 12%	16 12%	14 11%	9 11%	-	-	-	-	-	81 100%	-	-	-
£41,001 to £48,000	(44.5)	36 4%	29 4%	10 3%	19 5%	7 3%	7 4%	-	27 4%	9 3%	5 5%	5 4%	2 1%	3 3%	-	-	-	-	-	-	36 100%	-	-
£48,001 to £55,000	(51.5)	14 1%	10 1%	1 *	8 2%	4 2%	4 2%	-	13 2%	1 *	-	-	-	1 1%	-	-	-	-	-	-	-	14 100%	-
£55,001 to £62,000	(58.5)	1 *	1 *	-	1 *	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	1 4%
£62,001 to £69,000	(65.5)	5 *	5 1%	5 1%	-	-	-	-	5 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	5 26%
£69,001 to £76,000	(72.5)	4 *	4 *	2 *	2 *	-	-	-	3 *	1 *	1 1%	-	-	-	-	-	-	-	-	-	-	-	4 21%
£76,001 to £83,000	(79.5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£83,001 or more	(86)	9 1%	9 1%	9 2%	-	-	-	-	9 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	9 49%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 268

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more	
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18	
Prefer not to answer	51 5%	34 4%	13 3%	21 5%	17 9%	16 8%	1 10%	43 6%	7 2%	1 1%	5 4%	2 2%	2 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	
Average income (£000's)	24.33	24.55	24.56	24.55	23.41	23.36	24.11	24.20	24.66	25.87	24.59	23.30	24.27	3.50	10.50	17.50	24.50	31.00	37.50	44.50	51.50	76.87	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 269

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

		Which of the following ITV regions do you live in?												Marital Status									
		Total	Anglia	Central	Grampian	Granada	London	Meridian	Scottish	Tyne Tees	Wales & West	West-county	Yorkshire	Single	NET: Married/ Civil partnership/ co habiting	Married	Civil Partnership	Co Habiting	NET: Widowed/ separated/ divorced	Widowed	Separated	Divorced	
Unweighted base		1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98	
Weighted base		1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84	
Up to £7,000		(3.5)	53 5%	4 4%	1 10%	8 6%	2 2%	16 8%	7 9%	6 6%	1 2%	1 3%	2 4%	22 8%	14 2%	9 2%	2 12%	3 2%	18 13%	6 14%	1 10%	11 13%	
£7,001 to £14,000		(10.5)	143 14%	23 22%	1 14%	20 15%	5 4%	27 14%	16 19%	7 9%	10 23%	4 12%	6 11%	59 23%	48 8%	37 8%	2 13%	9 6%	36 26%	10 23%	3 27%	23 28%	
£14,001 to £21,000		(17.5)	205 20%	27 26%	1 8%	29 21%	21 19%	32 16%	19 23%	12 29%	8 16%	5 17%	10 19%	54 21%	121 20%	93 21%	1 8%	27 19%	30 22%	11 26%	1 5%	18 22%	
£21,001 to £28,000		(24.5)	209 21%	19 18%	4 37%	16 12%	34 29%	43 21%	21 25%	13 16%	17 35%	4 14%	7 14%	52 20%	136 22%	101 22%	* 3%	35 25%	21 15%	8 19%	1 6%	12 15%	
£28,001 to £34,000		(31)	200 20%	15 14%	- -	30 22%	27 24%	48 24%	11 14%	20 24%	3 8%	7 15%	9 28%	13 24%	33 13%	149 25%	113 25%	2 14%	34 24%	17 12%	4 10%	5 44%	8 9%
£34,001 to £41,000		(37.5)	81 8%	4 4%	- -	9 7%	15 13%	8 4%	6 8%	11 14%	1 2%	2 4%	5 15%	8 15%	6 2%	71 12%	54 12%	6 42%	12 8%	4 3%	1 2%	- -	3 4%
£41,001 to £48,000		(44.5)	36 4%	7 6%	2 21%	6 5%	2 2%	5 3%	2 3%	3 4%	1 3%	- -	1 3%	2 3%	5 2%	31 5%	20 4%	- -	10 7%	1 1%	- -	1 7%	- -
£48,001 to £55,000		(51.5)	14 1%	2 2%	- -	4 3%	1 1%	2 1%	1 1%	- -	3 6%	- -	- -	- -	6 2%	8 1%	1 *	1 7%	6 4%	- -	- -	- -	- -
£55,001 to £62,000		(58.5)	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	
£62,001 to £69,000		(65.5)	5 *	- -	- -	3 3%	- -	- -	- -	1 3%	- -	- -	- -	- -	5 1%	5 1%	- -	- -	- -	- -	- -	- -	
£69,001 to £76,000		(72.5)	4 *	- -	- -	- -	1 *	- -	- -	- -	- -	2 6%	- -	- -	4 1%	1 *	- -	3 2%	- -	- -	- -	- -	
£76,001 to £83,000		(79.5)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 269

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

Which of the following ITV regions do you live in?													Marital Status									
		Total	Anglia	Cent- ral	Gram- pian	Gran- ada	London	Meri- dian	Scot- tish	Tyne Tees	Wales & West	West- count- ry	York- shire	NET: Mar- ried/ Civil part- ner- ship/ co hab- iting	Mar- ried	Civil Part- ner- ship	Co Hab- iting	NET: Wid- owed/ separ- ated/ div- orced	Wid- owed	Separ- ated	Div- orced	
Weighted base		1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
£83,001 or more	(86)	9 1%	-	-	-	-	4 2%	-	-	-	-	-	-	6 2%	3 1%	-	-	3 2%	-	-	-	-
Prefer not to answer		51 5%	5 5%	1 10%	11 8%	8 7%	12 6%	1 2%	2 3%	-	2 4%	* 1%	5 10%	18 7%	19 3%	19 4%	-	-	10 8%	3 7%	-	8 9%
Average income (£000's)		24.33	22.05	24.20	24.79	26.02	24.20	21.20	24.25	22.32	20.91	28.49	25.00	21.42	27.03	26.24	27.83	29.37	17.33	16.97	22.40	16.78

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 270

What is the combined annual income of your household, prior to tax being deducted?**Base: All respondents**

		Which of the following cities do you live in, or nearest to?																				
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base		1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base		1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
Up to £7,000		(3.5) 53 5%	4 8%	3 7%	2 4%	2 3%	1 11%	- -	2 2%	2 6%	4 8%	2 3%	3 5%	1 2%	3 15%	- -	19 8%	1 2%	- -	2 7%	1 2%	4 5%
£7,001 to £14,000		(10.5) 143 14%	6 13%	2 5%	10 25%	1 3%	3 28%	5 16%	3 4%	5 15%	8 18%	9 11%	11 20%	5 19%	2 11%	2 13%	33 14%	6 18%	5 15%	3 10%	7 19%	15 22%
£14,001 to £21,000		(17.5) 205 20%	9 21%	10 27%	12 28%	14 30%	1 7%	6 17%	11 14%	7 18%	11 22%	16 18%	17 32%	7 24%	6 27%	2 13%	38 16%	6 18%	6 17%	6 22%	7 19%	15 22%
£21,001 to £28,000		(24.5) 209 21%	5 11%	8 21%	10 24%	9 20%	2 20%	11 33%	24 32%	7 21%	7 14%	12 13%	10 18%	5 18%	5 26%	2 15%	48 21%	11 34%	2 7%	4 14%	16 43%	11 15%
£28,001 to £34,000		(31) 200 20%	15 35%	3 8%	3 8%	6 13%	2 16%	6 17%	20 27%	6 18%	8 16%	28 31%	9 16%	4 13%	1 7%	1 11%	54 24%	3 10%	5 13%	10 33%	5 14%	10 14%
£34,001 to £41,000		(37.5) 81 8%	6 13%	5 12%	1 2%	1 2%	1 11%	3 9%	10 14%	5 14%	6 13%	6 7%	1 2%	2 6%	1 3%	3 21%	8 3%	5 16%	11 32%	1 3%	1 3%	6 8%
£41,001 to £48,000		(44.5) 36 4%	- -	6 15%	1 3%	3 6%	1 7%	- -	2 3%	- -	1 1%	1 1%	3 6%	- -	1 4%	4 26%	10 4%	- -	1 3%	2 6%	- -	2 2%
£48,001 to £55,000		(51.5) 14 1%	- -	- -	3 6%	1 2%	- -	- -	1 1%	- -	- -	4 4%	- -	2 8%	- -	- -	2 1%	1 2%	- -	- -	- -	1 1%
£55,001 to £62,000		(58.5) 1 *	- -	- -	- -	- -	- -	1 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
£62,001 to £69,000		(65.5) 5 *	- -	- -	- -	1 3%	- -	- -	- -	- -	- -	3 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
£69,001 to £76,000		(72.5) 4 *	- -	- -	- -	- -	- -	1 3%	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	2 5%	- -	- -	- -
£76,001 to £83,000		(79.5) - -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
£83,001 or more		(86) 9 1%	- -	- -	- -	5 10%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 2%	- -	- -	- -	- -	- -
Prefer not to answer		51 5%	- -	1 4%	- -	4 8%	- -	1 2%	2 3%	3 8%	4 8%	7 8%	1 1%	3 9%	1 7%	- -	13 6%	- -	3 8%	2 6%	- -	8 11%
Average income (£000's)		24.33	23.53	25.60	21.47	32.03	21.84	25.67	27.06	22.51	21.48	27.23	20.92	23.53	19.10	30.38	23.93	23.60	29.81	23.82	21.38	21.26

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 271

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humbs-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	1011	531	480	92	130	188	198	176	227	224	315	210	262	84	32	109	88	78	75	57	121	116	155	96	118	420	
Weighted base	1011	495	516	120	170	170	180	150	220	270	280	220	240	91	40	111	91	91	71	51	101	131	142	91	127	439	
NET: Yes	216 21%	107 22%	109 21%	9 7%	30 18%	28 16%	48 26%	43 29%	59 27%	44 16%	44 16%	32 14%	95 40%	17 19%	8 19%	24 22%	19 21%	11 12%	18 25%	12 25%	30 30%	23 17%	29 20%	24 26%	22 17%	46 10%	
Yes - physical condition	141 14%	73 15%	68 13%	3 3%	16 10%	13 8%	30 16%	33 22%	45 20%	25 9%	29 10%	23 11%	64 27%	12 13%	6 14%	13 12%	12 13%	9 9%	13 18%	8 16%	18 18%	18 13%	19 14%	14 16%	11 9%	29 7%	
Yes - disability	70 7%	36 7%	34 7%	* *	8 4%	11 7%	16 9%	18 12%	16 7%	13 5%	14 5%	6 3%	37 15%	3 3%	2 6%	11 9%	5 5%	2 3%	5 7%	3 6%	10 10%	13 10%	8 6%	9 10%	3 2%	12 3%	
Yes - mental condition	62 6%	26 5%	35 7%	7 6%	20 12%	11 6%	15 8%	8 5%	1 *	12 4%	13 5%	5 2%	31 13%	5 5%	2 5%	6 6%	10 11%	2 2%	5 7%	4 7%	9 9%	3 2%	9 7%	6 7%	13 11%	17 4%	
Yes - other	12 1%	9 2%	2 *	- -	- -	1 1%	4 2%	1 1%	5 2%	3 1%	2 1%	1 *	6 3%	1 1%	- -	2 2%	- -	* *	- -	1 2%	4 4%	1 1%	1 1%	1 1%	- -	1 *	
No	776 77%	381 77%	395 77%	111 92%	136 80%	136 80%	131 73%	105 70%	157 71%	219 81%	233 83%	185 84%	140 58%	72 79%	33 81%	84 76%	70 77%	79 87%	50 71%	37 72%	68 67%	106 81%	111 79%	67 73%	104 82%	385 88%	
Prefer not to say	19 2%	8 2%	11 2%	1 1%	4 3%	6 3%	1 1%	2 1%	5 2%	7 3%	3 1%	3 2%	5 2%	2 2%	- -	2 2%	1 2%	1 1%	3 4%	2 3%	3 3%	2 2%	2 1%	1 1%	1 1%	8 2%	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 272

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Which of the following best describes where you live?							Do you have any children aged 18 or under? If so, how old are they?						What is the combined annual income of your household, prior to tax being deducted?									
	Total	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	No children aged 18 or under	NET: Yes	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more	
Unweighted base	1011	812	404	408	199	183	16	723	284	96	129	119	77	55	170	218	213	190	67	32	10	10	
Weighted base	1011	808	409	398	203	188	15	709	300	105	135	126	84	53	143	205	209	200	81	36	14	18	
NET: Yes	216 21%	162 20%	85 21%	77 19%	54 26%	51 27%	2 14%	173 24%	42 14%	7 7%	25 18%	20 16%	14 17%	21 40%	45 32%	57 28%	32 15%	25 13%	9 11%	8 24%	5 34%	2 11%	
Yes - physical condition	141 14%	104 13%	53 13%	51 13%	37 18%	35 19%	2 14%	116 16%	25 8%	2 2%	16 12%	14 11%	7 9%	17 32%	28 20%	43 21%	20 9%	15 8%	3 4%	3 9%	3 23%	2 11%	
Yes - disability	70 7%	56 7%	32 8%	24 6%	14 7%	14 8%	- -	50 7%	20 7%	4 4%	12 9%	12 10%	7 9%	7 13%	17 12%	15 7%	9 4%	7 4%	6 7%	2 5%	2 11%	- -	
Yes - mental condition	62 6%	44 5%	24 6%	20 5%	17 9%	17 9%	- -	47 7%	15 5%	5 4%	9 7%	6 5%	4 4%	6 11%	15 10%	18 9%	12 6%	6 3%	1 1%	2 5%	- -	- -	
Yes - other	12 1%	10 1%	7 2%	3 1%	2 1%	2 1%	- -	10 1%	1 *	* *	1 1%	1 *	- -	1 3%	1 1%	2 1%	1 *	2 1%	- -	1 4%	- -	- -	
No	776 77%	634 78%	322 79%	312 78%	142 70%	131 69%	11 78%	521 74%	254 85%	98 93%	109 81%	102 81%	67 80%	31 57%	96 67%	146 71%	177 84%	173 87%	70 86%	27 76%	8 58%	16 89%	
Prefer not to say	19 2%	12 1%	3 1%	9 2%	7 4%	6 3%	1 8%	14 2%	4 1%	- 1%	1 1%	4 3%	2 3%	2 3%	2 1%	2 1%	1 *	1 *	3 3%	- -	1 8%	- -	

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 273

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Which of the following ITV regions do you live in?												Marital Status								
	Total	Anglia	Central	Grampian	Granada	London	Meridian	Scottish	Tyne Tees	Wales & West	West-county	Yorkshire	Single	NET: Married/Civil partnership/cohabiting	Married	Civil Partnership	Co Habiting	NET: Widowed/separated/divorced	Widowed	Separated	Divorced
Unweighted base	1011	124	10	134	110	186	98	77	33	54	27	57	250	604	446	14	144	150	40	12	98
Weighted base	1011	107	10	137	114	199	82	83	42	49	31	54	262	608	452	15	142	137	42	11	84
NET: Yes	216	30	-	21	25	40	14	17	8	12	12	12	46	126	102	2	22	43	17	5	21
	21%	28%	-	15%	22%	20%	17%	21%	19%	25%	39%	22%	18%	21%	23%	12%	16%	31%	41%	44%	25%
Yes - physical condition	141	16	-	15	14	30	11	12	6	8	9	5	25	83	68	1	14	33	16	3	14
	14%	15%	-	11%	12%	15%	13%	14%	14%	15%	29%	10%	9%	14%	15%	7%	10%	24%	38%	29%	16%
Yes - disability	70	10	-	6	11	18	3	3	2	2	2	7	7	49	43	1	5	14	5	3	6
	7%	9%	-	5%	10%	9%	4%	3%	6%	5%	6%	13%	3%	8%	10%	7%	4%	10%	12%	25%	7%
Yes - mental condition	62	9	-	7	6	9	3	5	2	4	5	1	30	26	17	1	9	5	-	2	3
	6%	8%	-	5%	6%	4%	4%	6%	5%	8%	17%	2%	12%	4%	4%	5%	6%	4%	-	19%	4%
Yes - other	12	3	-	*	2	3	-	1	-	*	1	1	1	9	9	-	-	2	*	-	1
	1%	3%	-	*	2%	2%	-	1%	-	1%	2%	1%	*	2%	2%	-	-	1%	1%	-	1%
No	776	73	10	112	87	156	67	64	33	35	18	42	212	476	345	12	119	87	21	6	59
	77%	69%	100%	82%	76%	79%	82%	77%	79%	72%	58%	78%	81%	78%	76%	81%	84%	63%	51%	56%	71%
Prefer not to say	19	4	-	4	2	2	1	2	1	2	1	-	3	6	4	1	1	7	4	-	3
	2%	3%	-	3%	2%	1%	1%	2%	2%	3%	4%	-	1%	1%	1%	7%	1%	5%	8%	-	4%

Brassica Vegetables Survey

ONLINE Fieldwork: 19th-20th November 2014

Absolutes/col percents

Table 274

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	1011	40	34	33	45	13	28	73	37	49	76	62	35	21	14	221	41	31	36	43	79
Weighted base	1011	45	38	42	45	11	34	74	36	47	89	55	27	21	14	230	32	35	29	38	70
NET: Yes	216	8	8	8	10	5	7	13	11	12	9	15	11	2	1	48	3	11	8	7	20
	21%	18%	20%	19%	22%	42%	21%	17%	30%	25%	11%	27%	39%	12%	5%	21%	11%	31%	27%	17%	28%
Yes - physical condition	141	5	5	6	7	3	6	7	8	7	7	9	5	1	1	35	3	5	5	3	14
	14%	12%	13%	14%	16%	24%	17%	9%	22%	15%	8%	17%	20%	5%	4%	15%	9%	15%	16%	7%	20%
Yes - disability	70	2	1	2	3	1	1	3	4	5	2	2	4	*	*	21	1	5	4	2	6
	7%	4%	1%	6%	6%	11%	2%	5%	12%	10%	3%	3%	16%	2%	2%	9%	4%	14%	13%	5%	8%
Yes - mental condition	62	1	3	2	7	1	1	3	1	5	2	6	2	2	*	9	-	3	1	3	9
	6%	2%	8%	5%	16%	7%	2%	4%	4%	11%	2%	12%	6%	9%	2%	4%	-	7%	4%	8%	13%
Yes - other	12	1	-	-	-	-	-	2	*	-	*	2	*	-	-	4	-	-	1	*	1
	1%	2%	-	-	-	-	-	3%	1%	-	1%	4%	1%	-	-	2%	-	-	2%	1%	1%
No	776	35	30	34	35	7	27	61	23	32	78	39	15	18	13	178	29	24	21	30	49
	77%	78%	80%	81%	77%	58%	79%	83%	63%	69%	87%	71%	54%	88%	95%	77%	89%	69%	73%	78%	71%
Prefer not to say	19	2	-	-	*	-	-	-	2	3	2	1	2	-	-	4	-	-	-	2	1
	2%	4%	-	-	1%	-	-	-	7%	6%	2%	2%	7%	-	-	2%	-	-	-	4%	1%

BRASSICA VEGETABLES SURVEY

Online fieldwork 19th - 20th November 2014

Q1: Approximately how often, if ever, do you tend to use each of the following vegetables in your meals?

Gender

In the case of the majority of vegetables, females were more likely to eat each variety than males, with the exception of Turnip (M: 72%; F: 68%); Peas (M: 98%; F: 96%); Green Beans (M: 91%; F: 90%); and Potato (M: 100%; F: 99%).

The vegetables which saw the largest disparity between males and females consuming them were:

- Swede (M: 76%; F: 85%, **+9%**)
- Kale (M: 45%; F: 54%, **+9%**)
- Broccoli (M: 90%; F: 96%, **+6%**)

Women were also 4% more likely to eat Cauliflower, Brussels Sprouts and Parsnip.

All other vegetables were roughly equally eaten by males and females (+/-1-2%).

Age

Across all age groups except the 45-54s, Broccoli was among the most popular of the Brassica vegetables, coming top for the 18-24s, 25-34s and 55-64s. The 35-44s and the 65+ age bands ranked Broccoli equal with Cauliflower.

For the 45-54s, the top rated Brassica was Cauliflower.

While the percentages across the age bands from 25yrs+ were roughly similar to those reported in the 2013 survey findings, it may be significant to note that the 18-24 age band showed a larger than expected increase in percentages of those using Brassica vegetables. Use of Cabbage by the 18-24s increased by 16%; Kale by 15%; Turnip by 14%; Swede by 12%; Cauliflower by 10%; Brussels Sprouts by 9% and Broccoli by 7%.

Social Grade

In the 2013 survey, the AB grade was more likely to buy any of the vegetables listed, with the exception of peas, than any other social grade. **By comparison, the results this time are a lot more mixed.** The ABs are most likely to buy Broccoli, Swede, Kale, Green Beans and

Parsnip. They are jointly with the DEs most likely to buy Cauliflower; most likely to buy Sweetcorn with the C1s; and most likely to buy Potatoes with the C2s.

The C1s were most likely of all social grades to buy Turnip and Brussels Sprout. The C2s were most likely to buy Cabbage and Carrots.

As with the 2013 survey, the ABs were most likely overall to buy Brassica vegetables, followed in decreasing order by the C1s, C2s and, at lowest levels, the DEs.

The ranking order of Brassica vegetables remained the same across the AB and C1 grades (and the same order as all grades last year): Broccoli, Cauliflower, Cabbage, Sprouts, Swede, Turnip, Kale. However, the C2's top three Brassica runs: Cabbage, Cauliflower, Broccoli. The DEs place Cauliflower first, followed by Broccoli and Cabbage.

Region

Taking all vegetables into account, the highest proportions are bought in the North East, followed by the South West, South East and East Midlands regions. London follows in fifth place, and all these consume above average levels of vegetables.

Taking just Brassica vegetables into account, the top three remain the same (North East, South West and South East), but Scotland is in 4th place, followed by the East Midlands and London. All these regions consume above average levels of Brassica.

Significantly, in the 2013 survey, Wales came top of the table for both all vegetables and Brassica in particular. It is now firmly at the bottom, consuming the least of all vegetables and the fewest Brassica too.

The North West and West Midlands are also in the bottom three for both categories.

Overview

The top three scoring of all vegetables were Potato (100%), Carrots (98%) and Peas (97%). This reflects the finding of the last survey, although the popularity of Carrots and Peas have both increased by 1% (97% and 96% respectively this time).

Broccoli and Cauliflower both retained their overall position as 4th and 5th most popular vegetable. However, again the popularity of these had increased by 1% and 2% respectively (Broccoli: 93% this time compared to 92% last time. Cauliflower: 93% this time compared to 91% last time). Cabbage, which was bought by 89% of people in the last survey has now increased by 2 percentage points to 91%.

Therefore, just over 9 out of every 10 people buy Broccoli, Cauliflower and Cabbage. Of the remaining Brassica vegetables, 85% of people buy Brussels Sprouts (an increase of 1%); 81% of people buy Parsnips (an increase of 3%) and 50% of people buy Kale (an increase of 3%).

Kale remains the least popular of all vegetables surveyed, although still showing that around half of all survey respondents ever buy it. Parsnip and Kale showed the largest increase in sales overall of all vegetables, both 3% up on last time's survey.

Q2: Thinking about each of the Brassica vegetables you use in your meals, which of the following reasons best describes why you use each one?

Age

In the last survey, younger respondents were more likely to choose Brassica vegetables because of the taste; while older respondents favoured the healthy nature of these vegetables. In the 2014 survey, however, the aggregated percentages for each category showed that all age groups except the 55-64s (who loved the taste) favoured Brassica overall because they are healthy.

- 18-24s rated Broccoli and Swede highest for taste; Turnip, Cauliflower, Cabbage and Kale for being healthy; and Sprouts highest for being traditional.
- 25-34s rated Broccoli and Cauliflower highest for taste; but Swede, Turnip, Cabbage and Kale highest for being healthy. Brussels Sprouts scored most highly for being traditional.
- 35-44s again rated Broccoli and Cauliflower highest for taste; but Swede, Turnip, Cabbage, Kale and Brussels Sprouts highest for being healthy. Brussels Sprouts also scored highly for being traditional.
- 45-54s rated Broccoli, Swede, Cauliflower and Brussels Sprouts highest because they loved the taste. Turnip, Cabbage and Kale were scored higher for being healthy than for any other reason.
- 55-64s were more interested in the taste of Brassica, scoring Swede, Turnip, Cauliflower, Cabbage and Brussels Sprouts (the latter rated equally highly for taste and being considered traditional) highest for this quality. Broccoli and Kale were scored highest for being healthy.
- 65+ age band overall rated Brassica highest for being healthy, with Broccoli, Cabbage and Kale scoring the most for this quality. Swede, Cauliflower and Brussels Sprouts were rated highest for taste in this age group.

Gender

In the 2013 survey, males picked a Brassica vegetable because they perceived it to be healthy in six out of the seven vegetables. **The 2014 survey showed more of a variation.** Whereas the top reason for selecting Broccoli, Turnip, Cabbage and Kale was because they are healthy, Swede, Cauliflower and Brussels Sprouts were selected as being best for taste.

Likewise, in the 2013 survey, females were most likely to select loving the taste as their top reason for using all Brassica vegetables. However, there was more diversity this year. Broccoli, Swede and Cauliflower were selected as top for their taste. Turnip, Cabbage and Kale were selected as top for being healthy. Brussels Sprouts were selected as top for being traditional.

Social Grade

Looking at the aggregated percentages for each social grade, all four groups were most likely to choose Brassica vegetables generally for their healthy nature. Across all social grades, the second most likely reason for choosing Brassica was loving the taste. Turnip, Cabbage and Kale were particularly singled out as being healthy while Broccoli, Swede and Cauliflower appealed most because of the taste.

Overview

Taking all the responses into account, the most popular answers overall were:

- Brassica vegetables are healthy and nutritious (30%); followed by:
- I/my family love the taste (24%).

This is broadly comparable with last year's survey. The same percentage of people stated that *I/my family love the taste*. However, the numbers of people who said that they chose Brassica vegetables because they loved the taste had increased by 3% from 27% last year.

All Brassica vegetables with the exception of Brussels Sprouts scored most highly in one of these two categories. Brussels Sprouts, however, were by far and away the highest scoring vegetable for the answer *it is traditional*, with 28% of respondents stating that this is the reason that best describes why they use them in meals. **As the survey was conducted while people were beginning to think about Christmas, this could be one reason for the increase in this percentage.** The second most popular answer for choosing Brussels Sprouts was *It is healthy and nutritious* (24%), which is much more in line with other answers.

Overall, the remaining reasons for choosing Brassica vegetables were as follows:

- *It is traditional* (11%)
- *It is quick and easy to cook* (10.3%)

- *It is versatile and I can cook it several ways (9%)*
- *It complements the other ingredients in the meal (9%)*

The least common reason for choosing Brassica vegetables was *It is cheap (8%)*

Findings by vegetable

Broccoli was equally as likely to be chosen because *I/my family love the taste* as because *It is healthy and nutritious* (both 34%). This shows a small increase of 3% and 2% respectively on 2013's findings.

Swede was most likely to be chosen because *I/my family love the taste* (25%), closely followed by *It is healthy and nutritious* (22%). The latter shows a small increase on the 2013 survey, where 20% of people chose it for this reason.

Turnip was most likely to be chosen because *It is healthy and nutritious* (24%), an increase of 4% on 2013's findings. The next most common reason was that *It complements other ingredients in the meal* (17%). This is a slight change from last year, when the second most popular reason was *I/my family love the taste* (2013: 18%; 2014: 16%).

Cauliflower was most commonly selected for the taste (28%, down two percentage points from last year) followed by it being healthy and nutritious (24%, up one percentage point from last year).

Cabbage was most likely to be selected because *it is healthy and nutritious* (31%, compared to 28% in 2013). The second most popular reason was because *I/my family love the taste* (23% compared to 24% in 2013).

Kale was overwhelmingly chosen by 48% of respondents because *It is healthy and nutritious*. This is up 4% from last year's findings. There was again a considerable drop to the next most common reason, *I/my family love the taste*, where percentages were identical both years (15%).

As mentioned, Brussels Sprouts were most likely to be chosen because *It is traditional* (28%). However, this was followed closely by *I/my family love the taste* (26%) and *It is healthy and nutritious* (24%).

Q3. Do the following Brassica vegetables form part of your children's diet?

Gender

Based on overall aggregated percentages, females were more likely to include Brassica vegetables in their children's diet than males. This is in contrast to the 2013 survey results, where responses indicated vice versa.

By individual vegetable, in the case of Broccoli, Swede, Cauliflower, Cabbage and Kale, females were more likely than males to include these in their children's diets. In a couple of cases, the percentage difference was minor (for Broccoli, F: 87% compared to M: 86%. For Cauliflower, F: 82% compared to M: 80%).

However, females were 6% more likely to include Swede than males (F: 63%, M: 57%). For Cabbage, 76% of females would include compared with 71% of males. The largest difference was for Kale, where 39% of females would include this in their children's diets, compared with 27% of males.

Males were slightly more likely to include Brussels Sprouts in their children's diet than females (M: 58%; F: 57%).

Males and females were equally as likely to include Turnip in children's diets (both 50%).

Age

Although 100% of the 65+ age band reported including Brassica vegetables of all types in their children's diets, it is worth noting that there was only one respondent in this group and the results may not therefore be representative.

The 55-64 age band was also based on a small number of responses (10). Taking this into consideration, this group were most likely to include Broccoli (100%), Turnip (67%), Cauliflower (100%), Cabbage (85%), Kale (67%) and Brussels Sprouts (72%) in their children's diets.

The 18-24 age band was most likely to include Swede in their children's diets (68%).

Of the other age bands, the group that reported including Brassica vegetables at the lowest percentages overall was the 25-34s, followed by the 35-44s.

Social Grade

Overall, the C2 social grade was most likely to include the largest percentage of Brassica vegetables in their children's diets. However, when broken down by individual vegetable, the results were mixed across the board.

The AB grade would include the highest levels of Swede (63%), Turnip (53%) and Brussels Sprouts (65%). All other vegetables were given to AB children at lower than average levels.

The C1 grade stated that they include Kale at significantly higher levels than other social grades (41% compared to an average of 33% across the board). They would also include Broccoli, Swede and Cauliflower at higher than average levels.

The C2 grade recorded the highest rates of response for including Broccoli, Cauliflower and Cabbage in their children's diets (89%, 84% and 78% against averages of 87%, 81% and 74%). They also reported giving Swede and Turnip at higher than average levels to their children.

The DE grade did not top the board in any one particular vegetable and in fact include Broccoli, Swede and Kale at below average levels; however, higher than average percentages reported including Turnip, Cauliflower, Cabbage and Brussels Sprouts in their children's diets.

Region

As in the 2013 survey, Wales was the region by far the most likely to state that they would include Brassica vegetables in their children's diets. Respondents from Wales were far more likely than average to include each individual vegetable cited.

London was again (as in 2013) the next highest, with parents more likely to include all of these vegetables except Swede (last year: Broccoli).

Respondents in the South East, East Midlands, North East, North West and Scotland would all include higher than average levels of Brassica vegetables in their children's diets overall.

The Eastern region, the South West, Yorkshire & Humberside and West Midlands would all include Brassica at lower levels, with the West Midlands being the lowest of all regions. Here, the most significant deviation from the average was for Kale – in the West Midlands, only 5% would include Kale in their children's diets.

Overview

Generally, as in 2013, children were more likely to have Brassica vegetables included in their diet than not. This was true of all the vegetables surveyed except Kale (which 67% of children do not have, compared to 58% in 2013; and 33% do have in their diets, compared to 42% in 2013).

The top scoring Brassica vegetables to be included in children's diets are identical to the 2013 survey results, with minor percentage differences:

1. Broccoli – 87% (86% in 2013)

2. Cauliflower – 81% (82% in 2013)
3. Cabbage – 74% (77% in 2013)

Below this, six in every ten children eat Swede (60% down from 69% in 2013). 57% eat Brussels Sprouts (down from 62% in 2013). 50% eat Turnips (down from 61% in 2013).

Of all the Brassica mentioned, children were least likely to like Brussels Sprouts (33%, up from 30% in 2013). They were least likely to have tried Kale (50%).

Q5. To what extent do you agree or disagree with each of the following statements about Brassica vegetables?

By far the highest percentage selected the option *Children should be taught more in schools about Brassica vegetables and how to use them*. Overall, 76% of people concurred with this statement (an increase of 2% on the 2013 survey results), with 38% agreeing a little and 38% agreeing strongly. As in 2013, only 3% didn't agree with this statement at all. 4% said they did not know.

39% said *There is enough information available for people to learn more about Brassica vegetables and how best to use them in meals*. 23% of people disagreed with this statement. 30% neither agreed nor disagreed; while 8% said that they did not know. This is broadly comparable with 2013 findings.

25% of respondents (a drop of 2% on last year's figures) said that they *would use Brassica vegetables more often if I knew more about how to cook them*. 37% neither agreed nor disagreed (up 4% on 2013 figures); while 33% disagreed (a little: 15%; strongly disagree: 17%). 5% said that they did not know.

Only 17% agreed that *In general, people in Britain today eat enough Brassica vegetables*. This is a drop of 4% on last year's figures, when 21% said Britain ate enough Brassica. Only 3% of people strongly agreed with this statement, while 14% agreed a little. 46% disagreed with the statement (compared to 40% last year), with 29% disagreeing a little and 17% strongly disagreeing.

Despite small overall increases in the amounts of Brassica being consumed, it appears there is still a strong perception that we should eat more.

Q6. How important or unimportant is each of the following factors when considering purchasing vegetables?

Price

83% of respondents overall felt that price was an important factor (compared to 82% in 2013). Females were more likely to consider price important than males (F: 85%; M: 80%).

Price was most important to the 45-54 age band (91%), followed by the 35-44s (88%). It was of least importance to the 18-24 age band (76%), a shift from last year, when the 65+ band had been concerned least about price.

In terms of social grade, it was of above average importance to the C2 band (88%). The DEs (83%), ABs (81%) and C1s (80%) considered it important at average or below average levels.

People in the North East were most likely to consider price important (92%), closely followed by respondents from the East Midlands (91%). Individuals in the South West (90%), West Midlands (89%), the Eastern region (87%) and the South East (86%) were more likely than average to be concerned about price.

Respondents in London were least concerned about price (67%).

Whether they are on special offer

56% of people felt that a special offer was an important consideration, compared with 55% of people last year.

Significantly more females than males considered a special offer was important in their decision to purchase vegetables (F: 62%; M: 49%). As with Price (above), the 45-54 and 35-44s were the most cost-conscious, 64% and 60% respectively taking into account whether vegetables are on special offer before purchase.

There was very little disparity across social grade. Only the DE band fell below average by one percentage point (55%); the C1s and C2s were both average at 56%; while the ABs were most likely to take into account a special offer when purchasing vegetables (57%).

Whether vegetables were on special offer was significantly more important to those in the East Midlands than any other region (East Midlands: 74% compared to an average across the respondent group of 56%). Londoners were least worried about choosing vegetables on special offer (49%), closely followed by those in the North West and South East (both 50%).

Whether vegetables are sourced locally

This was a significantly less important factor in 2014 compared to the findings of the 2013 survey. This year, only 42% would take this into consideration, compared to 56% in 2013.

Females were slightly more likely to take this into account than males (43% F compared to 41% M).

While the 18-24s and 25-34s were significantly less likely than average to be concerned about vegetables being sourced locally (36% and 33% respectively), those older age bands showed more concern, with the 35-44s and 65+ age bands being most likely to factor this into their purchasing decisions (both 47%).

There was little disparity across the social grades. The ABs were slightly more concerned about sourcing vegetables locally (44%), followed by the C1s (43%), the DEs (42%) and least concerned were the C2s (41%).

Regionally, the issue of sourcing vegetables locally was of greatest concern in Scotland (57% against an average of 42%). The next highest regions were the Eastern (52%) and South West (51%). Those respondents in London and the West Midlands were the least concerned (both 34%).

Whether vegetables are from a British farm (not necessarily local)

This was a significantly less important factor in 2014 than in the 2013 survey. Whereas 60% of respondents in 2013 would take this into account, only 49% of respondents this year would consider it important.

Females were more likely to take this factor into consideration than males (52% F compared to 47% M). In terms of age, generally the older the respondent, the more likely they were to look for produce from a British farm (39% of the 18-24s would consider it, rising to a high of 56% for the 65+ age category).

By social grade, the DEs were most likely to consider it (51%), followed closely by the C1 and C2 grades (both 50%). The ABs were least likely to take this into account (47%).

In terms of region, again it was less likely to be a concern to those in London (40%) and the North West (41%), but it was significantly more of a concern to those in the East Midlands (63%, the highest percentage by region). Those in the South West (59%), Scotland and the Eastern region (both 57%) were also more likely to consider it when purchasing vegetables.

Personal taste

91% of respondents thought personal taste was important – an identical percentage to the survey in 2013.

Females were a little more likely to view personal taste as important than males (F: 92%; M: 89%). The likelihood was also that the older the respondent, the more personal taste became a factor: whereas only 76% of the 18-24s took this into account, over 8 in 10 of the 25-34s considered it important (83%) and the remaining age bands all registered above 90%, with the 55-64s (98%) and the 65+ (96%) age bands being most likely to consider this.

Across the social grades, the C1s and the DEs were least likely to consider personal taste (89%). The ABs were slightly below average in taking this into account (90%), but the C2s were most likely to be swayed by personal taste (96%).

Those in London were again least likely to consider this a factor (82%), followed by the North West (87%) and Scotland (88%). All other regions considered it slightly above averagely important as a factor in decision-making when purchasing vegetables, with the highest response coming from the North East (97%).

Seasonality

Overall, 59% of respondents stated that this was an important factor, compared with 57% in 2013. Females were significantly more likely to take this into account than males (64% of females compared to 54% of males).

It was of least importance to the 18-24 age band (39%), but then rose in significance incrementally across all the remaining age bands to the 55-64s (71% of whom considered seasonality to be important). The 65+ age band, however, took this less into account (61%), but still at slightly above average levels.

By social grade, the C2s were most likely to consider this a factor (62%), with the ABs and C1s considering it important at average levels (both 59%). It was slightly less likely to be of importance to the DEs (56%).

Seasonality was of least importance to those in the North West (47%), followed by Wales (53%) and Yorkshire & Humberside (54%). All other regions took it into account at around average levels, with it being of highest concern to those in the South East (66%), followed by the South West and East Midlands (both 65%).

Appearance in shops

Overall, 76% of people felt this was an important factor (75% in 2013). Again, it was an issue more of concern to females (78%) than males (73%).

The incidence of taking appearance in shops into account when purchasing vegetables rose with age. The 18-24s and 25-34s were least concerned (68% and 67% respectively), whereas

78% of the 35-44s, 45-54s and 55-64s were likely to factor this in. The 65+ age band showed the most concern with this issue: 82% of them stated that their purchasing decisions were influenced by appearance.

The C2 grade was most likely to take this into account (80%), followed by the ABs (78%). The DEs followed the average, 76% saying they would consider this issue. The C1s showed least concern with appearance (72%).

By region, those in Yorkshire and Humberside were most likely to be influenced by appearance (86%). Wales (81%), the North East, West Midlands and South East (all 80%) also showed higher than average concern for the appearance of vegetables in shops. The area least likely to be affected by this factor was the North West, well below average at 63%, followed by London (70%). All other regions hovered around the average.

Organic

There was a significant drop in respondents considering this an important factor. In 2013, 27% would take this into account, whereas in this year's findings, only 18% would do so.

As with other factors influencing purchasing decisions, this was something that more females would take into account than males (F: 21%; M: 15%). In terms of age band, the importance of veg being organic decreased with age: 25% of 18-24s were concerned, and the 25-34s and 35-44s both showed above average levels of concern (both 23%). However, the 45-54s were in line with the average and the older groups had significantly less interest (55-64s: 13%; 65+: 10%).

By social grade, this was a factor the ABs were more likely to take into account (21%). The remaining grades hovered at around average levels.

By region, London respondents were most likely to factor this in (24%). It was also of slightly above average importance to those from the South East (21%), the North East and North West (both 20%) and the West Midlands (19%). All other regions viewed it at average levels or below, with those in the East Midlands and South West (both 12%) least interested in organic vegetables.

Q6a. Do you feed your children vegetables at home as part of their diet?

Overwhelmingly, 95% of respondents state that they feed children vegetables as part of their diet. Only 5% of respondents replied in the negative.

The gender split was fairly equal, with 96% of females and 94% of males confirming that they feed their children vegetables. Although numbers were small, 6% of males said they do not use vegetables in their children's diet compared to 4% of females.

The older the respondent, the more likely they are to include vegetables in children's diets. Whereas 86% of the 18-24 age group do so, this rises to 95% in the 25-34 group; 97% in both the 35-44 and 45-54 age groups; and 100% of the 55-64s and 65+ groups.

The C1 social grade is the group least likely to include vegetables in children's diets (92%). This is closely followed by the AB grade (94%) and the DE grade (96%). The C2 grade is the group most likely to include vegetables in children's diets (97%).

The following regions all responded unanimously (100%) that they include vegetables as part of their children's diet: Scotland, East Midlands, Wales and the South West. The North West (98%), Yorkshire & Humberside (98%), the South East (95%), Eastern region (94%) and the West Midlands (92%) also ranked highly. The two regions where the lowest numbers of people included vegetables in their children's diets were the North East (88%) and London (86%).

Q7. For all those respondents who feed their children vegetables, to what extent do you agree or disagree with the following statements?

My child(ren) understand the benefits of eating vegetables

76% of respondents stated that their children understand the benefits of eating vegetables. Of these, 40% strongly agreed and 37% agreed a little. 5% strongly disagreed.

My child(ren) tend to enjoy the taste of vegetables

73% of respondents said that their children tended to enjoy the taste of vegetables. 28% strongly agreed; while 45% agreed a little. 3% strongly disagreed.

My child(ren) ask to have vegetables included as part of their meals

Just over half (53%) of respondents stated that their children asked to have vegetables included as part of their meal. Of these, 24% strongly agreed while 29% agreed a little. 10% strongly disagreed.

Q8. Which of the following statements best describes how you incorporate Brassicas into your child's diet?

The options for this question were:

1. By disguising them
2. By making them look more appealing
3. I don't do anything special, I just give them to my child.

The overwhelming response was that parents do not do anything special to incorporate Brassica into their children's diets – 71% stated this was the case. 20% of respondents attempt to make them more appealing; while just 9% disguise them.

Male and female were equally likely to attempt to disguise Brassica (both 9%); while females were a little more likely to aim to make them look more appealing (F: 22%; M: 19%). Males were more likely to say that they don't do anything special and just present the child with them (M: 73%; F: 69%).

In terms of age, note that responses for the 55-64 and 65+ age category are very small (10 respondents for the former and just 1 for the latter) and therefore may not be as reliable as responses from other age bands.

100% of the 65+ age band (1 respondent) said that they did not do anything special when presenting their child with vegetables. Of the 55-64s, 57% (6 respondents) didn't do anything special; whereas 43% (4 respondents) aimed to encourage their child to eat veg by disguising it.

Across the younger age bands, the 25-34s were most likely to attempt to get their children to eat vegetables by either disguising them or by making them look more appealing (43% compared to 57% of respondents who didn't do anything special). The 18-24s, 35-44s and 45-54s were above average more likely to just present the child with vegetables without doing anything special.

By social grade, the C1s were most likely to encourage children to eat vegetables by either disguising them or making them look more appealing (42% combined). Only 58% of this grade didn't do anything special. The ABs were next most likely to use tactics designed to incorporate vegetables into their children's diets (33%); 67% would do nothing special. The DEs were most likely to expect their child to eat veg without doing anything special (79%), closely followed by the C2s (76%).

By region, those in the North East would be most likely to incorporate vegetables into children's diets without doing anything special (95%). The South West (94%) and Eastern region (92%) also largely expect children to eat vegetables without having to take any special measures. Those in the West Midlands, London and Yorkshire & Humberside were most likely to use one or other tactics for incorporating vegetables (45%, 43% and 43% respectively).

Q9. To what extent do you think children will be eating more or less healthily in general as a result of the government introducing compulsory school meals for children up to the age of 7?

Overall, the feeling from respondents is that children will be eating more healthily as a result of this initiative: 65% responded in the positive. 31% of people felt that the result would be about the same and only 4% stated that they felt children would eat less healthily as a result.

Males and females were equally as likely to think the change would result in healthier eating: 65% of both agreed with the statement. Females, though, were slightly less likely to agree that the change would result in children eating a lot more healthily – 14% opted for a lot more healthily as opposed to 19% of all males. Percentages for other responses were about equal in terms of gender.

Those at either end of the age ranges (the 18-24s and 25-34s; and the 55-64s and 65+s) were most likely to believe that government measures would mean healthier eating – all responded at average or above average levels. The 35-44s and 45-54s were slightly less convinced, with a below average 61% in both cases believing that the change would result in healthier eating.

In terms of social grade, the ABs were most likely to think the change would result in children eating more healthily (71% compared with 64% of both the C1s and C2s; and 62% of the DEs). The ABs were also a little more likely to think the change would result in children eating a lot more healthily (21%) compared to the other three grades (C1: 17%; C2: 13%; DE: 13%).

By region, respondents in the South West were most cynical about the change – only 47% felt it would result in children eating healthier against the average of 65%. Those in the Eastern region (56%) and London (63%) were also less likely than average to believe it would make a positive difference. Most convinced of the benefits were those in the North East, where 82% felt children would eat more healthily as a result. Those in Scotland and the West Midlands (72% and 71% respectively) were also significantly more positive than average about the changes.

Q10. There are a large variety of vegetables available on the shelf at supermarkets and local grocery shops. Which of the below do you tend to buy most often?

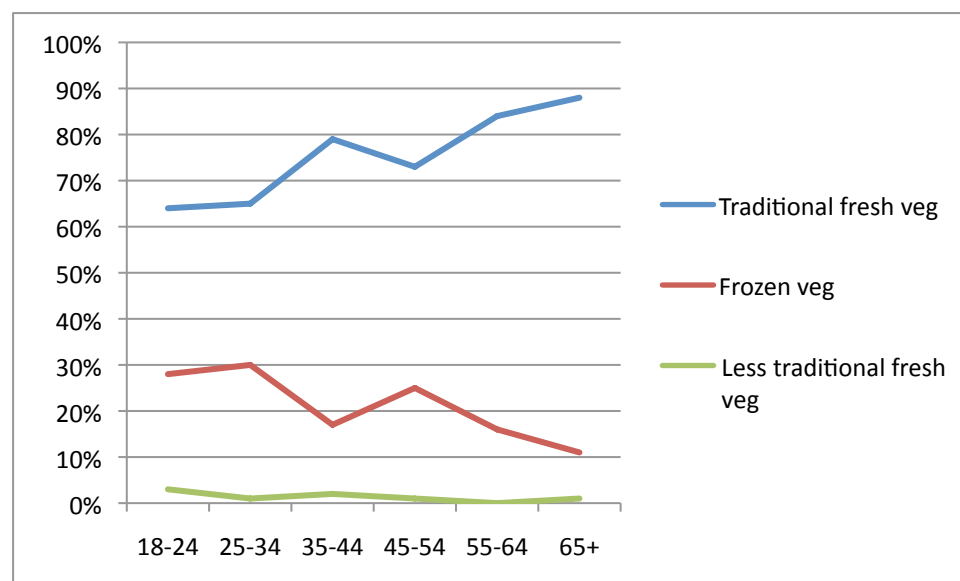
The options for responses here were:

1. Traditional fresh vegetables (eg potatoes, carrots, cabbage)
2. Frozen vegetables
3. Less traditional fresh vegetables (eg yam, pak choi, plantain)

Over 2/3 of respondents stated that they buy traditional fresh vegetables most often (76%). 20% of respondents tend to buy frozen vegetables most often, while just 1% buy the less traditional fresh vegetables most often. 2% overall buy none of these most often.

There was little disparity between males and females – females were 1% less likely to buy traditional fresh veg (76% cf with 77% for males). Females were 1% more likely to buy frozen veg most often (21% compared to 20% of males).

The likelihood of buying fresh vegetables generally rose with age, with a corresponding decrease in the purchase of frozen vegetables across the board. While 64% of the 18-24 age group buy fresh most often, for example, 88% of the 65+ age band did so. The chart below illustrates this:



By social grade, the group most likely to buy fresh vegetables was the C2 grade (85%). The DEs were least likely to buy fresh, traditional vegetables (71%). Of the other grades, 71% of the C1 grade buy fresh, traditional vegetables most often; while 74% of the AB grade do. Figures for those buying frozen vegetables corresponded accordingly.

Those in the Eastern region (82%), North West and East Midlands (both 80%), the South East and Scotland (both 79%) and the South West (78%) were all above the average when it comes to buying traditional fresh veg.

In terms of buying frozen vegetables most often, those in the West Midlands (29%), Wales (27%), Yorkshire & Humberside (23%) and London (21%) all bought more than the average percentage of these.

Q11. We'd now like you to think ahead to Christmas Day. Which of the below vegetables if any do you think you'll be eating as part of your main Christmas meal?

- The three top scoring vegetables to be eaten as part of Christmas dinner were stated to be Potatoes (90%), Carrots (80%) and Brussels Sprouts (75%).
- Parsnips (57%) and Peas (50%) would be eaten by half or more of the respondents.
- Broccoli (41%) and Cauliflower (34%) were the next highest scoring.
- Around one in five would eat Cabbage (22%) and Swede (20%).
- Only one in ten would eat Turnip (10%), while 11% would have another vegetable not named.

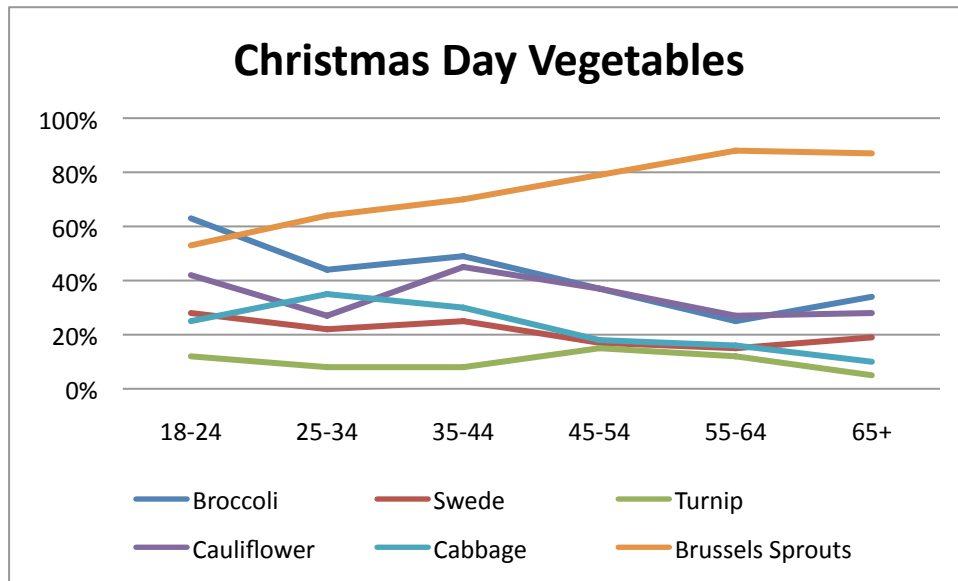
While the overall percentages for males and females eating any vegetables were broadly similar (M: 96%; F: 97%), the main disparities worth mentioning were as follows:

- Significantly more females than males would eat Brussels Sprouts (F: 78%; M: 72%).
- Significantly more females would eat Parsnips (61% compared to 52% of men).
- More women would eat Broccoli than men (F: 43%; M: 39%).
- Slightly more males than females anticipated eating Cauliflower (M: 35%; F: 33%).
- More males would eat Turnip than females (M: 12%; F: 7%).

In the case of all other vegetables mentioned, males and females would eat them in roughly the same proportions (+/-1%).

Looking at the age bands, over 9 in 10 of all respondents would eat some vegetable or other. The age band least likely to incorporate veg into their Christmas meal was the 18-24s (93%), whereas 96-98% of all other respondents would do so. The 55-64s were most likely to do so (98%).

The chart below shows the frequency of inclusion of each Brassica vegetable asked about in this question by age:



Interestingly, the chart shows that the general trend is for the use of Brassica in the Christmas meal to decline with age, with the exception of Brussels Sprouts, which increase with the age group of the respondent.

In terms of social grade, the ABs are most likely to include any veg with the Christmas meal (98%), closely followed by the C2s (97%). The C1s and DEs would include vegetables at slightly less than average levels.

Responses from practically every region were in the high 90s. The highest was the East Midlands, where 100% of respondents stated that they would include vegetables in their Christmas meal. The lowest region was the North East, where inclusion of any vegetables in the Christmas meal dropped to 93%.