

ZA6647

**Flash Eurobarometer 425
(Food Waste and Date Marking)**

**Country Questionnaire
United Kingdom**

FL425 - Attitudes towards food waste UK

D1	How old are you?
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(WRITE DOWN - IF "REFUSAL" CODE '99')

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D2	Gender.
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Male	1
Female	2

ASK ALL

ROTATE ITEMS 1 TO 6

Q1	In Europe, about 100 million tonnes of food are wasted annually. Which of the following do you think has a role to play in preventing food waste?
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(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Farmers	1,
Food manufacturers	2,
Shops and retailers	3,
Hospitality and food service sectors (hotels, restaurants, hospitals, etc.)	4,
Public authorities	5,
Consumers, people like you	6,
DK/NA	7,

NEW

ROTATE ITEMS 1 TO 6

Q2	What would help you to waste less food at home?
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(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Better and clearer information on the meaning of "best before" and "use by" dates indicated on food labels	1,
Better and clearer information on food product labels (e.g. information on food storage and preparation)	2,
Better shopping and meal planning by your household	3,
Availability of smaller portion sizes in shops	4,
Using up leftovers instead of throwing them away	5,
Using the freezer to preserve food longer	6,
Other (DO NOT READ OUT)	7,
DK/NA	8,

FL388 Q10 MODIFIED TREND

Q3	How often, if at all, do you look at "use by" or "best before" dates on food labels when shopping and preparing meals?
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(READ OUT – ONE ANSWER ONLY)

Always	1
Often	2
Sometimes	3
Rarely	4
Never	5
DK/NA	6

NEW

SPLIT A - ASK Q4 BEFORE Q5

ROTATE ITEMS 1 TO 3

Q4 What do you think "best before" on a food product actually means? I am going to read out some options, please select the one that best applies.

(READ OUT – ONE ANSWER ONLY)

It depends on the type of food	1
The food can be consumed after this date, but it may no longer be at its best quality	2
The food will be safe to eat up to this date, but should not be eaten past this date	3
None of these	4
DK/NA	5

NEW

SPLIT B - ASK Q5 BEFORE Q4

ROTATE ITEMS 1 TO 3

Q5 What do you think "use by" on a food product actually means? I am going to read out some options, please select the one that best applies.

(READ OUT – ONE ANSWER ONLY)

It depends on the type of food	1
The food can be consumed after this date, but it may no longer be at its best quality	2
The food will be safe to eat up to this date, but should not be eaten past this date	3
None of these	4
DK/NA	5

NEW

Q6	Currently, manufacturers are not required to indicate dates on food labels for certain non-perishable foods, such as salt, sugar and vinegar. These foods can be consumed safely and their quality does not deteriorate over a long period of time. In future, if you no longer found "best before" dates on other non-perishable foods, such as rice, pasta, coffee or tea, how would you respond?
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(READ OUT – ONE ANSWER ONLY)

- | | |
|----------------------------------|---|
| You would miss this information | 1 |
| You do not need this information | 2 |
| DK/NA | 3 |

NEW

Q7	If you found a package of spaghetti in your kitchen cupboard with no "best before" date indicated on the label and you could not remember when you bought it, what would you do?
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(DO NOT READ OUT - ONE ANSWER ONLY)

- | | |
|---|---|
| You would use it anyway | 1 |
| You would use it only if the packaging is not damaged and the product looks all right | 2 |
| You would throw it away | 3 |
| You never look at dates | 4 |
| DK/NA | 5 |

NEW

Q8	Some food labels indicate that, once opened, a product must be used within a certain number of days. If you find that you have not used up the product within the time indicated on the label, what do you usually do?
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(READ OUT – ONE ANSWER ONLY)

- | | |
|---|---|
| You use it if the packaging is not damaged and the food looks all right | 1 |
| You throw it away | 2 |
| You never look at dates (DO NOT READ OUT) | 3 |
| It depends on the type of food (DO NOT READ OUT) | 4 |
| DK/NA | 5 |

NEW

D4	How old were you when you stopped full-time education?
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(INT.: IF "STILL STUDYING", CODE '00' - IF "NO EDUCATION" CODE '01' - IF "REFUSAL" CODE '98' - IF "DK" CODE '99')

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D5a	As far as your current occupation is concerned, would you say you are self-employed, an employee, a manual worker or would you say that you are without a professional activity?
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(ONE ANSWER ONLY)

Self-employed	1
Employee	2
Manual worker	3
Without a professional activity	4
Refusal (DO NOT READ OUT)	5

ASK D5b IF SELF-EMPLOYED, CODE 1 IN D5a

D5b	Would you say you are...?
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(READ OUT – ONE ANSWER ONLY)

Farmer, forester, fisherman	1
Owner of shop, craftsman	2
Professional (lawyer, medical practitioner, accountant, architect,...)	3
Manager of a company	4
Other\ Refusal (DO NOT READ OUT)	5

ASK D5c IF EMPLOYEE, CODE 2 IN D5a

D5c	Would you say you are...?
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(READ OUT – ONE ANSWER ONLY)

Professional (employed doctor, lawyer, accountant, architect, ...)	1
General management, director or top management	2
Middle management	3
Civil servant	4
Office clerk	5
Other employee (salesman, nurse, ...)	6
Other\ Refusal (DO NOT READ OUT)	7

ASK D5d IF MANUAL WORKER, CODE 3 IN D5a

D5d	Would you say you are...?
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(READ OUT – ONE ANSWER ONLY)

Supervisor\ foreman (team manager, ...)	1
Manual worker	2
Unskilled manual worker	3
Other\ Refusal (DO NOT READ OUT)	4

ASK D5e IF WITHOUT A PROFESSIONAL ACTIVITY, CODE 4 IN D5a

D5e Would you say you are...?

(READ OUT – ONE ANSWER ONLY)

Looking after the home	1
Student (full time)	2
Retired	3
Seeking a job	4
Other\ Refusal (DO NOT READ OUT)	5

D12 What county do you live in?

(READ OUT IF NECESSARY - ONE ANSWER ONLY)

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D13 Would you say you live in a...?

(READ OUT - SINGLE CODE)

Rural area or village	1
Small or medium-sized town	2
Large town/city	3
DK (DO NOT READ OUT)	4

D18 Have you got a mobile phone?

(DO NOT READ OUT

Yes	1
No	2

D20 Have you got a landline phone?

(DO NOT READ OUT

Yes	1
No	2

D22 Could you tell me how many people aged 15 years or more live in your household, yourself included?

(WRITE DOWN - IF "DK" CODE '98' - IF "REFUSAL" CODE '99')

	Number of people aged 15 or more in the household
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