

Whats in your Food

GB Sample: 4th - 5th May 2017

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

LK_q1. Which, if any, of the following unwanted items have you ever found in an item of food purchased at a supermarket?

(Please select all that apply. If any of your answers don't show in the list below, please type them in the 'other' box)

Unweighted base	2021	988	1033	227	275	331	343	845	1296	725
All GB Adults	2021	980	1041	232	312	348	329	799	1152	869
A bug	9%	6%	11%	10%	12%	10%	10%	6%	10%	7%
A spider	2%	2%	2%	3%	4%	2%	2%	1%	2%	2%
A slug	5%	3%	6%	7%	4%	5%	7%	3%	5%	4%
A maggot	3%	3%	3%	2%	4%	4%	4%	2%	3%	3%
A plaster	1%	1%	1%	0%	2%	1%	2%	1%	1%	1%
A piece of plastic	16%	16%	16%	14%	21%	20%	17%	13%	16%	17%
A piece of glass	4%	4%	4%	2%	3%	3%	4%	5%	3%	5%
A finger nail	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Hair	16%	17%	15%	18%	19%	15%	19%	13%	16%	16%
Animal droppings	1%	0%	1%	1%	0%	1%	1%	0%	1%	1%
Mould	18%	17%	20%	19%	24%	25%	20%	13%	18%	18%
Other	6%	5%	7%	2%	4%	7%	5%	8%	5%	7%
Don't know/ can't recall	9%	10%	8%	10%	9%	6%	8%	11%	10%	9%
Not applicable - I've never found an unwanted item in food from a supermarket	45%	47%	43%	45%	38%	41%	42%	50%	45%	44%

LK_q2. Which, if any, of the following unwanted items have you ever found in food purchased at a restaurant?

(Please select all that apply. If any of your answers don't show in the list below, please type them in the 'other' box)

Unweighted base	2021	988	1033	227	275	331	343	845	1296	725
All GB Adults	2021	980	1041	232	312	348	329	799	1152	869
A bug	5%	4%	5%	7%	7%	4%	4%	3%	5%	4%
A spider	1%	0%	1%	-	1%	1%	1%	1%	1%	0%
A slug	2%	1%	2%	1%	1%	1%	2%	2%	1%	2%
A maggot	1%	1%	1%	1%	3%	1%	0%	1%	1%	1%
A plaster	1%	1%	1%	2%	1%	1%	-	0%	1%	0%
A piece of plastic	5%	5%	4%	7%	9%	5%	5%	2%	5%	4%
A piece of glass	2%	2%	2%	5%	1%	2%	1%	2%	2%	2%
A finger nail	1%	1%	0%	1%	2%	1%	0%	0%	1%	1%
Hair	36%	33%	38%	51%	51%	40%	38%	22%	38%	32%
Animal droppings	0%	0%	0%	1%	1%	-	-	0%	0%	-
Mould	2%	3%	2%	2%	3%	3%	2%	2%	2%	2%
Other	3%	3%	4%	1%	2%	3%	4%	5%	4%	3%
Don't know/ can't recall	9%	10%	8%	11%	7%	6%	10%	10%	9%	9%
Not applicable - I've never found an unwanted item in food from a restaurant	46%	48%	44%	32%	32%	45%	44%	56%	43%	49%

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LK_q3. Thinking about the last time you found an unwanted item in food from a restaurant or supermarket...

Which, if any, of the following did you do? (Please select all that apply)

	Unweighted base	1254	574	680	160	200	221	221	452	817	437
All GB Adults that have experienced an unwanted item in food from a supermarket or restaurant		1254	578	676	162	223	232	213	424	732	522
I tweeted about it		2%	2%	2%	4%	5%	2%	2%	0%	3%	1%
I posted on Facebook about it		2%	3%	2%	2%	6%	2%	2%	0%	2%	3%
I posted on Instagram about it		0%	0%	0%	1%	1%	-	-	-	0%	0%
I posted on another social media about it (e.g. snapchat etc.)		1%	1%	0%	1%	2%	-	0%	-	1%	0%
I complained directly to the company in person at the store/restaurant		46%	43%	48%	34%	40%	43%	47%	54%	46%	46%
I complained directly to the company via a letter		7%	5%	9%	3%	2%	6%	7%	12%	7%	7%
I complained directly to the company by phone		4%	5%	3%	4%	4%	3%	5%	3%	4%	4%
I complained directly to the company via a email		10%	9%	10%	7%	13%	12%	10%	7%	9%	10%
I told friends/ family/ colleagues about it (not on social media)		21%	19%	22%	37%	31%	19%	17%	11%	21%	19%
Something else		2%	3%	2%	1%	1%	2%	2%	4%	3%	2%
Don't know/ can't recall		7%	9%	5%	7%	4%	7%	8%	8%	7%	8%
Not applicable - I didn't do anything		22%	24%	21%	25%	24%	24%	25%	18%	22%	22%

LK_q4. Thinking about the last time you found an unwanted item in food from a restaurant or supermarket and complained to the company or shared on social media about it...Which, if any, of the following did you receive from the company as a result? (Please select all that apply)

	Unweighted base	892	387	505	110	145	155	149	333	584	308
All GB Adults that have complained about an unwanted item in food from a supermarket or restaurant		887	386	501	111	162	160	143	312	519	368
I received a refund		40%	40%	40%	31%	35%	37%	40%	47%	40%	39%
I received an apology		50%	50%	50%	48%	40%	55%	51%	53%	50%	50%
I received a gift card/ vouchers for another product/ visit		21%	19%	22%	15%	18%	25%	25%	20%	20%	23%
I received assurance that my complaint was being dealt with/ addressed and changes would be made to prevent it happening again		21%	21%	21%	19%	22%	17%	23%	23%	23%	19%
Other		6%	5%	7%	7%	4%	3%	4%	9%	6%	6%
Nothing - I received a reply but with not apology or compensation		5%	6%	5%	6%	8%	4%	5%	4%	6%	5%
Not applicable - I didn't receive a reply from the company		9%	9%	9%	15%	11%	11%	10%	4%	8%	9%
Don't know/ can't recall		5%	4%	5%	8%	6%	4%	4%	4%	5%	5%

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LK_q6. Which ONE, if any, of the following is the worst thing that you would like to find in an item of food/ dish from a supermarket or restaurant?

	2021	988	1033	227	275	331	343	845	1296	725
Unweighted base	2021	980	1041	232	312	348	329	799	1152	869
All GB Adults										
A bug	2%	2%	1%	1%	2%	2%	1%	1%	2%	1%
A spider	5%	3%	7%	7%	6%	7%	6%	3%	4%	6%
A slug	9%	7%	10%	9%	9%	5%	9%	9%	9%	8%
A maggot	17%	15%	19%	20%	20%	19%	16%	15%	16%	18%
A plaster	5%	5%	4%	5%	5%	5%	7%	4%	6%	4%
A piece of plastic	1%	1%	0%	2%	1%	-	-	0%	1%	0%
A piece of glass	10%	12%	9%	9%	8%	9%	10%	12%	12%	8%
A finger nail	4%	5%	4%	7%	7%	5%	3%	3%	5%	4%
Hair	2%	2%	2%	3%	2%	1%	2%	2%	2%	3%
Animal droppings	24%	24%	24%	16%	18%	24%	22%	29%	23%	25%
Other	5%	4%	5%	1%	2%	6%	7%	6%	5%	5%
Don't know	17%	18%	15%	19%	20%	16%	17%	15%	16%	17%