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Measuring and Understanding Public Opinion:

Bacon

January 2016

This public opinion data has been collected and analysed by NEMS from a survey of representative sample of UK adults conducted through NEMS Market Research's telephone omnibus, a national survey of 1000 adults conducted every week.

More details of our omnibus service can be found at:

<http://www.nemsmr.co.uk/omnibus/default.aspx>

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Bacon

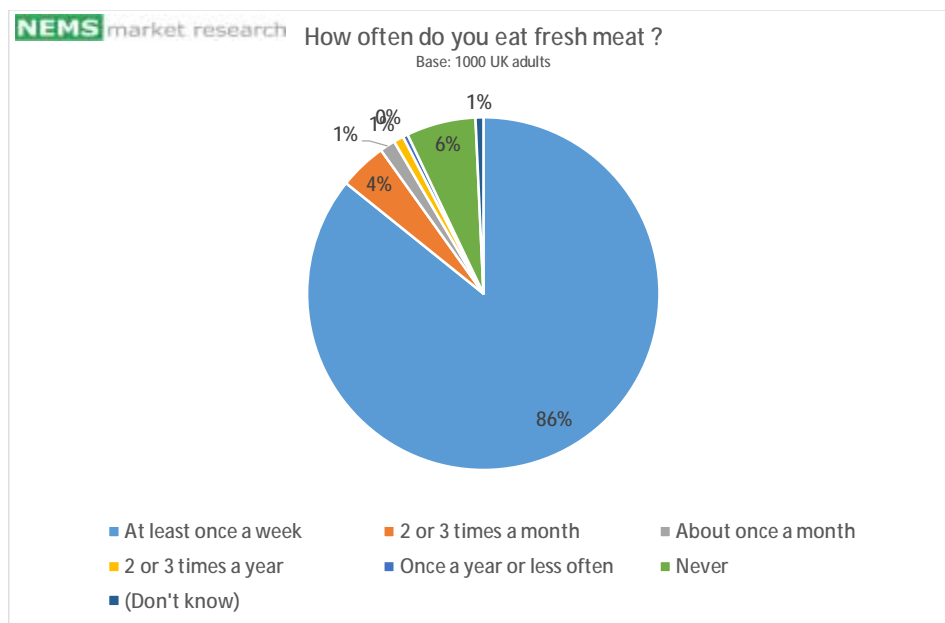
SPEED READ

- 94% of us eat fresh meat;
- 86% of us eat fresh meat at least once a week;
- The news that eating processed meat could increase the risk of cancer has had no impact for 87% of bacon eaters;
- However, 11% will eat either a little or a lot less bacon as a result of the claims.

Eating fresh meat

94% of the British population eat fresh meat, i.e. just 6% of the population never eat fresh meat, increasing to 9% among women.

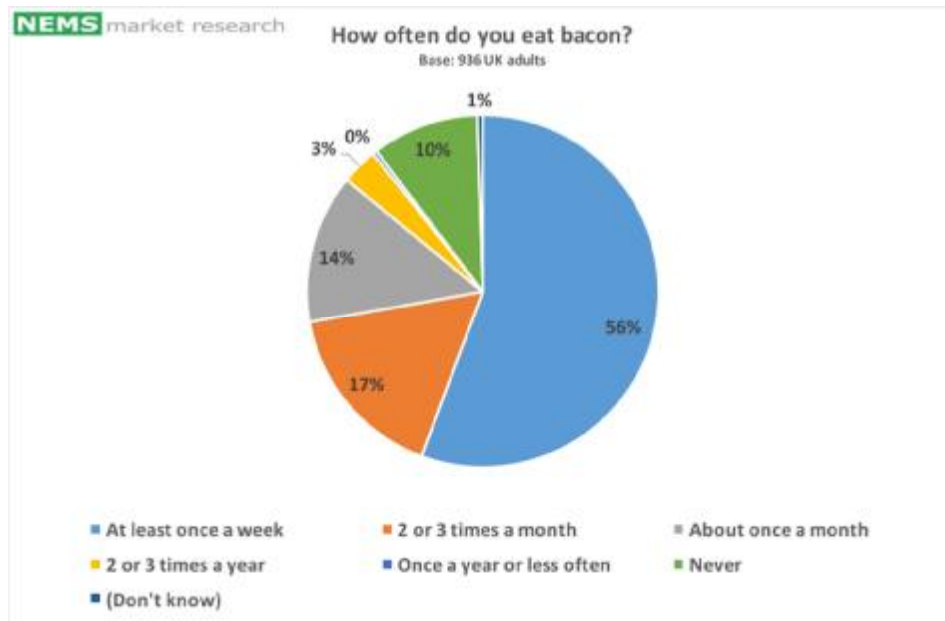
Most of us eat fresh meat regularly, in fact 86% of us eat fresh meat at least once a week.



Eating Bacon

Of the UK population that eat fresh meat, just 10% never eat bacon, again higher among women (13%).

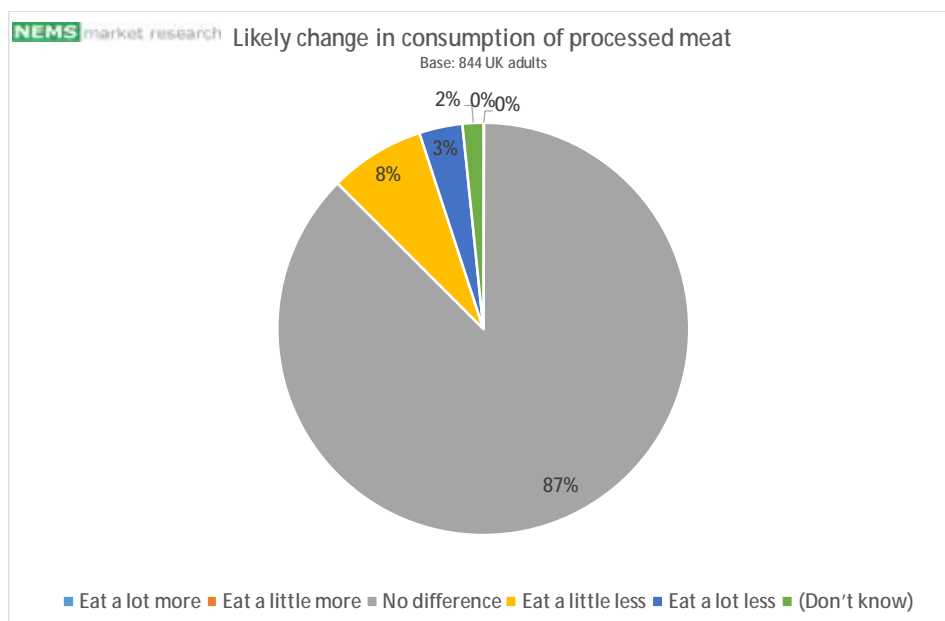
More than half fresh meat eaters (56%) eat bacon at least once a week, 17% eat bacon 2 to 3 times a month and 14% eat bacon about once a month.



Processed meat and the risk of cancer

Recently bacon was in the news following research which showed that eating processed meat increased the risk of developing cancer.

However, for the 87% of bacon eaters this revelation will have no impact on their consumption of bacon. Nevertheless 11% of bacon eaters did admit that the news story would result in them eating either a little less (8%) or a lot less bacon (3%) the future.



Weighted:

Bacon

January 2016

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
Mean score (occurrences per year):																		
A01 How often do you eat fresh meat?																		
At least once a week	85.8%	858	87.7%	417	84.1%	441	90.9%	137	81.4%	143	88.1%	162	89.2%	145	84.2%	110	81.8%	160
2 or 3 times a month	4.3%	43	5.6%	26	3.2%	17	2.8%	4	8.3%	15	2.7%	5	2.1%	3	4.8%	6	5.0%	10
About once a month	1.4%	14	1.5%	7	1.4%	7	0.0%	0	1.9%	3	1.1%	2	1.3%	2	0.9%	1	3.0%	6
2 or 3 times a year	0.9%	9	1.6%	8	0.3%	1	0.0%	0	2.3%	4	1.3%	2	0.8%	1	0.5%	1	0.4%	1
Once a year or less often	0.5%	5	0.0%	0	0.8%	4	0.0%	0	0.0%	0	2.1%	4	0.0%	0	0.4%	1	0.0%	0
Never	6.4%	64	3.2%	15	9.2%	48	6.3%	10	6.1%	11	4.6%	8	5.7%	9	8.9%	12	7.2%	14
(Don't know)	0.7%	7	0.4%	2	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.4%	0	2.6%	5
Mean:	46.44		47.66		45.32		48.12		45.12		46.84		47.62		45.49		45.58	
Weighted base:	1000		476		524		151		175		184		163		131		196	
Sample:	1000		488		512		60		73		161		248		207		251	

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
Mean score (occurrences per year):																		
A02 How often do you eat bacon?																		
<i>Those who eat meat</i>																		
At least once a week	55.7%	521	63.3%	291	48.3%	230	64.6%	92	69.5%	114	46.7%	82	58.6%	90	47.8%	57	47.5%	86
2 or 3 times a month	16.6%	155	15.8%	73	17.3%	83	11.8%	17	14.6%	24	25.7%	45	15.3%	23	18.1%	22	13.4%	24
About once a month	13.7%	128	11.8%	54	15.5%	74	11.7%	17	7.1%	12	16.3%	29	12.5%	19	15.5%	18	18.5%	34
2 or 3 times a year	3.4%	31	2.0%	9	4.7%	22	1.1%	2	1.8%	3	4.0%	7	4.4%	7	3.6%	4	4.8%	9
Once a year or less often	0.4%	4	0.3%	1	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	1.9%	2	0.3%	1
Never	9.8%	92	6.3%	29	13.3%	63	10.7%	15	7.0%	11	6.8%	12	8.0%	12	13.1%	16	14.1%	26
(Don't know)	0.5%	5	0.6%	3	0.4%	2	0.0%	0	0.0%	0	0.5%	1	0.8%	1	0.0%	0	1.5%	3
Mean:	35.83		39.34		32.43		38.59		41.41		34.22		36.96		32.25		31.51	
Weighted base:	936		460		476		142		165		175		153		119		182	
Sample:	936		465		471		56		69		153		234		191		233	

Mean score: [Eat a lot more = 2, Eat a little more = 1, No difference = 0, Eat a little less = -1, Eat a lot less = -2]

A03 Recently eating processed meat, such as bacon, has been in the news with regard to increasing the risk of cancer. As a result of this news, what effect if any will this have on your consumption of processed meat such as bacon? [PR]

Those who eat bacon

Eat a lot more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eat a little more	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
No difference	87.4%	738	88.3%	381	86.5%	357	79.7%	101	92.0%	141	88.0%	144	85.8%	121	90.3%	93	88.2%	138
Eat a little less	7.5%	63	8.3%	36	6.6%	27	16.6%	21	0.0%	0	6.8%	11	11.3%	16	8.3%	9	4.4%	7
Eat a lot less	3.4%	29	2.7%	12	4.1%	17	0.0%	0	7.3%	11	3.9%	6	1.4%	2	1.0%	1	5.2%	8
(Don't know)	1.6%	14	0.6%	3	2.7%	11	3.6%	5	0.7%	1	1.4%	2	1.2%	2	0.5%	0	2.3%	4
Mean:	-0.15		-0.14		-0.15		-0.17		-0.15		-0.15		-0.14		-0.10		-0.15	
Weighted base:	844		432		413		126		153		163		141		104		156	
Sample:	852		430		422		50		64		146		214		170		208	

SEX Sex of respondent

Male	47.6%	476	100.0%	476	0.0%	0	50.1%	76	48.6%	85	48.9%	90	49.1%	80	48.7%	64	41.5%	81
Female	52.4%	524	0.0%	0	100.0%	524	49.9%	75	51.4%	90	51.1%	94	50.9%	83	51.3%	67	58.5%	115
Weighted base:	1000		476		524		151		175		184		163		131		196	
Sample:	1000		488		512		60		73		161		248		207		251	

AGE To ensure we get a representative sample, could I ask how old you are ?

16 to 24	15.1%	151	15.9%	76	14.4%	75	100.0%	151	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
25 to 34	17.5%	175	17.9%	85	17.2%	90	0.0%	0	100.0%	175	0.0%	0	0.0%	0	0.0%	0	0.0%	0
35 to 44	18.4%	184	18.9%	90	17.9%	94	0.0%	0	0.0%	0	100.0%	184	0.0%	0	0.0%	0	0.0%	0
45 to 54	16.3%	163	16.8%	80	15.8%	83	0.0%	0	0.0%	0	0.0%	0	100.0%	163	0.0%	0	0.0%	0
55 to 64	13.1%	131	13.4%	64	12.8%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	131	0.0%	0
65 +	19.6%	196	17.1%	81	21.9%	115	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	196
Weighted base:	1000		476		524		151		175		184		163		131		196	
Sample:	1000		488		512		60		73		161		248		207		251	

Weighted:

Bacon

January 2016

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
SEG Socio-economic group																		
A	4.3%	43	6.2%	30	2.5%	13	4.3%	7	0.9%	2	5.6%	10	6.8%	11	5.8%	8	2.9%	6
B	13.7%	137	12.3%	58	14.9%	78	7.3%	11	13.2%	23	16.9%	31	19.0%	31	17.2%	22	9.1%	18
C1	30.5%	305	30.9%	147	30.2%	158	34.7%	52	37.0%	65	36.1%	66	23.4%	38	32.9%	43	20.6%	40
C2	30.3%	303	30.6%	146	30.0%	157	30.5%	46	31.7%	56	33.8%	62	37.8%	62	26.4%	35	21.8%	43
D	9.7%	97	12.2%	58	7.4%	39	14.7%	22	12.0%	21	5.4%	10	12.1%	20	8.8%	11	6.3%	12
E	11.6%	116	7.9%	37	15.0%	79	8.4%	13	5.2%	9	2.2%	4	0.8%	1	8.9%	12	39.3%	77
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1000	476	524	151	175	184	163	131	196									
Sample:	1000	488	512	60	73	161	248	207	251									
EMP Which of the following best describes your current employment status ? [PR]																		
Working full-time (30+ hours a week)	42.9%	429	54.8%	261	32.0%	168	23.3%	35	62.8%	110	65.4%	120	63.3%	103	40.9%	53	3.4%	7
Part-time	16.3%	163	7.4%	35	24.3%	127	24.6%	37	15.5%	27	17.2%	32	18.2%	30	20.5%	27	5.2%	10
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	15.3%	153	16.1%	77	14.6%	76	43.5%	66	12.4%	22	15.4%	28	16.0%	26	8.2%	11	0.2%	0
Not working (retired / invalid)	24.9%	249	21.5%	102	27.9%	146	8.6%	13	9.3%	16	0.9%	2	2.5%	4	29.1%	38	89.5%	175
(Refused)	0.7%	7	0.2%	1	1.2%	6	0.0%	0	0.0%	0	1.0%	2	0.0%	0	1.3%	2	1.7%	3
Weighted base:	1000	476	524	151	175	184	163	131	196									
Sample:	1000	488	512	60	73	161	248	207	251									
ADU How many adults aged 16 years or older, including yourself, live in your household ?																		
One	22.3%	223	19.8%	94	24.6%	129	4.2%	6	18.2%	32	15.2%	28	18.2%	30	28.0%	37	46.0%	90
Two	50.5%	505	53.0%	252	48.3%	253	42.6%	64	56.1%	98	62.7%	115	48.6%	79	47.2%	62	44.2%	87
Three	16.8%	168	18.0%	86	15.7%	82	28.0%	42	20.0%	35	15.3%	28	19.5%	32	14.2%	19	6.2%	12
Four	7.7%	77	5.3%	25	9.8%	51	17.2%	26	5.7%	10	4.2%	8	12.0%	20	8.5%	11	1.1%	2
Five	1.4%	14	2.1%	10	0.7%	4	6.6%	10	0.0%	0	0.4%	1	1.3%	2	0.4%	1	0.0%	0
Six or more	0.2%	2	0.5%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
(Refused)	1.1%	11	1.3%	6	1.0%	5	0.0%	0	0.0%	0	2.2%	4	0.4%	1	1.3%	2	2.6%	5
Weighted base:	1000	476	524	151	175	184	163	131	196									
Sample:	1000	488	512	60	73	161	248	207	251									
CHI How many children live in your household, aged 15 years and under ?																		
None	65.8%	658	67.1%	319	64.6%	339	62.9%	95	52.6%	92	32.5%	60	60.8%	99	93.9%	123	96.4%	189
One	13.6%	136	11.8%	56	15.2%	79	22.0%	33	18.6%	33	18.2%	33	18.2%	30	3.7%	5	1.0%	2
Two	14.6%	146	16.0%	76	13.4%	70	15.0%	23	19.7%	35	34.0%	63	15.5%	25	0.7%	1	0.0%	0
Three	3.6%	36	3.3%	16	3.9%	20	0.0%	0	4.1%	7	11.3%	21	4.8%	8	0.4%	0	0.0%	0
Four	1.1%	11	0.5%	2	1.6%	8	0.0%	0	4.4%	8	1.2%	2	0.5%	1	0.0%	0	0.0%	0
Five	0.0%	0	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Six or more	0.2%	2	0.0%	0	0.4%	2	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.1%	11	1.3%	6	0.9%	5	0.0%	0	0.0%	0	2.2%	4	0.0%	0	1.3%	2	2.6%	5
Weighted base:	1000	476	524	151	175	184	163	131	196									
Sample:	1000	488	512	60	73	161	248	207	251									
HLD Size of household																		
One	19.9%	199	18.3%	87	21.2%	111	4.2%	6	16.8%	29	8.2%	15	12.9%	21	28.0%	37	46.0%	90
Two	29.1%	291	30.5%	145	27.8%	146	22.1%	33	21.9%	38	17.6%	32	25.3%	41	45.5%	59	44.2%	87
Three	20.2%	202	21.8%	104	18.8%	99	35.7%	54	23.9%	42	20.6%	38	24.3%	40	14.4%	19	5.2%	10
Four	19.9%	199	19.6%	93	20.2%	106	20.7%	31	24.5%	43	33.9%	62	29.5%	48	8.2%	11	2.1%	4
Five or more	9.7%	97	8.4%	40	10.9%	57	17.4%	26	12.9%	23	17.6%	32	7.7%	12	2.6%	3	0.0%	0
(Refused)	1.1%	11	1.3%	6	1.0%	5	0.0%	0	0.0%	0	2.2%	4	0.4%	1	1.3%	2	2.6%	5
Weighted base:	1000	476	524	151	175	184	163	131	196									
Sample:	1000	488	512	60	73	161	248	207	251									

Weighted:

Bacon

January 2016

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
IS2 ISBA region																		
Ulster	2.5%	25	2.1%	10	3.0%	16	3.0%	5	2.1%	4	2.3%	4	2.4%	4	3.2%	4	2.5%	5
Scotland	8.4%	84	11.0%	52	6.1%	32	4.8%	7	13.9%	24	10.6%	20	7.3%	12	4.6%	6	7.8%	15
North / Borders	6.1%	61	6.5%	31	5.8%	30	6.3%	9	8.3%	15	4.8%	9	4.4%	7	8.7%	11	4.9%	10
Lancashire	11.9%	119	13.8%	66	10.2%	53	6.6%	10	19.1%	33	6.3%	12	9.8%	16	13.1%	17	15.8%	31
Yorkshire	9.9%	99	9.7%	46	10.1%	53	6.6%	10	13.8%	24	10.9%	20	5.3%	9	10.5%	14	11.4%	22
Wales & South West	10.7%	107	11.2%	53	10.2%	53	14.4%	22	13.0%	23	10.3%	19	10.4%	17	7.7%	10	8.3%	16
Midlands	15.5%	155	13.0%	62	17.9%	94	17.4%	26	5.2%	9	18.3%	34	17.1%	28	18.7%	24	17.4%	34
East England	7.1%	71	7.0%	33	7.2%	38	12.3%	19	5.6%	10	8.5%	16	7.2%	12	4.9%	6	4.4%	9
London	18.6%	186	14.4%	68	22.4%	117	17.6%	27	11.3%	20	18.0%	33	25.5%	41	21.6%	28	18.6%	37
Southern	9.3%	93	11.4%	54	7.3%	38	11.0%	17	7.7%	14	10.1%	19	10.8%	18	7.0%	9	8.7%	17
Weighted base:	1000	476	524	151	175	184	163	131	196									
Sample:	1000	488	512	60	73	161	248	207	251									