

# **Consumer Research on the Consumption of Phytosterols**

**Prepared for COI and the  
Food Standards Agency**

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TNS  
Wembley Point  
London

Guy.Kemplay@tns-global.com  
+44 (0) 20 8967 3064

Hildur.Nordfjord@tns-global.com  
+44 (0) 20 8967 3130

JN 138675 / 272208

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# 1 INTRODUCTION

## 1.1 Background

Since the late 1990s, a growing range of food products, including margarine and yoghurts have contained plant sterols (the two leading brands in the UK being Benecol and Flora Pro.activ). The majority of these products require a novel food authorisation. In addition, (EC) regulation 608/2004 requires that all products containing plant sterols should be labelled in a consistent manner. This is in order to inform consumers that they should avoid excessive or inappropriate consumption.

The Food Standards Agency, as the UK Competent Authority for the Novel Foods Regulation (EC) 258/97, is receiving an increasing number of enquiries and novel food applications from manufacturers who wish to launch new products containing plant sterols to the UK market.

Plant sterols inhibit the absorption of cholesterol and they exist in two different forms, phytosterols and phytostanols. They have an almost identical chemical formula and studies to date indicate that they elicit the same cholesterol lowering mechanism.

Scientific studies indicate that the consumption of 2-3g plant sterols per day can significantly reduce the level of the "bad" low density lipoprotein (LDL) cholesterol in individuals, if consumed as part of a healthy diet.

There is some evidence that the long term consumption of high amounts of plant sterols may effect the absorption of fat soluble vitamins. In view of this (EC) 608/2004 imposes a statutory requirement for all products with added plant sterols to be labelled in a manner that indicates the maximum daily dose of plant sterols. The labelling should also advise individuals who are likely to be most susceptible to a reduced vitamin status (namely pregnant or nursing women and children under 5) to avoid consuming these products. These are referred to as "nutritionally inappropriate" groups.

The aim of this research is to understand who is consuming plant sterol products, the quantities and whether consumption is within recommended limits. This is in order to monitor the effectiveness of the advice given on the product labels. Furthermore, it aimed to understand awareness of guidelines on daily consumption and to establish the level of any consumption among 'nutritionally inappropriate' groups.

## 1.2 Objectives

The research was designed to:

- Gain an understanding of how these products are consumed within households, e.g. are they bought for someone with high cholesterol, but consumed by others in the household who do not have high cholesterol?
- Understand patterns of consumption of these products, e.g. are they consumed regularly over long periods, or are they consumed sporadically, e.g. bought and consumed for a month, then consumption lapses?
- Establish whether those consuming these products are aware of the daily limits on consumption of phytosterols.
- Identify whether those consuming these products are aware that they are intended only for those seeking to lower their blood cholesterol and in particular that they should not be consumed by pregnant and breastfeeding women and children under the age of 5.
- Establish whether consumers are reading and understanding the product labels on these products.
- Identify whether those with high cholesterol who consume these products are aware that lifestyle changes (e.g. modifying diet) are also required in addition to increasing their phytosterol intake.

## 1.3 Methodology

As stated earlier, phytosterols are now incorporated into a growing repertoire of food products that include, most markedly, spreads and yoghurts. At the time of the survey, only spreads, yoghurt pots and yoghurt drinks were available on the market in GB, and the leading brands were Benecol, Flora Pro.activ and Danacol (only yoghurt drinks). In order to understand consumption of phytosterols and awareness of guidelines on consumption, consumers of these products were interviewed for this research.

It should be noted that throughout this report we will be referring to two yoghurt products; 'yoghurt pots' (commonly found in 125g pots) and 'yoghurt drinks' (typically found in 100g 'single shot' bottles). When references are made to 'yoghurts' this includes both formats.

A two stage approach was agreed for this research, incorporating data from the TNS Family Food Panel and an ad-hoc consumer research phase.

The first stage of the research used TNS Family Food Panel data to establish who is consuming, in what quantities and how often. Family Food Panel is a diary-based study and is a continuous monitor of food and drink consumption in Great Britain. The sample consists of 11,000 individuals in 4,200 households in Great Britain, with each household reporting on all the food and drink consumed by household members over a 2-week period twice a year. The sample is demographically representative of the GB population and is staggered over the year so every day is covered. This report relates to diary data collected across 2005, unless otherwise stated. Consumption of Phytosterols products was identified by brand name and format (spreads or yoghurts).

The second stage of the research was conducted on the RSGB Omnibus survey. The Omnibus study is a syndicated study which interviews a representative sample of adults each week on a number of different subjects. This stage was designed to understand motivators for consumption and awareness and adherence to guidelines.

The Omnibus interviews were conducted face-to-face utilising multimedia CAPI (Computer Assisted Personal Interviewing). A representative sample of 3,906 adults aged 16+ in Great Britain were contacted over two weeks (8 – 19 March) and screened for those consuming phytosterol products.

Throughout the report a reference is made to ‘nutritionally inappropriate’ groups, which include pregnant or breastfeeding women and children under the age of five.

The term ‘Penetration’ refers to the proportion who consume phytosterol products amongst the population, or a particular demographic or consumption sub-group.

Respondents were prompted with a pack shot of three different types of phytosterol products (spreads, yoghurt pots and yoghurt drinks) and were asked questions generally about their consumption of all three product types. It should be noted that some charts examine sole consumers of spreads, yoghurt drinks and yoghurt pots. This was done to better understand the consumption of and attitudes towards different individual product types.

## 2 EXECUTIVE SUMMARY

### 2.1 Key Conclusions

- Over one quarter of respondents (28%) claimed to have consumed any of the phytosterols products in the last 6 months. Fourteen percent claimed to have consumed any of the spreads. Fourteen percent claimed to have consumed any of the yoghurt drinks and 10% claimed to have consumed any of the yoghurt pots.
- Only a minority of consumers of phytosterols products have been diagnosed with high cholesterol (21%), and consumption motivators also include generic health benefits and assumed digestive system advantages, in addition to lowering cholesterol level.
- Consumption guidelines with regard to minimum and maximum amounts and the nutritionally inappropriate groups have not been successfully communicated to the majority of consumers, with low levels of both label readership and knowledge of the guidelines.
- Despite this, the frequency of consumption data, both claimed and actual, suggests that there is very little over consumption, with 97% of consumers consuming twice a day or less. However, there are indications that some consumers may not be consuming enough of the products to gain a real benefit with 71% consuming once a day or less often.
- Consumption among the under 5s is low, with this group accounting for approximately 1% of all phytosterol product consumption occasions. The penetration among this group (in a two-week period) is in the region of 0.5%. That is, we estimate that approximately 1 in 200 under 5s may have some consumption of Phytosterols.
- There is confusion over the distinction between cholesterol lowering yoghurts and yoghurts designed to help maintain a healthy digestive system. This may be due to the similarity of the appearance of the packaging and their proximity/lack of differentiation in store.

## **3 CONSUMPTION OF PHYTOSTEROLS PRODUCTS**

In this section both data from the Family Food Panel and Omnibus are illustrated in the charts. Family Food Panel is a diary-based study where households report on all the food and drink consumed by household members over a 2 week period. The Omnibus data, however, relies upon consumer's recall of claimed consumption of phytosterol products in the last 6 months.

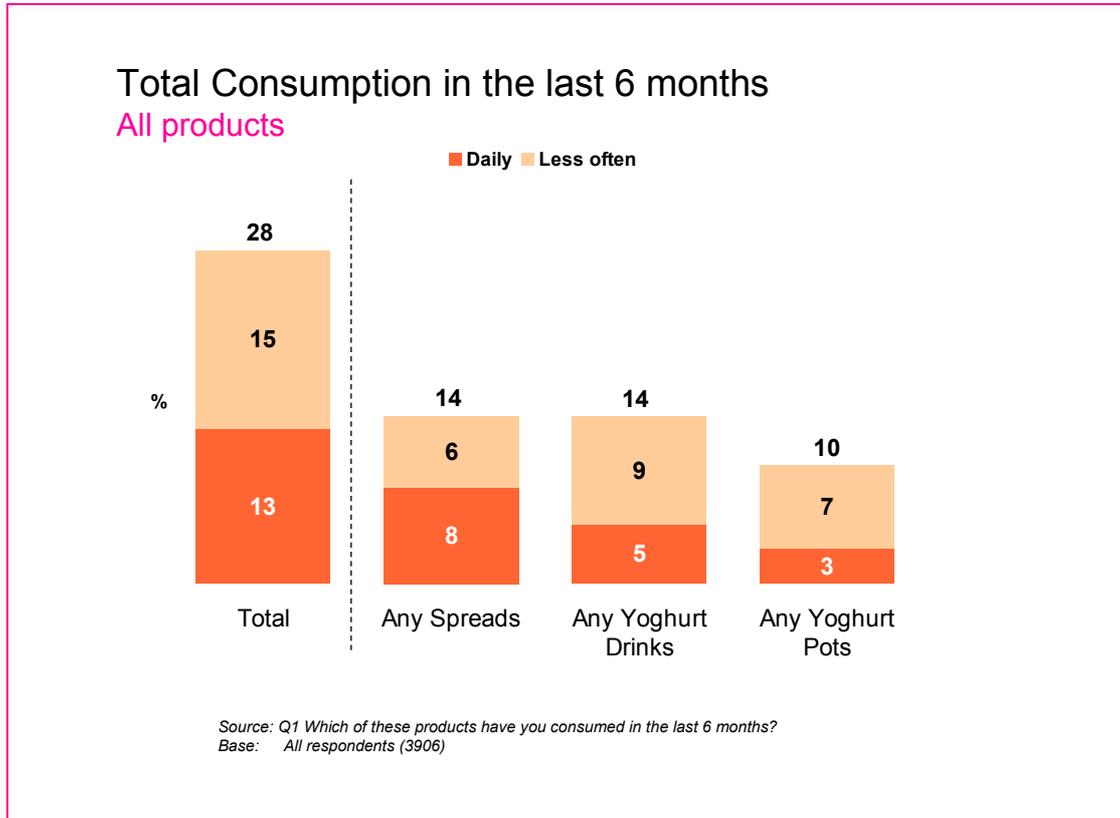
### **3.1 Claimed Consumption**

This section looks at levels of claimed consumption of phytosterols products from the Omnibus survey and thus relies upon consumer recall of their consumption of products over time.

Respondents were shown pack shots of the three types of products (Benecol and Flora Pro.activ spreads; Benecol, Flora Pro.activ and Danacol yoghurt drinks; Benecol and Flora Pro.activ yoghurt pots – these were the leading brands and products in GB at the time of the survey) and asked if they had consumed any of these types of product in the last 6 months. Total consumption in the last 6 months is shown in Chart 1 as well as daily or more frequent consumption for any phytosterols product and the three types of products.

The pack shots shown to respondents are included in appendix 2.

Chart 1

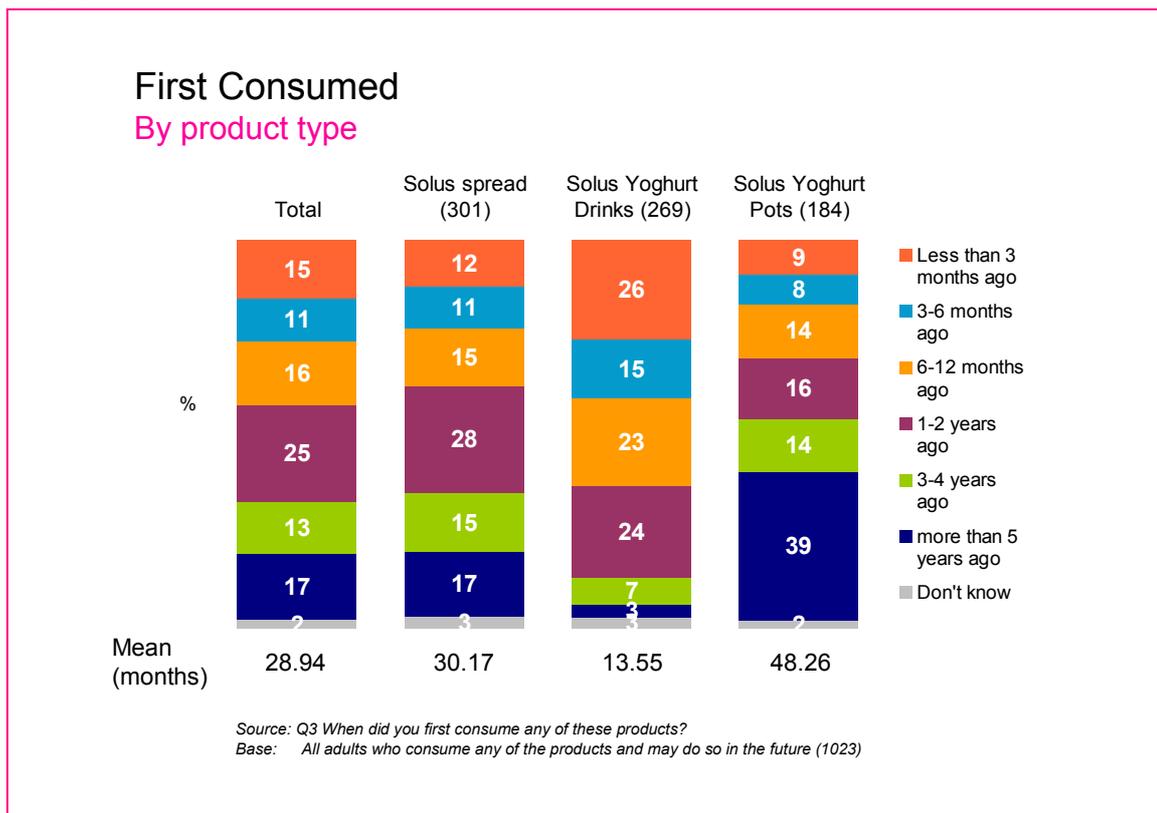


Over one quarter of respondents (28%) claimed to have consumed any of the products in the last 6 months, with 14% claiming to have consumed any of the spreads, 14% any of the yoghurt drinks and 10% penetration for yoghurt pots.

Thirteen percent claimed to consume a product with phytosterols (as defined by the product range presented to respondents) daily or more often. Spreads had the highest daily consumption penetration with 8%, and yoghurt pots the lowest (3%).

Respondents were prompted again with pictures of the products they claimed to have consumed in the last 6 months and might continue to do so in the future and asked when they had *first* consumed them. The results for this question are shown in Chart 2 at a total level and by consumers of only one of the three product types alone (solus). By analysing responses by solus consumers (i.e. only consuming that product type) we can infer that the responses given relate to that product type only.

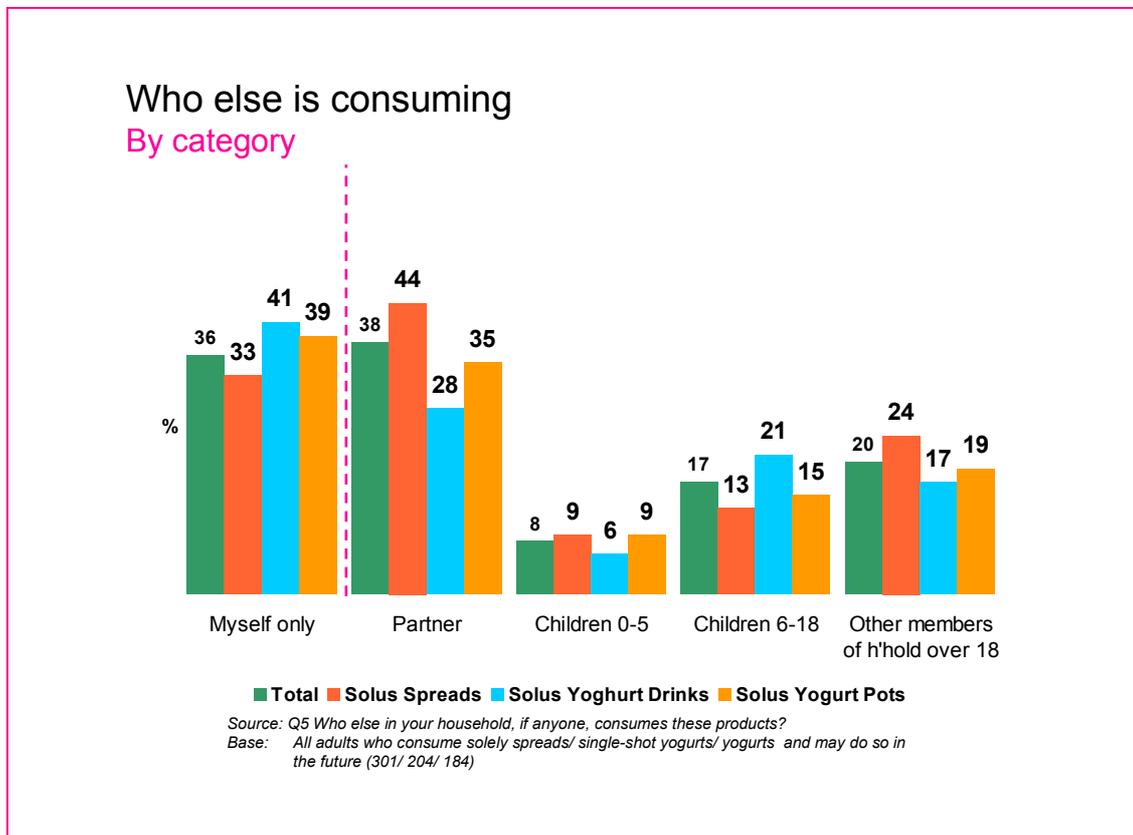
**Chart 2**



For yoghurt drinks, the majority (64%) had first consumed within the last year, reflecting the recency of the introduction of these products. For yoghurt pots, nearly two-fifths (39%) claimed to have first consumed over five years ago. Given that these products had not been present in the UK market at that time, it is possible that respondents may be confusing the phytosterols yoghurts with non-phytosterol products.

Chart 3 shows claimed consumption of the three types of products among other members of household.

**Chart 3**



Consumption among other members of the household is fairly common, especially of spreads, where 44% of respondents claimed their partner consumed them too, and only one third said they were the only ones consuming.

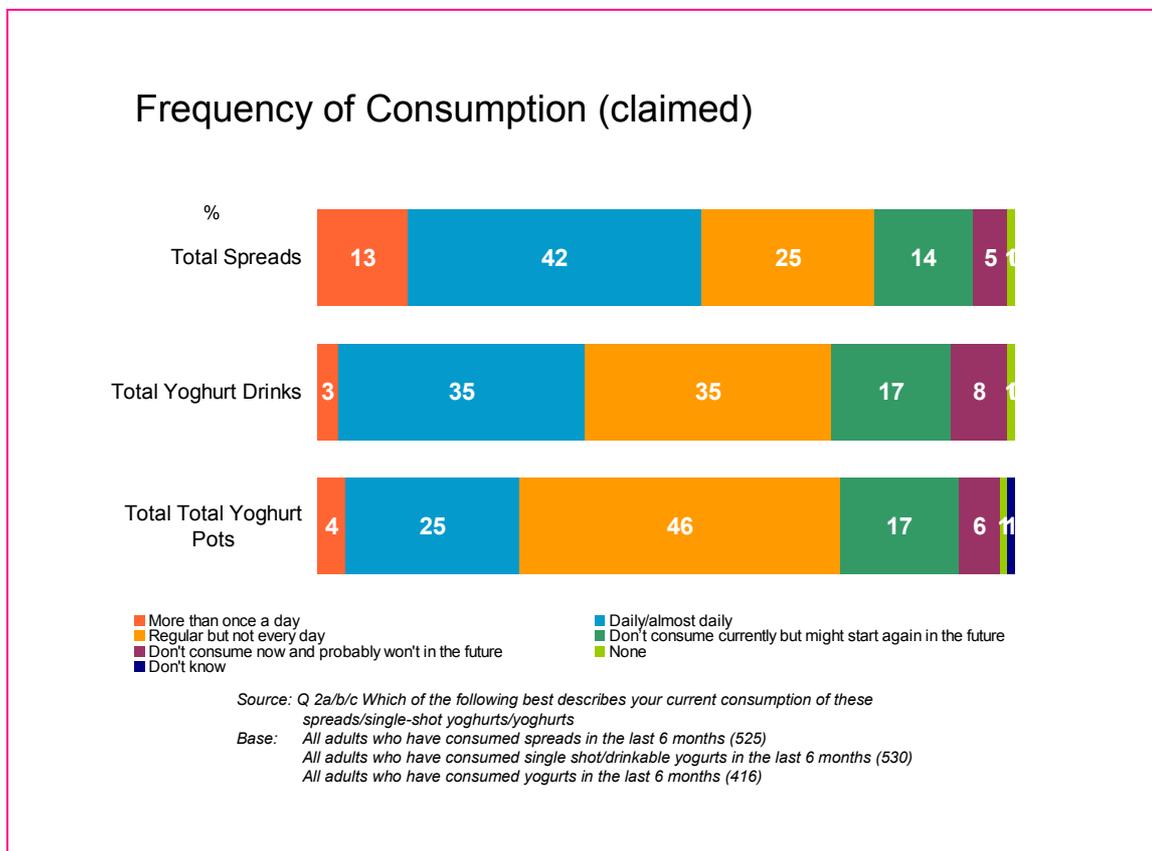
Yoghurt pots and yoghurt drinks were less likely to be consumed by others in the household, relating to the fact that they are 'single serve' products (although often purchased in multi-packs). However, consumption amongst others is still substantial, with children aged 6-18 in particular, likely to consume yoghurt drinks.

Claimed consumption among children was relatively low, with 8% claiming to give any phytosterol products to children aged under 5 years.

## 3.2 Frequency of Consumption

Chart 4 shows claimed frequency of consumption for each product consumed in the last 6 months.

Chart 4

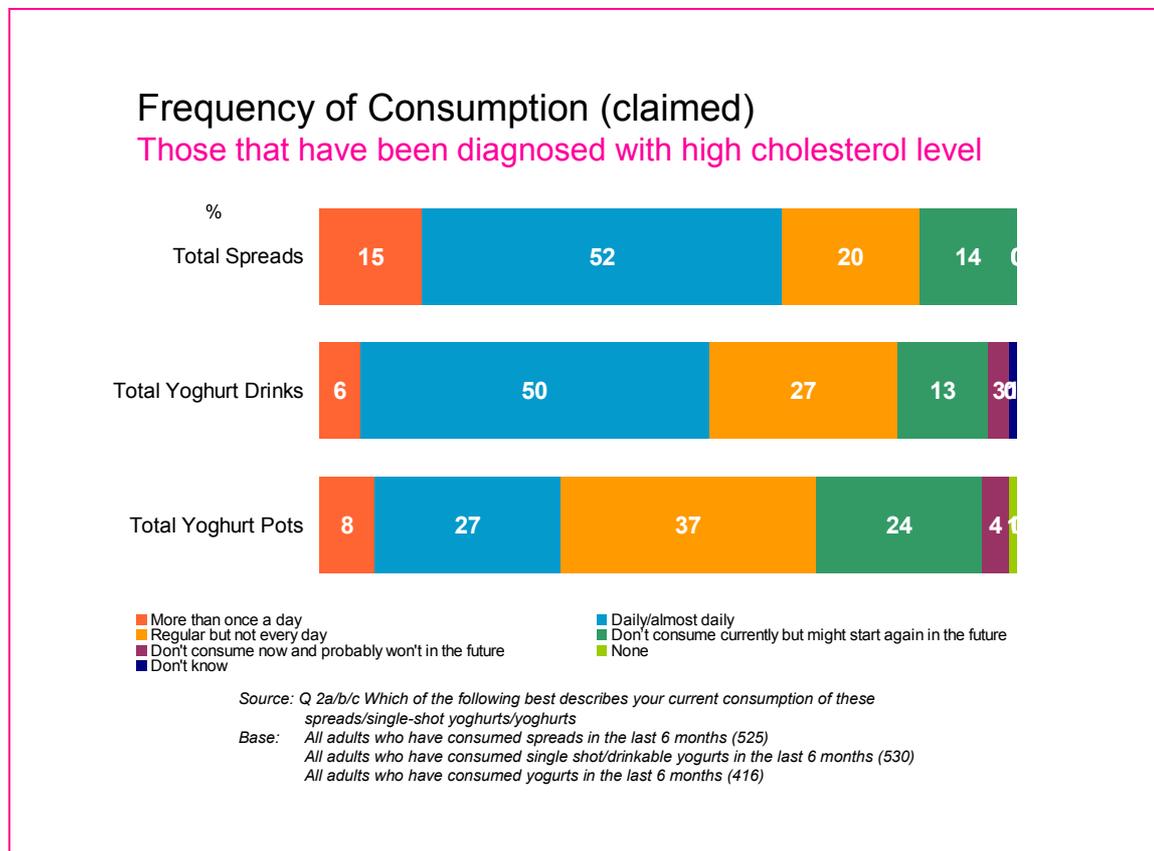


These findings suggest that irregular usage is relatively low, with only 20% of spreads consumers having stopped their consumption in the last 6 months, and a slightly higher proportion for yoghurt pots and yoghurt drinks (25% and 26% respectively). This suggests that sporadic usage of these products is not commonplace.

Respondents claimed to consume spreads most frequently of the product types, with more than half of respondents (55%) claiming to consume them daily/almost daily or more often. A third of consumers claimed to consume yoghurt drinks daily/almost daily and another third claimed to consume them regularly but not every day. Respondents claimed to consume yoghurt pots less frequently than the other products with just under half of them (46%) claiming to consume them regularly but not every day.

Chart 5 shows claimed frequency of consumption for those that have been diagnosed with high cholesterol level.

**Chart 5**



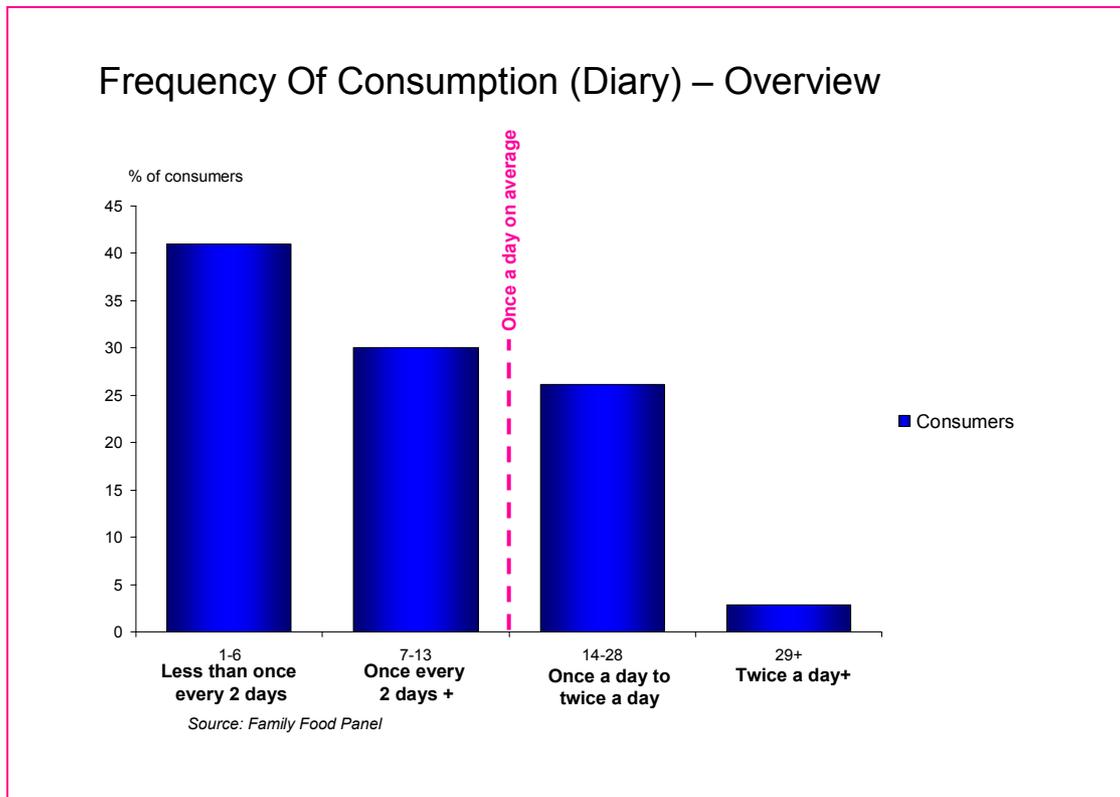
Overall, consumption among respondents that have been diagnosed with a high cholesterol level is more frequent than of the total sample. Two thirds of spreads consumers who are diagnosed with a high cholesterol level claim to consume daily or more frequently (55% for the total sample) and more than half of consumers with high cholesterol (56%) claim they consume yoghurt drinks daily or more often (compared to 38% of the total sample). Just over a third of those diagnosed with high cholesterol (35%) claim they consume yoghurt pots daily or more often which is only slightly higher than for the total sample (29%).

Lapsed consumption among those diagnosed with a high cholesterol level is lower than of the total sample (14% for spreads and 16% for yoghurt drinks) with the exception being lapsed consumption of yoghurt pots which is slightly higher (28%) than of the total sample (23%).

Charts in the remainder of this section refer to the Family Food Panel data. Data from the Family Food Panel shows frequency of consumption of phytosterol spreads and yoghurts (including both categories) in greater detail. Chart 6 shows the proportion of consumers in each frequency group and also the proportion of total consumption occasions that they account for.

It should be noted that these figures relate to the average consumption frequency (e.g. 'Once a day to twice a day' refers to 14-28 occasions in a 2-week period).

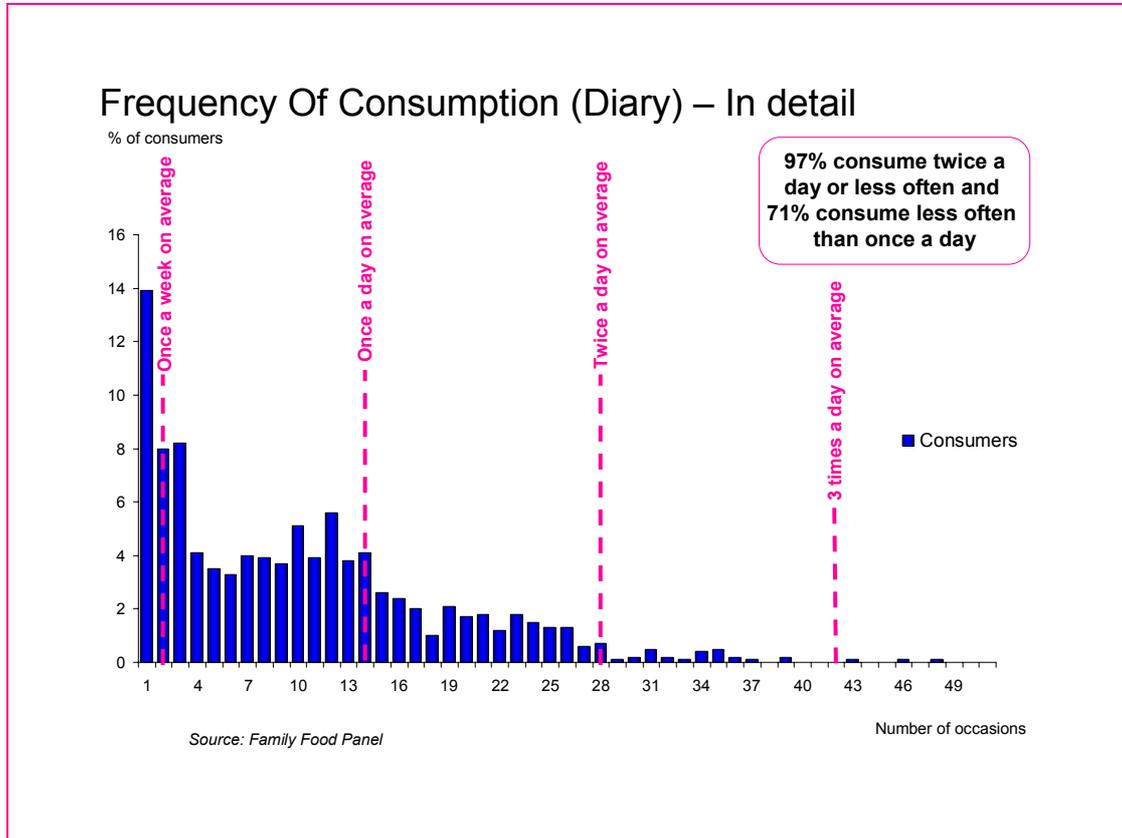
**Chart 6**



The frequency of consumption data suggests that there is very little over consumption, with 97% of consumers consuming twice a day or less. However, there are indications that some consumers may not be consuming enough of the products to gain a real benefit with 71% consuming once a day or less often.

Chart 7 shows in more detail the frequency of consumption in a two week period from the Family Food Panel data.

**Chart 7**

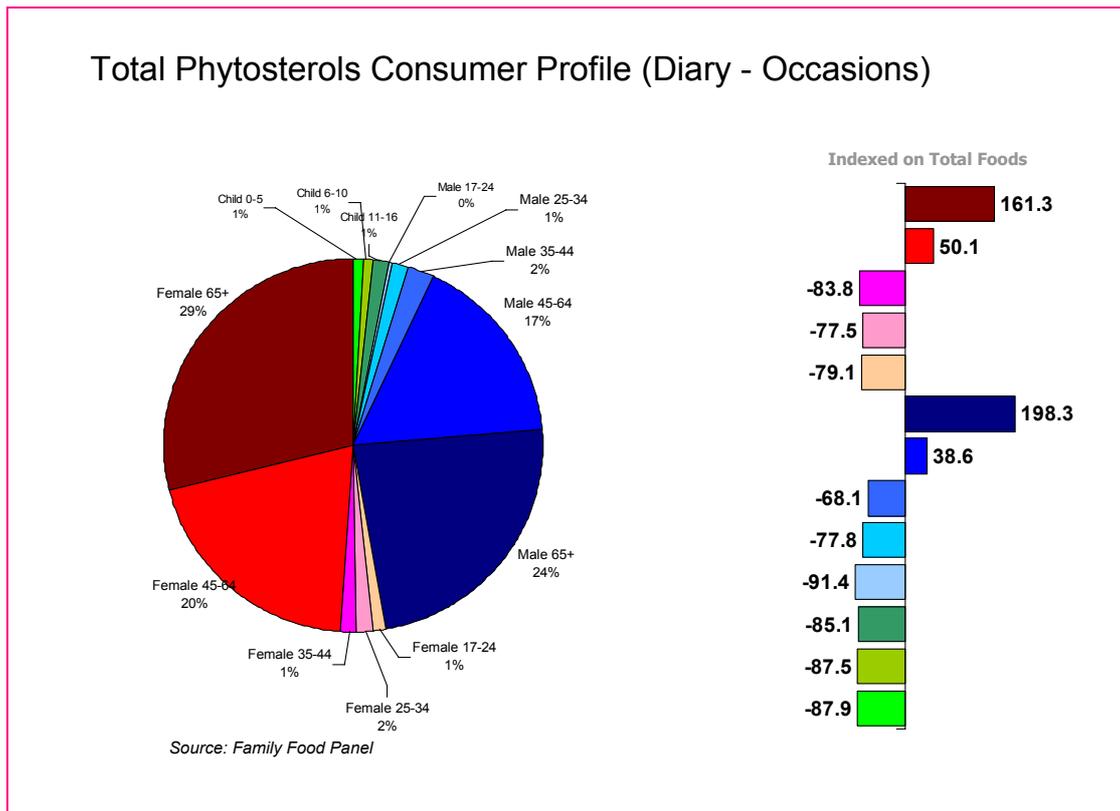


The diary data from Family Food Panel indicate that a large proportion of consumers consume phytosterols spreads or yoghurts quite infrequently with 22% consuming them once a week or less often (14% consuming once over a two week period and 8% twice). Most consumption is within the maximum amount one should eat each day with 97% consuming twice a day or less often. Among those who consume more frequently than twice a day the majority (2.5% within the 3%) are consuming no more than 3 times a day.

### 3.3 Profile of Consumers

The profile of consumers of phytosterols spreads and yoghurts from the diary data is shown in Chart 8. The profile is based on the proportion of all phytosterols consumption occasions accounted for by each demographic group.

Chart 8



The majority of consumption is skewed towards those aged 45 years and over (90%) with half of consumption (49%) being among females aged 45 and older and 41% among males aged 45 and over. The under 5s account for 1% of all phytosterols consumption occasions.

The indexed figures represent the relative consumption of phytosterols products accounted for by each demographic group versus the total food consumption that they comprise. The higher the index score the greater the bias towards consumption of Phytosterols among that group.

The penetration of consumption among those aged under 5 years was approximately 0.5% (in any two-week period). The vast majority (approximately 80%) of these consumers appear to be consuming infrequently (once every two days or less often).

Chart 9 shows the social grade and household composition profile of consumption.

**Chart 9**

**Total Phytosterols Consumer Profile**

	Total Foods	Total Phytosterol products
	%	%
<b>Social Grade</b>		
AB	15	19
C1	24	28
C2	33	25
DE	24	27
<b>Children in household</b>		
Yes	43	10
No	57	90
<b>Number of people in household</b>		
1	13	22
2	33	57
3	20	13
4	23	6
5+	11	3

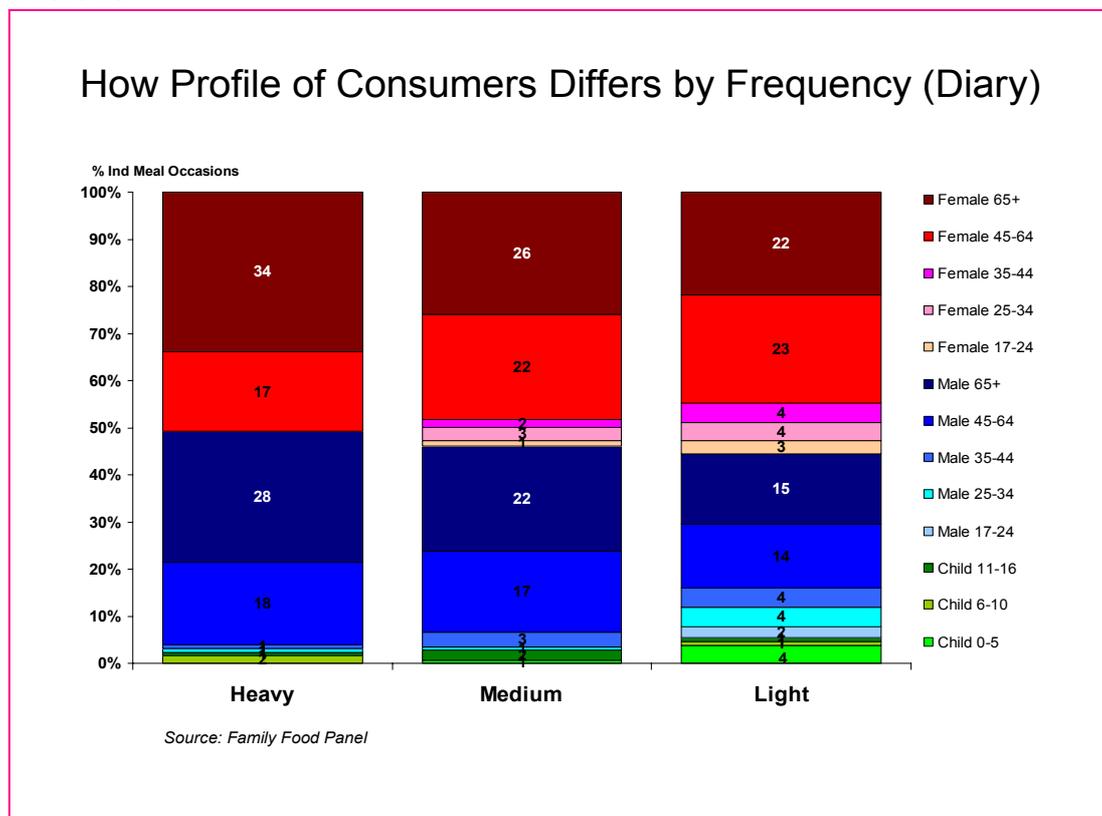
*Source: Family Food Panel*

Note: Please refer to appendix 3 for definitions of the Social Grade categories.

The profile of consumption is skewed towards higher social grades, smaller households, and those without children. Almost half (47%) of phytosterol consumers are in social grades ABC1 compared to 39% for all food products. The majority live in 1-2 person households (79%), which is driven by the older age profile of consumers. Smaller households and an older age profile further mean that consumers are less likely to have children in households (90% without children in households).

Frequency of consumption among the gender and age profiles is shown in Chart 10 divided into light (1-8 times per 2 weeks), medium (9-16 times per two weeks) and heavy (17+ times per 2 weeks) consumption.

**Chart 10**



Almost all heavy consumers of phytosterol products are aged 45 and older (97%), with half of them (51%) being females aged 45 years and older and half (46%) males aged 45 years and older. Furthermore, the data suggest that the nutritionally inappropriate groups are not among the heavy consumers, with no heavy consumption among children under 5 years old and women aged 17 – 44 years old (typical age for pregnant or breastfeeding women).

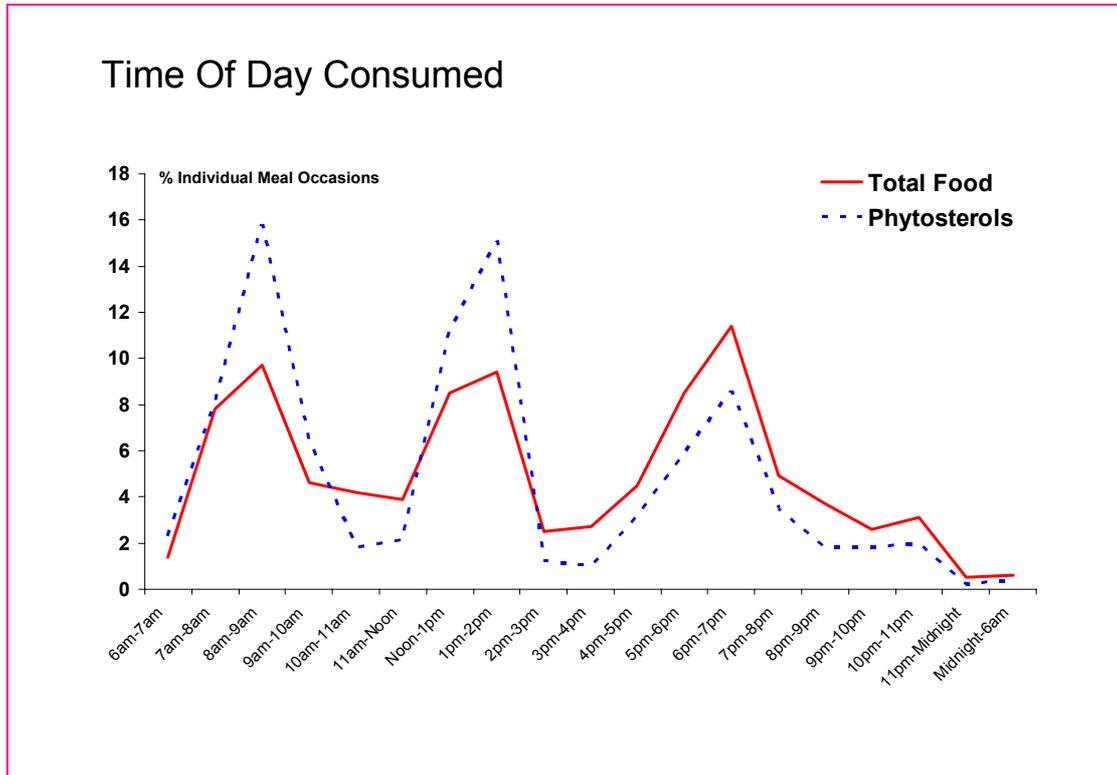
The profile of medium consumers is fairly similar to the one for heavy consumers; most consumption is amongst females (48%) and males (39%) aged 45 and over. However, there is some consumption among the other age groups; 5% among females 25-44 years old, 4% among males 25-44 year old and 1% among children under 5 years old.

The profile of light consumers is more spread across the age groups, with 4% of consumption being amongst children under 5 years old. However, the main consumption is still amongst females aged 45 years and older (45%) and males 45 years and older (29%).

### 3.4 When Consumed

Chart 11 illustrates when phytosterols products are consumed during the day compared with total food products.

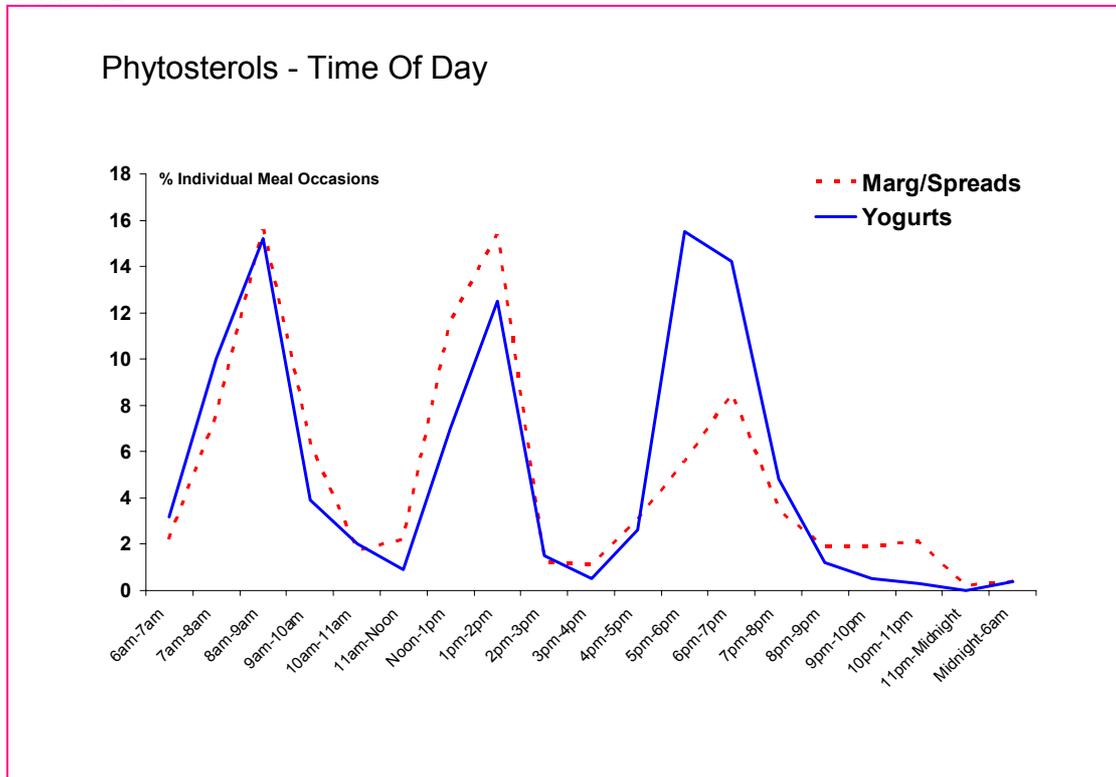
Chart 11



The data indicate that breakfast and lunchtime are the key periods during the day when phytosterol products are consumed, while evenings are less popular for consumption.

Chart 12 compares when phytosterol spreads and yoghurts are consumed during the day. The key difference is that yoghurts are more likely to be consumed in the evening compared with spreads.

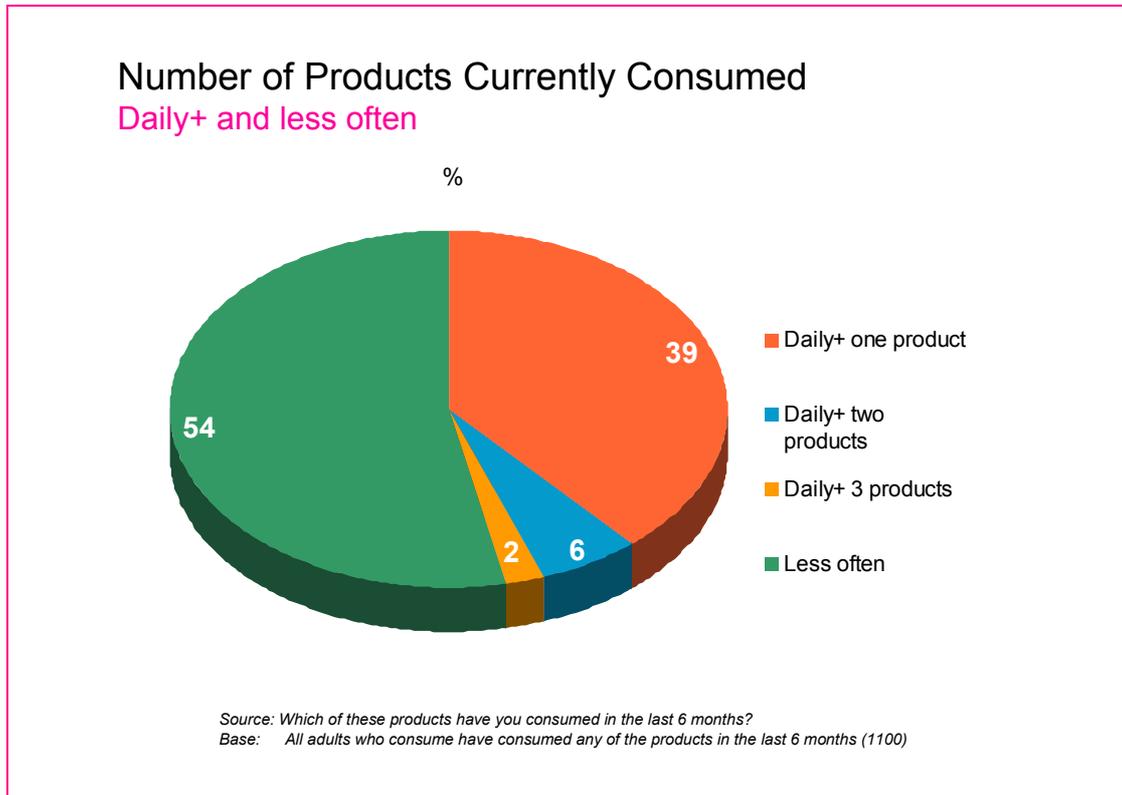
**Chart 12**



### 3.5 Multi Category Consumption

Chart 13 illustrates the proportion of respondents who consume one or more products on a daily basis.

Chart 13



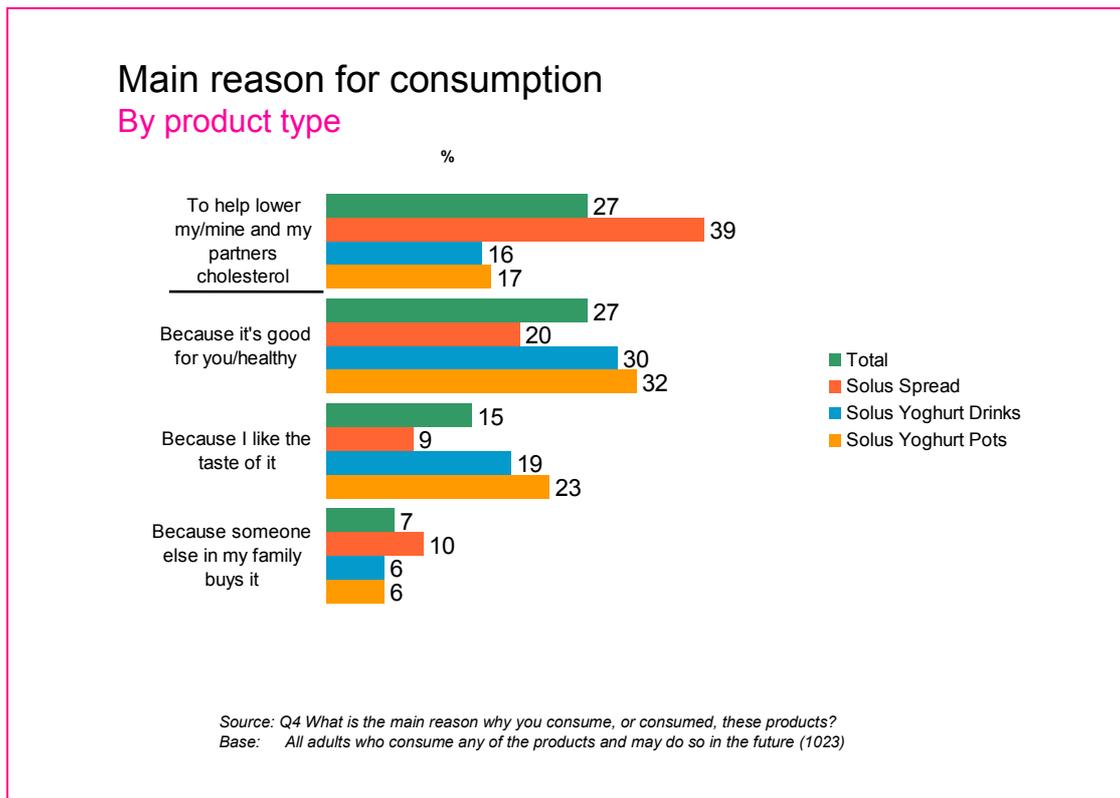
Most of the daily or more frequent consumption of the phytosterols products is of one product only (39%) with 6% consuming two products daily and 2% claiming to consume all three product types daily or more frequently. More than half of consumption of any of the products is, however, consumed less frequently than daily (54%). These findings, in conjunction with the Family Food Panel consumption frequency data, suggest that over-consumption is at a low level.

## 4 CONSUMPTION MOTIVATORS

### 4.1 Main Reason for Consumption

Respondents were asked what the main reason was for their consumption of any of the products. The results are shown in Chart 14 comparing motivators to consume each of the three different types of products.

Chart 14



The two most common reasons for consumption among the total sample were 'To help lower my/mine and my partner's cholesterol' (27%) and 'Because it's good for you/healthy' (27%). Fifteen percent claimed the main motivator for consumption was 'Because I like the taste of it' and 7% claimed 'Because someone else in my family buys it' was the main reason.

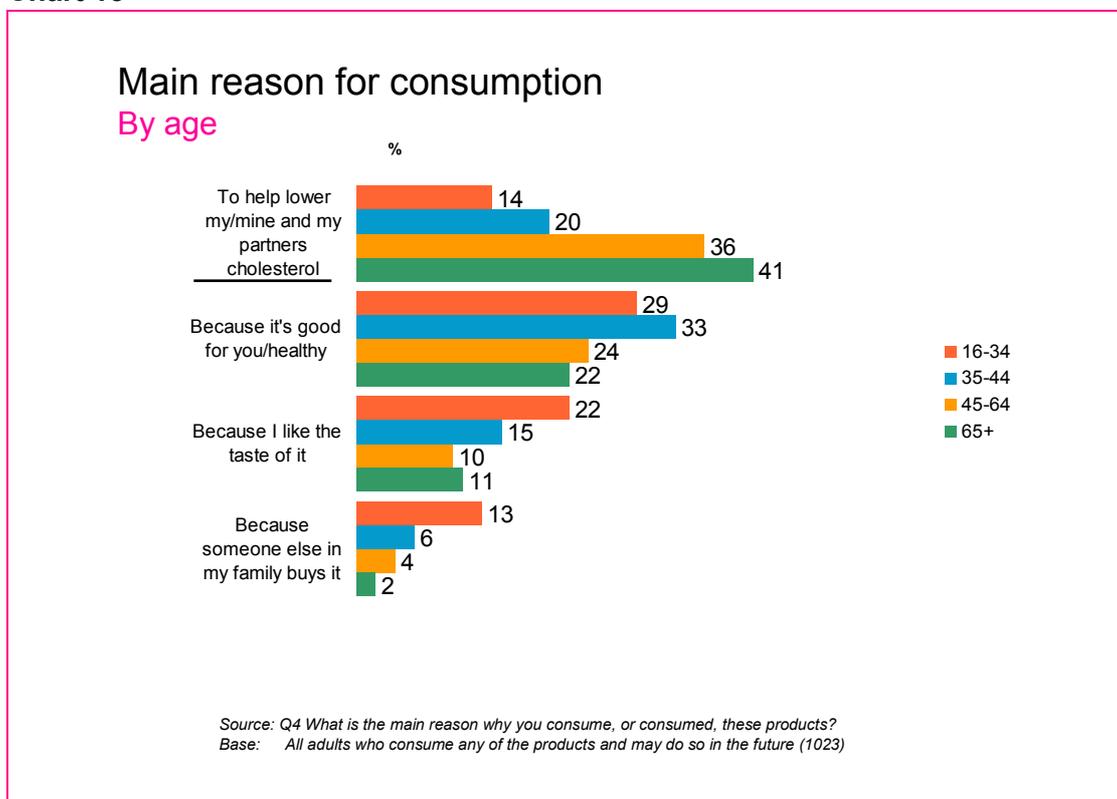
The main reason for consumption for spreads was 'To help lower my/partner's cholesterol level' (39%) which was markedly higher than for the other two phytosterol products. It is worth noting that respondents were referring to lowering their own cholesterol level even though they sometimes mentioned lowering their partner's cholesterol as well.

Consumers of yoghurt drinks or yoghurt pots were much more likely to claim that the main reason for consumption was ‘Because it’s good for you/healthy’ (30% and 32% respectively) or ‘Because I like the taste of it’ (19% and 23% respectively). As noted on page 8, this finding suggests that there could be some confusion with non-phytosterol products in this category.

‘Because someone else in my family buys it’ was more often mentioned for spreads (10%), which is in line with claimed consumption amongst other household members (see section 3.1).

Reason for consumption differs by age as can be seen in Chart 15 below.

**Chart 15**



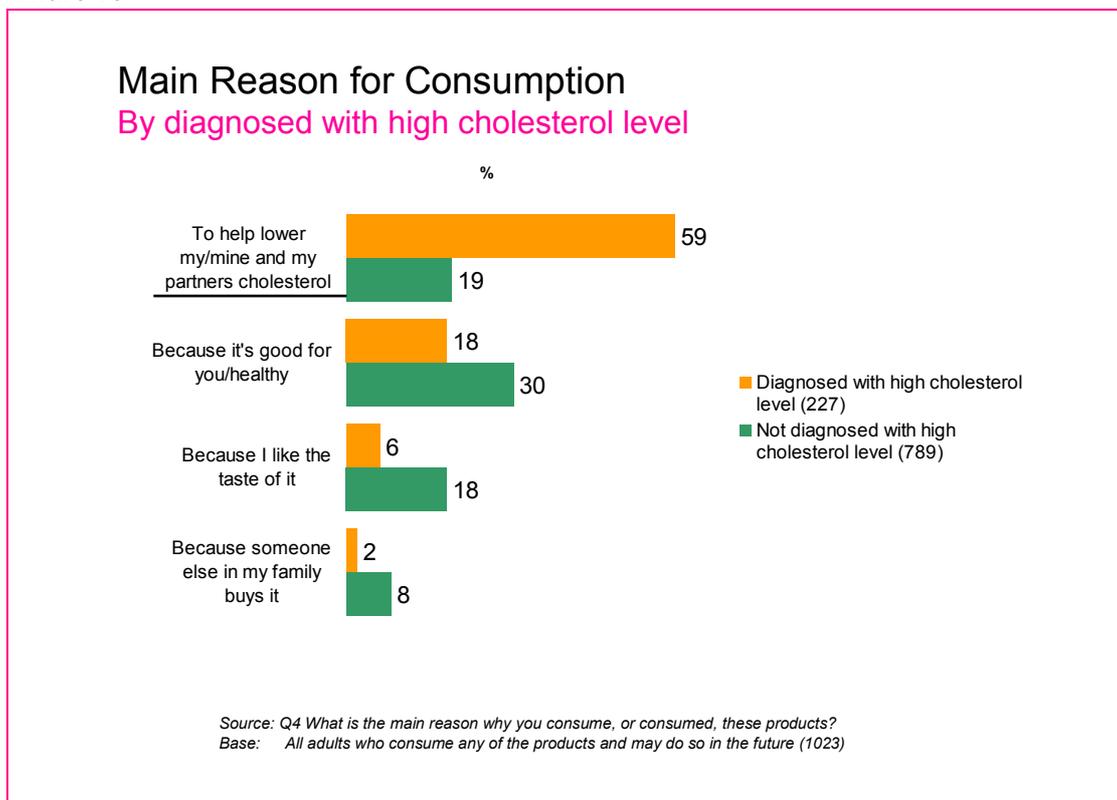
The likelihood of stating ‘To help lower my/mine and my partner’s cholesterol level’ increases by age with 41% of those aged 65 or older claiming that is the main reason for their consumption whereas that is a main motivator for only 14% of those aged 16-34 years old.

The main motivator for consumption among the younger age groups are generic health benefits - 'Because it's good for you/healthy' (29% among 16-24years old and 33% among 35-44 years old).

'Because I like the taste of it' and 'Because someone else in my family buys it' are also more likely to be main reasons for consumption among the younger age groups (22% and 13% among 16-34 years old), and decrease with age.

Respondents were asked if they had been diagnosed with a high cholesterol level (shown overleaf in Chart 17). Chart 16 illustrates the main motivator for consumption comparing those that have been diagnosed with high cholesterol level and those that haven't.

**Chart 16**



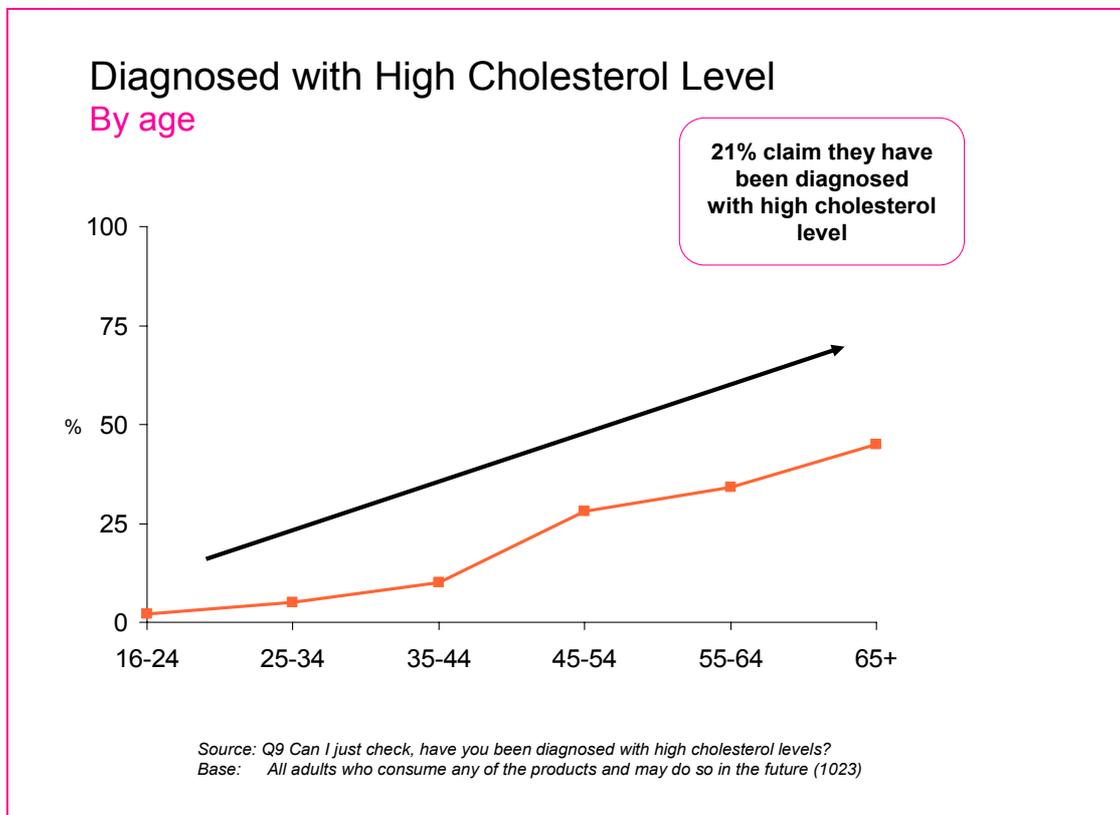
Unsurprisingly, those that have been diagnosed with a high cholesterol level are much more likely to claim that the main reason for consumption is 'To help lower my/partner's cholesterol level' (59%) than those that haven't (19%).

Those that haven't been diagnosed with a high cholesterol level are more likely to claim that the main reason for consumption is 'Because it's good for you/healthy' (30%) or 'Because they like the taste of it (19%) than those that have been diagnosed with high cholesterol level (18% and 6% respectively).

## 4.2 High Cholesterol Diagnosis

The relationship between age and high cholesterol diagnosis among consumers is illustrated in Chart 17.

Chart 17



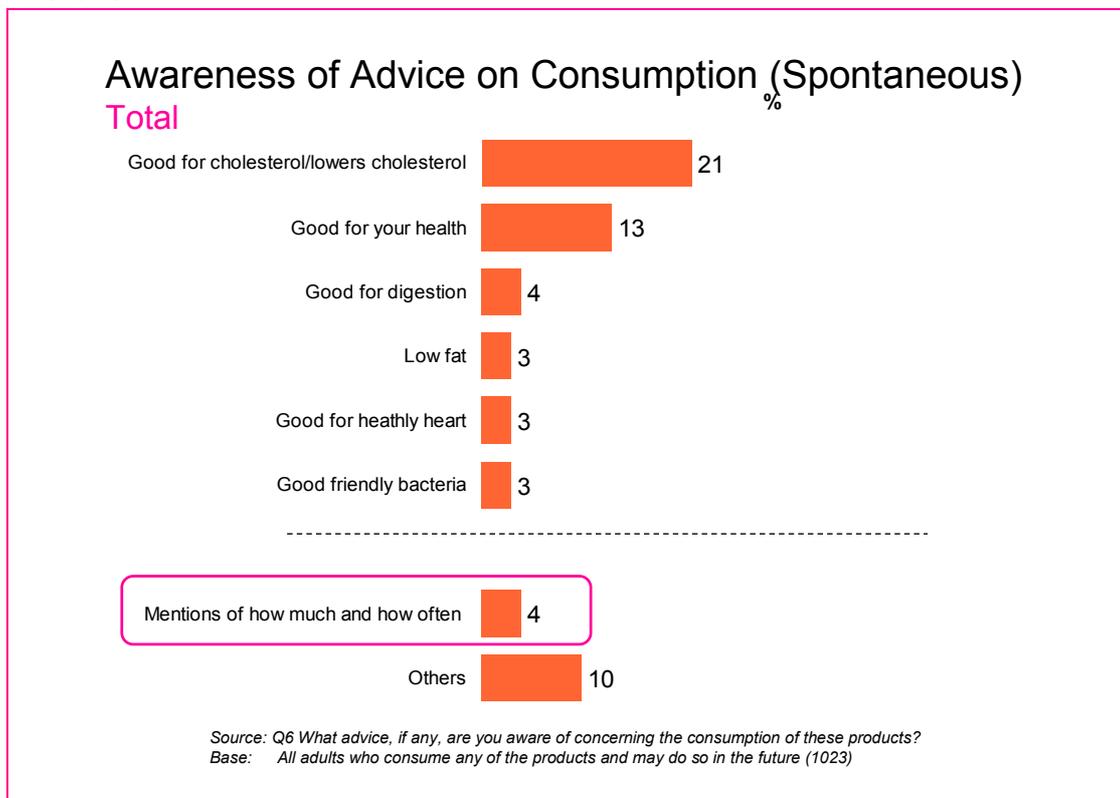
The likelihood of being diagnosed with a high cholesterol level increases with age, with little diagnosis for those under 45 years. Forty five percent of respondents aged 65 years and over claim they have been diagnosed with a high cholesterol level and the biggest increase in diagnoses is between the age groups 35-44 years old (10%) and 45 – 54 years old (28%).

## 5 AWARENESS OF GUIDELINES AND COMPREHENSION OF LABELLING

### 5.1 Awareness Of Advice

In order to understand the awareness of advice on consumption of phytosterol products, respondents were asked if they were aware of any advice concerning consumption of the three product types (Chart 18).

Chart 18

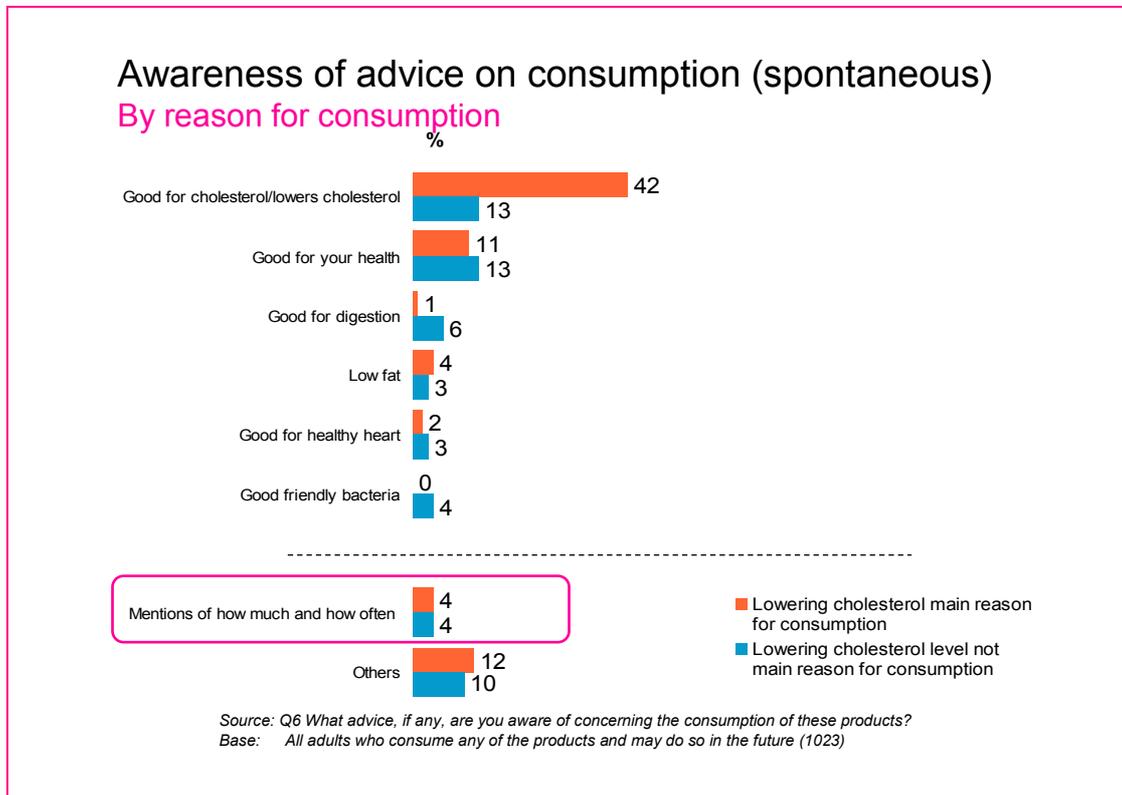


Without prompting, one fifth of respondents were aware of advice that these products are 'Good for cholesterol/lowers cholesterol' (21%) and 13% claimed they are aware that it is 'Good for your health'. There were some mentions of 'Good for digestion' (4%), 'Low fat' (3%), 'Good for healthy heart' (3%) and 'Good friendly bacteria' (3%) which suggest that there might be some confusion between phytosterols products aimed at lowering cholesterol level and other products aimed at maintaining healthy digestion or a healthy heart.

Four percent of respondents were aware of anything related to how much and how often one should consume these products.

Chart 19 shows awareness of advice on consumption by those that claimed the main reason for consumption was to lower their cholesterol level and those that did not mention lowering cholesterol as their main motivator for consumption.

**Chart 19**



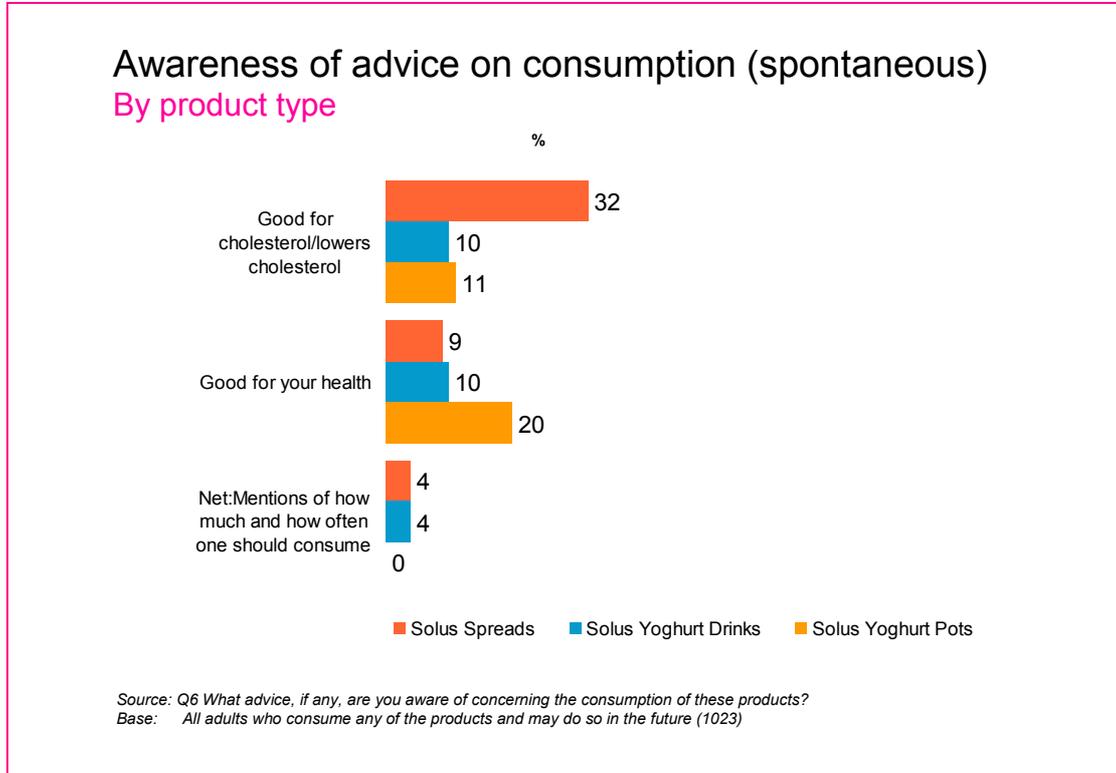
Those that claim the main reason for their consumption is to lower their cholesterol level were more likely (42%) to be spontaneously aware of the advice that it is ‘Good for cholesterol/lowers cholesterol level’ than those not mentioning it as the main reason for consumption (13%). They were equally likely to claim they were aware that it’s ‘Good for your health’ (11% among those mentioning lowering cholesterol as a main reason for consumption and 13% among those not mentioning it).

Those not motivated to consume these products to lower cholesterol level were more likely to claim they were aware of advice that it’s ‘Good for digestion’ (6%) whereas none of those who claimed the main reason for consumption was to lower cholesterol level mentioned this. These data suggest that those who consume these products to lower cholesterol level might be less likely to confuse them with other similar products on the market.

There was low awareness among both groups of advice on ‘Mentions of how much and how often’ these products should be consumed (4%).

Awareness of advice by consumption of each of the three different types of products is illustrated in Chart 20.

**Chart 20**



Those consuming spreads were much more likely to be aware of advice that the products are ‘Good for cholesterol/lowers cholesterol’ (32%) than consumers of yoghurt drinks (10%) and yoghurt pots (11%). Consumers of yoghurt pots were most likely to claim they were aware of the advice that it’s ‘Good for your health’ (20%) compared to consumers of the other two products (9% for spreads and 10% for yoghurt drinks).

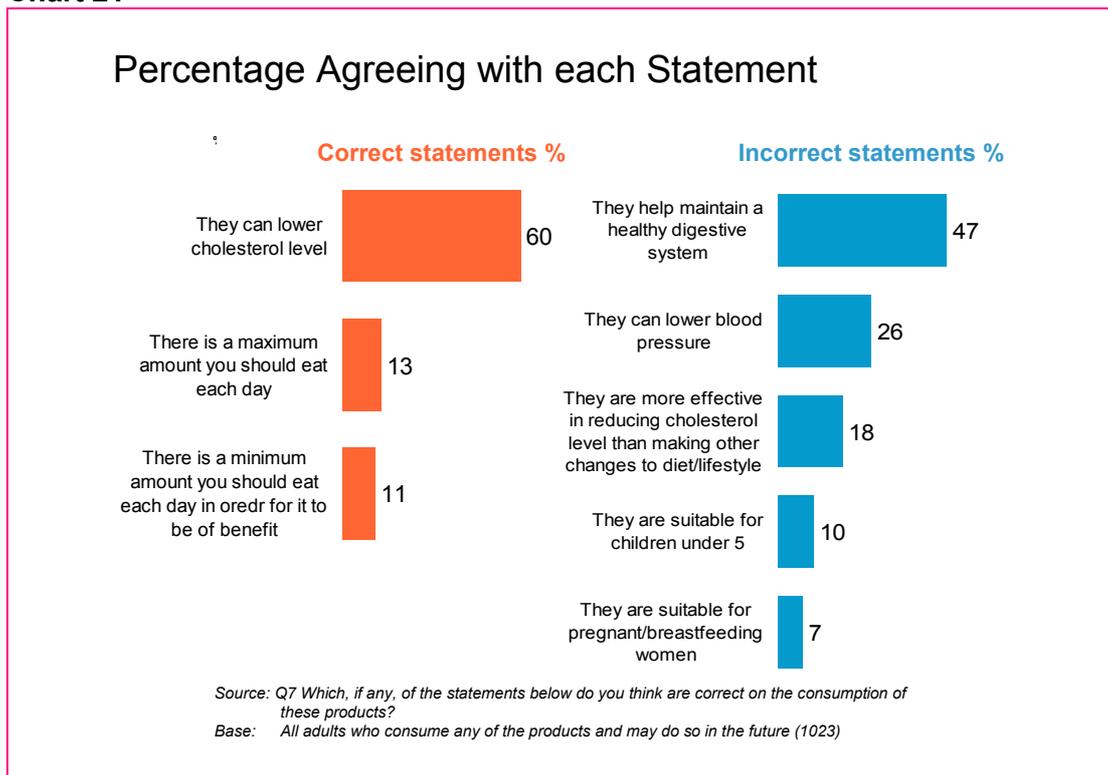
There is less confusion among consumers of spreads in terms of whether they are cholesterol lowering or aimed at maintaining a healthy digestive system. Most likely this is because there are no spreads on the market at this time that include healthy bacteria or are aimed at maintaining a healthy digestive system.

Awareness of any advice on ‘Mentions of how much and how often’ was low among consumers of all types of products.

## 5.2 Consumer Knowledge

In order to understand respondents' knowledge on consumption of phytosterols products, they were prompted with a list of three correct statements and five incorrect and asked which they thought were correct regarding consumption of the three types of products (Chart 21).

**Chart 21**



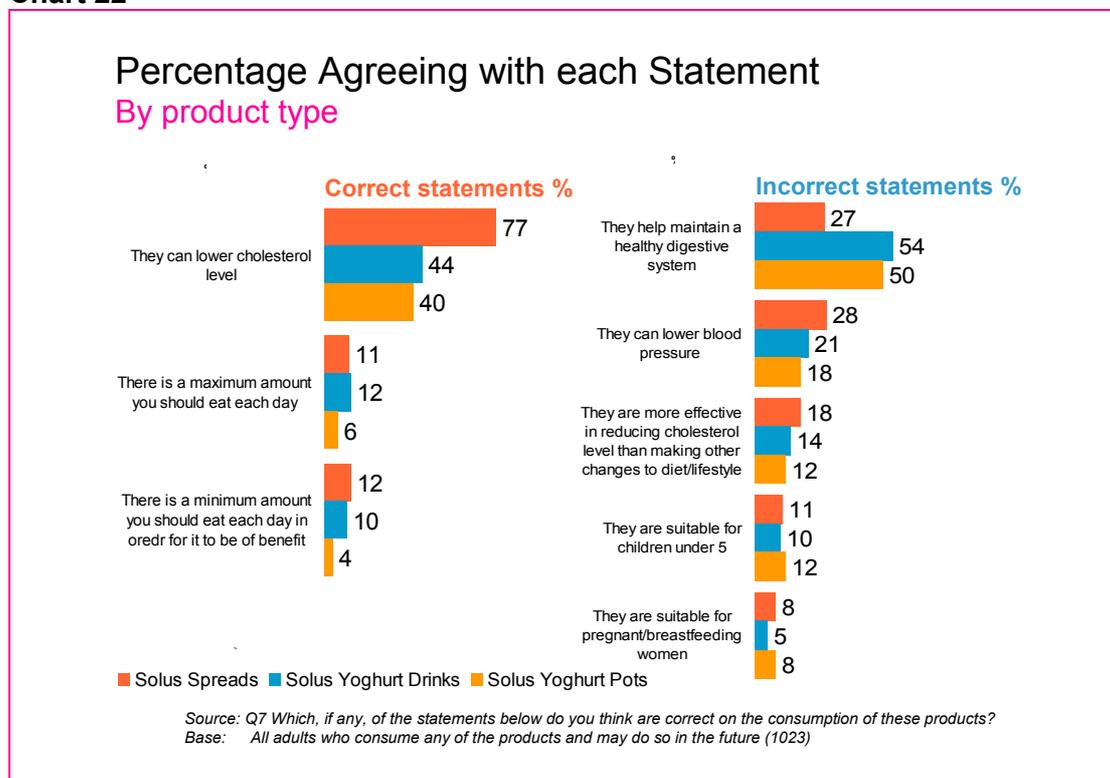
While the majority (60%) correctly agreed that 'They can lower cholesterol level', only a very small proportion were aware that there are maximum (13%) and minimum (11%) guidelines.

Nearly half (47%) believed 'They help maintain a healthy digestive system', a quarter (26%) thought that the statement 'They can lower blood pressure' was correct, and almost a fifth (18%) thought the statement 'They are more effective in reducing cholesterol level than making other changes to diet/lifestyle' was correct.

One in ten also thought that the products were suitable for children under 5 years old, and 7% that they were suitable for pregnant/breastfeeding women.

Chart 22 looks in more detail at correct awareness on consumption to understand if there is any difference in knowledge in relation to the three types of products.

**Chart 22**

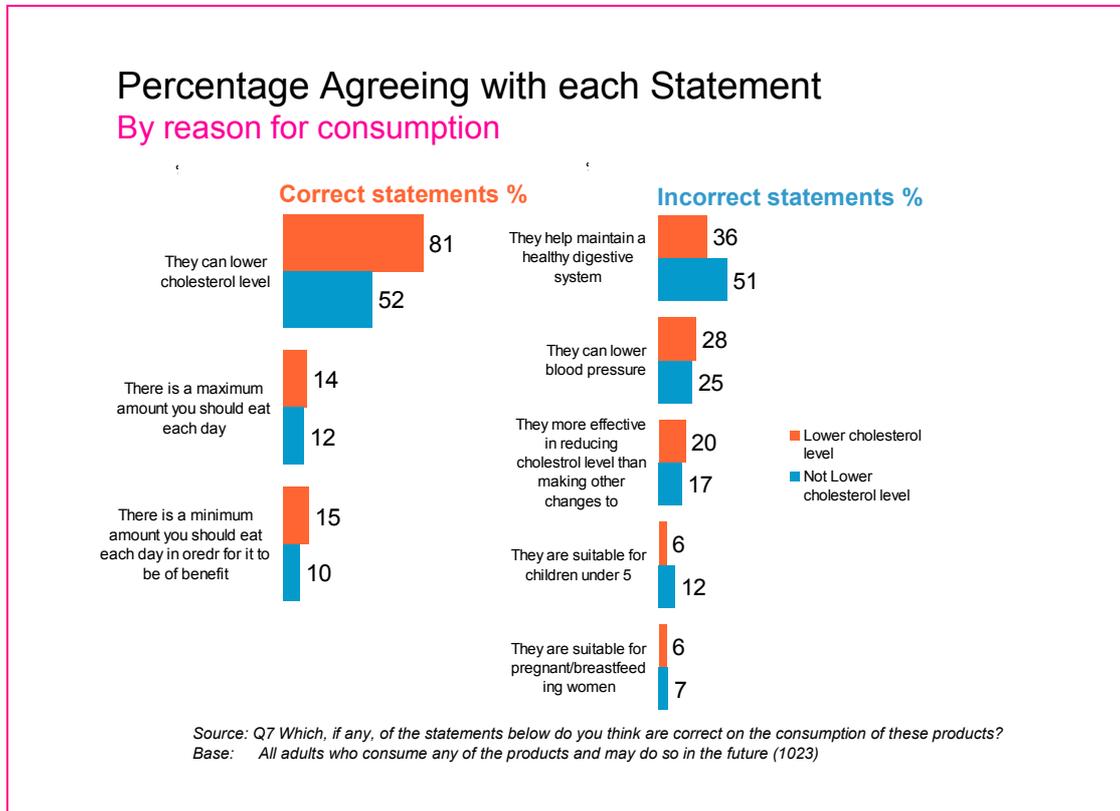


The statement ‘They can lower cholesterol level’ was more likely to be recognised as a correct statement by spreads users (77%) compared to users of yoghurt drinks (44%) and yoghurt pots (40%). Consumers of spreads were also more likely to believe that they can lower blood pressure (28%) and that they are more effective in reducing cholesterol level than making other changes to diet or lifestyle (18%).

Those consuming yoghurt drinks or yoghurt pots were more likely to believe that ‘They maintain a healthy digestive system’ (54% and 50% respectively). This again suggests that there is confusion among consumers of yoghurt drinks and yoghurt pots in terms of whether they lower cholesterol level or maintain a healthy digestive system. Phytosterol yoghurt pot consumers were less likely to believe that there were minimum and maximum amounts that should be consumed, compared to the other product types.

Chart 23 shows the correct awareness on consumption comparing those motivated to consume the products to lower cholesterol level and those who did not mention it as their main reason for consumption.

**Chart 23**



Those mentioning 'To lower cholesterol level' as the main reason for consuming the products were more likely (81%) to correctly believe the statement 'They can lower cholesterol level', and less likely to believe (incorrectly) that 'They help maintain a healthy digestive system' (36%), compared with those not mentioning it (52% and 51% respectively).

However, this still indicates a degree of confusion over product benefits, even among those specifically choosing these products for their cholesterol lowering properties.

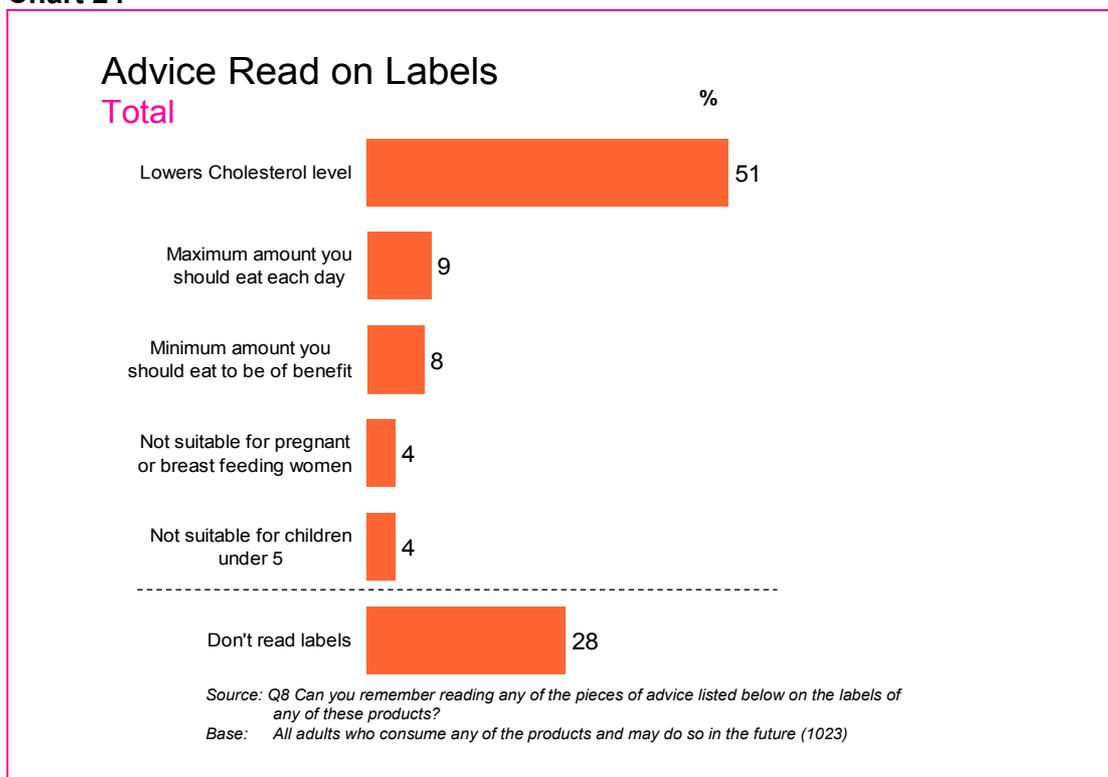
The group claiming that the main reason for consumption was to lower cholesterol level were also slightly more likely to correctly be aware that 'There is a minimum amount you should eat each day to be of benefit' (15%) compared with those not claiming this as the main reason for consumption (10%).

## 5.3 Label Readership

To understand whether labels of phytosterols products are being read and remembered, respondents were prompted with the consumption guidelines and asked if they had read them on the label of the products. The results for this question are shown in Chart 24.

An example product label is shown in Appendix 4.

Chart 24



Half of respondents could remember seeing 'Lowers cholesterol level' on the labels of the products. Around one in ten could remember seeing 'Maximum amount you should eat each day' (9%) and 'Minimum amount you should eat each day to be of benefit' (8%) on the labels of the products. Four percent of respondents could remember seeing they were not suitable for the nutritionally inappropriate groups on the labels. Just over a quarter of respondents claim they never read labels (28%).

Chart 25 illustrates which advice respondents remembered reading on the labels by product type, and among two key subgroups - those claiming that the main reason for their consumption was to lower cholesterol level and those with children in the household.

**Chart 25**

**Advice Read on Labels**

	Total	Solus spreads	Solus yoghurt drinks	Solus yoghurt pots	Lower cholesterol level main reason for consumption	Households with children under 5
	%	%	%	%	%	%
Maximum amount you should eat each day	9	7	10	3	8	7
Minimum amount you should eat each day to be of benefit	8	8	7	3	12	10
Not suitable for pregnant or breastfeeding women	4	3	4	1	5	3
Not suitable for children under 5 years old	4	2	5	3	4	5
Lowers cholesterol level	51	63	40	35	72	48
Net: Read any advice	59	67	51	41	77	56
Never read labels	28	25	33	39	15	27
Don't know	14	8	17	20	8	17

 = significantly higher at 95% level from a corresponding sub-group

Source: Q8 Can you remember reading any of the pieces of advice listed below on the labels of any of these products?  
 Base: All adults who consume any of the products and may do so in the future (1023)

Consumers of spreads are more likely to have read on the label that they ‘Lower cholesterol level’ (63%) compared to consumers of yoghurt drinks (40%) and yoghurt pots (35%), but otherwise there is little difference between products.

Those motivated to consume the products to lower cholesterol level were, however, most likely to have read on the label of the products that they ‘Lower cholesterol level’ (72%) and there is a ‘Minimum amount you should eat each day to be of benefit’ (12%). They were also least likely to claim they never read labels (15%).

Those with children under 5 were no more likely than others to have noticed that the products are labelled as not suitable for these children.

# **APPENDIX 1**

## **Omnibus Questionnaire**

**Food Standards Agency - Consumer Research into Consumption of  
Phytosterols  
Quantitative Research Questionnaire  
February 2006 – Final**

We're interested in talking to people about consumption of spreads and yoghurts.

Firstly, we'd like to ask you about consumption of some specific products of spreads and yoghurts

SHOW SCREEN – MULTICHOICE

Q1 Which of these products have you consumed in the last 6 months?  
Please look carefully at the different types of products.

01: Any of these spreads (Insert picture of Benecol/Flora Pro.activ/Danacol spreads)

02: Any of these single shot or drinkable yogurts (Insert picture of Benecol/Flora Pro.activ/Danacol)

03: Any of these yogurts (Insert picture of Benecol/Flora Pro.activ/Danacol)

None

DK

(Route: If code 1 – 3 at Q1 go to Q2 others close)

---

SHOW SCREEN – SINGLE CODE

Q2 Which of these best describes your current consumption of these <insert answer from Q1>?

01: More than once a day

02: Daily/Almost every day

03: Regularly, but less frequently than once a day

04: Don't consume currently but might start again in the future

05: Don't consume any more and probably won't in the future

None

DK

(Route: If code 1-4 of any product at Q2 go to Q3, others close)

NOTE: IF MULTIPLE ANSWERS AT Q1 ASK Q2 FOR EACH PRODUCT

---

Route: if only one group of products selected at Q1

I'm now going to ask you some more questions about your consumption of these  
<insert answer from Q1>

SCRIPTER: SHOW PICTURE OF RELEVANT GROUP OF PRODUCTS; I.E.  
SPREADS, SINGLE SHOT YOGURTS AND YOGURTS.

---

Route: if more than one group of products selected at Q1

I'm now going to ask you some more questions about your consumption of these  
types of products <insert all answers selected at Q1>

SCRIPTER: SHOW PICTURE OF RELEVANT GROUPS OF PRODUCTS; I.E.  
SPREADS, SINGLE SHOT YOGURTS AND YOGURTS.

---

Q3 When did you first consume these <insert answer/s from Q1>?

01: Less than 3 months ago

02: 3 – 6 months ago

03: 6-12 months ago

04: 1 – 2 years ago

05: 3 – 4 years ago

06: More than 5 years ago

---

DO NOT SHOW SCREEN – SINGLE CODE

Q4 What is the main reason why you consume/consumed these <insert answer/s from Q1>?

- 01: To help lower my cholesterol
  - 02: To help lower my blood pressure
  - 03: Because my partner/someone else in my family buys it
  - 04: Because it's good for you
  - 05: Because I like the taste of it
  - 06: Other (please specify)
  - None
  - DK
- 

Q5 Who else in your household, if anyone, consumes these <insert answer/s from Q1>? MULTI CODE

- 01: Myself only
  - 02: Partner also consumes
  - 03: Children under 5 years old
  - 04: Children 6 – 18 years old
  - 05 : Other members of household over 18
- 

Q6 Are you aware of any advice on the consumption of these <insert answer/s from Q1>? (Open-ended)

- None
  - DK
- 

SHOW SCREEN – MULITCHOICE

Q7 Which of the statements below do you think are correct on the consumption of these <insert answer/s from Q1>?

- 01: There is a maximum amount you should eat each day\*
  - 02: There is a minimum amount you should eat each day in order for it to be of benefit\*
  - 03: They are suitable for pregnant or breastfeeding women
  - 04: They are suitable for children under 5 years old
  - 05: They can lower blood pressure
  - 06: They can lower cholesterol level\*
  - 07: Taking these products is more effective in reducing your cholesterol level than making other changes to your diet or lifestyle
  - 08: They help maintain a healthy digestive system
- DK

RANDOMISE ORDER OF CODES

\* Correct statements

---

SHOW SCREEN – MULTICHOICE

ASK ALL

Q8 Can you remember reading any of the advice listed below **on the label** of these <insert answer/s from Q1>?

- 01: Maximum amount you should eat each day
  - 02: Minimum amount you should eat each day to be of benefit
  - 03: Not suitable for pregnant or breastfeeding women
  - 04: Not suitable for children under 5 years old
  - 05: Lowers cholesterol level
  - 06: Never read labels
- DK
-

Q9 Can I just check, have you been diagnosed with high cholesterol level?

01: Yes

02: No

DK

---

(Route: If coded 2 – 5 at Q5 ask Q10 others close)

Q10 And thinking about the others in your household that consumes <insert answer/s from Q1>, have they been diagnosed with high cholesterol level?

01: Yes – some of them

02: Yes – all of them

03: No – None of them

DK

---

## **APPENDIX 2**

### **Stimuli Shown to Respondents**

Stimulus used



## **APPENDIX 3**

### **Definition of Social Grades**

## Definition of Social Grades

Social Grade is based in the Chief Income Earner of the household.

Social Grade	Social Status	Occupation
A	Upper middle class	Higher managerial, administrative or professional
B	Middle class	Intermediate managerial, administrative or professional
C1	Lower middle class	Supervisory or clerical, and junior managerial, administrative or professional
C2	Skilled working class	Skilled manual workers
D	Working class	Semi and unskilled manual workers
E	Those at lowest level of subsistence	State pensioners or widows (no other earner), casual or lowest-grade workers

## **APPENDIX 4**

### **Example of Label**

# Label Guidelines on Consumption

## Flora Pro-Activ Spread



**35% LOW FAT SPREAD WITH ADDED PLANT STEROLS**  
 FLORA pro.activ is designed exclusively for people who want to lower their cholesterol. Eat FLORA pro.activ spread as part of a healthy diet including fruit and vegetables. Eat no more than 2g of plant sterols per day. Eating more does not provide additional cholesterol lowering effect. Cholesterol lowering products may not be nutritionally appropriate for people with special dietary needs (e.g. pregnant and breast feeding women & children under five). If you are taking cholesterol lowering medication seek your doctor's advice.

2x10g portions of FLORA pro.activ will supply 1mg (50% RDA) Vitamin B6, 1µg (100% RDA) of Vitamin B12 and 200µg (100% RDA) of folic acid.

**INGREDIENTS**

Water, Vegetable oils (including Sunflower oil), Plant sterols (12.5%), Modified tapioca starch, Salt (1.0%), Skimmed milk powder, Emulsifiers: mono- and di-glycerides of fatty acids, Sunflower Lecithin, Preservatives: potassium sorbate, Citric acid, Vitamin E, Flavouring, Vitamin B6, Folic acid, Colourant beta-carotene, Vitamin A, D and B12.



## **APPENDIX 5**

### **Omnibus Data Tabulations**



**PHYTOSTEROLS OMNIBUS SURVEY**

**FIELDWORK  
8 - 19 MARCH 2006**

**TABULATIONS**

Prepared for:

TNS Consumer  
Wembley Point  
Harrow Road  
Wembley  
Middlesex  
HA9 6DE

134710/12

March 2006

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## INTRODUCTION

### Method

The information presented in this report was obtained as part of RSGB's General Omnibus Survey for March 2006. Appendix 1 contains a copy of the questionnaire.

### Sample

The survey was based on a representative sample of c. 4,000 adults in GB. They were selected from a minimum of 139 sampling points - see Appendix 3 - by a random location method, which is described in Appendix 2.

### Fieldwork

Respondents were interviewed at home by interviewers organised by TNS' Regional Managers according to RSGB Omnibus' detailed instructions about the survey and administration procedures. The back-checking procedures, which were carried out, met the requirements of the Market Research Society Interviewer Quality Control Scheme (IQCS).

The interviews took place during the period 8 - 19 March 2006.

### Data Processing

After coding and editing the data, weights were used to allow for sampling variation. The weighting matrix is shown at the end of the tables, before Appendix 1.

## TERM OF CONTRACT

No press release or publications of data from this survey shall be made without the advance approval of RSGB Omnibus. Approval will only be refused on the ground of inaccuracy or misrepresentation.

## NOTES ON TABLES

Tables are usually presented in question number order. The question number and table title are shown at the top of the page.

Percentages are rounded to the nearest whole number. This may cause some mutually exclusive categories to sum to slightly more than or less than 100%.

The sizes of the weighted and unweighted samples on which the figures in the table are based are shown in the top rows of the table.

If the data have been weighted, the weighted sample sizes are shown in the first row of the table. The percentages will then be based on these weighted sample sizes and all the other figures in the table will also be weighted ones.

The definitions of breakdown columns are shown separately at the head of each column. The total number of respondents within a breakdown is shown, unweighted and weighted, directly below the column title.

The tables show both actual numbers and percentages. These percentages are usually based on the column totals. If the percentages have been calculated by rows, then '100%' will appear opposite each row in the TOTAL column.

Any percentages calculated on small bases should be treated with caution as they may be subject to wide margins of sampling error. This is particularly true if the base comprises less than 50 respondents.

" - " Indicates a value of zero. " \* " indicates a number or percentage less than 0.5.

For open-ended questions, respondents may give more than one answer. When this happens, the percentages representing different responses may well add to considerably more than 100%.

'Nets' or overcodes are sometimes used; these broader codings, covering two or more of the different responses shown above the overcode. If a respondent has made more than one of these responses, he or she will only be counted *once* in the overcode total, which may thus be less than the sum of the figures for the individual responses.

Where mean scores and standard errors have been calculated, the results will be shown at the foot of the table. If they have been calculated from the answers to a question in the form of a scale, the scores used will be shown next to each row label. When calculating mean scores, 'Don't know' responses are excluded.

	Page	Table	Title	Base Description	Base
	1	1	Q.1 Which of these products have you consumed in the last 6 months?	Base: All adults	4000
	2	1	Q.1 Which of these products have you consumed in the last 6 months?	Base: All adults	4000
	3	1	Q.1 Which of these products have you consumed in the last 6 months?	Base: All adults	4000
	4	2	Q.2a Which of the following best describes your current consumption of these spreads?	Base: All adults who have consumed spreads in the last 6 months	554
	5	2	Q.2a Which of the following best describes your current consumption of these spreads?	Base: All adults who have consumed spreads in the last 6 months	554
	6	2	Q.2a Which of the following best describes your current consumption of these spreads?	Base: All adults who have consumed spreads in the last 6 months	554
	7	3	Q.2b Which of the following best describes your current consumption of these drinkable or single shot yoghurts?	Base: All adults who have consumed single shot/drinkable yoghurts in the last 6 months	547
	8	3	Q.2b Which of the following best describes your current consumption of these drinkable or single shot yoghurts?	Base: All adults who have consumed single shot/drinkable yoghurts in the last 6 months	547
	9	3	Q.2b Which of the following best describes your current consumption of these drinkable or single shot yoghurts?	Base: All adults who have consumed single shot/drinkable yoghurts in the last 6 months	547
	10	4	Q.2c Which of the following best describes your current consumption of these yoghurts?	Base: All adults who have consumed yoghurts in the past 6 months	411
	11	4	Q.2c Which of the following best describes your current consumption of these yoghurts?	Base: All adults who have consumed yoghurts in the past 6 months	411
	12	4	Q.2c Which of the following best describes your current consumption of these yoghurts?	Base: All adults who have consumed yoghurts in the past 6 months	411
	13	5	Q.2 Frequency of consumption of yoghurts/spreads/drinkable yoghurts- summary table	Base: All adults who consume any of the products	554
	14	6	Q.3 When did you first consume any of these products?	Base: All adults who consume any of the products and may do so in future	1060
	15	6	Q.3 When did you first consume any of these products?	Base: All adults who consume any of the products and may do so in future	1060
	16	6	Q.3 When did you first consume any of these products?	Base: All adults who consume any of the products and may do so in future	1060
	17	7	Q.4 What is the main reason why you consume, or consumed, these products?	Base: All adults who consume any of the products and may do so in future	1060
	18	7	Q.4 What is the main reason why you consume, or consumed, these products?	Base: All adults who consume any of the products and may do so in future	1060
	19	7	Q.4 What is the main reason why you consume, or consumed, these products?	Base: All adults who consume any of the products and may do so in future	1060

	Page	Table	Title	Base Description	Base
	20	7	Q.4 What is the main reason why you consume, or consumed, these products?	Base: All adults who consume any of the products and may do so in future	1060
	21	7	Q.4 What is the main reason why you consume, or consumed, these products?	Base: All adults who consume any of the products and may do so in future	1060
	22	7	Q.4 What is the main reason why you consume, or consumed, these products?	Base: All adults who consume any of the products and may do so in future	1060
	23	8	Q.5 Who else in your household, if anyone, consumes these products?	Base: All adults who consume any of the products and may do so in future	1060
	24	8	Q.5 Who else in your household, if anyone, consumes these products?	Base: All adults who consume any of the products and may do so in future	1060
	25	8	Q.5 Who else in your household, if anyone, consumes these products?	Base: All adults who consume any of the products and may do so in future	1060
	26	9	Q.6 What advice, if any, are you aware of concerning the consumption of these products?	Base: All adults who consume any of the products and may do so in future	1060
	27	9	Q.6 What advice, if any, are you aware of concerning the consumption of these products?	Base: All adults who consume any of the products and may do so in future	1060
	28	9	Q.6 What advice, if any, are you aware of concerning the consumption of these products?	Base: All adults who consume any of the products and may do so in future	1060
	29	9	Q.6 What advice, if any, are you aware of concerning the consumption of these products?	Base: All adults who consume any of the products and may do so in future	1060
	30	9	Q.6 What advice, if any, are you aware of concerning the consumption of these products?	Base: All adults who consume any of the products and may do so in future	1060
	31	9	Q.6 What advice, if any, are you aware of concerning the consumption of these products?	Base: All adults who consume any of the products and may do so in future	1060
	32	9	Q.6 What advice, if any, are you aware of concerning the consumption of these products?	Base: All adults who consume any of the products and may do so in future	1060
	33	9	Q.6 What advice, if any, are you aware of concerning the consumption of these products?	Base: All adults who consume any of the products and may do so in future	1060
	34	9	Q.6 What advice, if any, are you aware of concerning the consumption of these products?	Base: All adults who consume any of the products and may do so in future	1060
	35	10	Q.7 Which, if any, of the statements below do you think are correct on the consumption of these products?	Base: All adults who consume any of the products and may do so in future	1060
	36	10	Q.7 Which, if any, of the statements below do you think are correct on the consumption of these products?	Base: All adults who consume any of the products and may do so in future	1060
	37	10	Q.7 Which, if any, of the statements below do you think are correct on the consumption of these products?	Base: All adults who consume any of the products and may do so in future	1060

	Page	Table	Title	Base Description	Base
	38	11	Q.8 Can you remember reading any of the pieces of advice listed below on the labels of any of these products?	Base: All adults who consume any of the products and may do so in future	1060
	39	11	Q.8 Can you remember reading any of the pieces of advice listed below on the labels of any of these products?	Base: All adults who consume any of the products and may do so in future	1060
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	41	12	Q.9 Can I just check, have you been diagnosed with high cholesterol levels?	Base: All adults who consume any of the products and may do so in future	1060
	42	12	Q.9 Can I just check, have you been diagnosed with high cholesterol levels?	Base: All adults who consume any of the products and may do so in future	1060
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	44	13	Q.10 And thinking about the other members of your household who consume these products, have they been diagnosed with high cholesterol levels?	Base: All qualifying respondents who have someone else in their household who consumes these products	672
	45	13	Q.10 And thinking about the other members of your household who consume these products, have they been diagnosed with high cholesterol levels?	Base: All qualifying respondents who have someone else in their household who consumes these products	672
	46	13	Q.10 And thinking about the other members of your household who consume these products, have they been diagnosed with high cholesterol levels?	Base: All qualifying respondents who have someone else in their household who consumes these products	672
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	48	14	Sample profiles	Base: All adults	4000
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	50	15	Weighting matrix - weighted respondents	Base: All adults	4000
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	53	16	Weighting matrix - unweighted respondents	Base: All adults	3906
	54	17	Weighting matrix - weights	Base: All adults	1.02
	55	17	Weighting matrix - weights	Base: All adults	1.02

## Phytosterols Omnibus Survey : March 2006

Table 1

## Q.1 Which of these products have you consumed in the last 6 months?

Base: All adults

	SEX			AGE						AGE 45+		SOCIAL CLASS				CHILDREN IN HOUSEHOLD				NUMBER IN HOUSEHOLD	
	Total	Male	Fe-	16-24	25-34	35-44	45-54	55-64	65+	Male	Fema	AB	C1	C2	DE	Any	None	0-5	6-15	1	2+
			male								le										
Weighted base	4000	1930	2070	543	635	802	615	606	799	952	1067	715	1221	810	1254	1284	2716	585	961	774	3226
Sample size	3906	1772	2134	473	593	764	594	582	900	961	1115	615	1017	853	1421	1239	2667	576	919	796	3110
Any of these spreads	554 14%	255 13%	299 14%	109 20%	88 14%	82 10%	71 12%	99 16%	105 13%	119 13%	155 15%	114 16%	180 15%	111 14%	148 12%	173 14%	381 14%	82 14%	127 13%	93 12%	461 14%
Any of these single shot or drinkable yoghurts	547 14%	235 12%	312 15%	83 15%	71 11%	113 14%	99 16%	82 14%	98 12%	107 11%	173 16%	100 14%	174 14%	113 14%	160 13%	200 16%	347 13%	72 12%	165 17%	79 10%	469 15%
Any of these yoghurts	411 10%	171 9%	239 12%	47 9%	49 8%	78 10%	72 12%	76 12%	89 11%	106 11%	130 12%	63 9%	120 10%	94 12%	133 11%	113 9%	297 11%	56 10%	83 9%	80 10%	331 10%
Net: Any consumed	1138 28%	521 27%	617 30%	191 35%	169 27%	198 25%	181 29%	187 31%	212 26%	257 27%	322 30%	213 30%	356 29%	237 29%	331 26%	362 28%	776 29%	161 28%	279 29%	188 24%	950 29%
None	2816 70%	1383 72%	1433 69%	350 64%	461 73%	597 74%	421 68%	412 68%	576 72%	677 71%	732 69%	492 69%	849 70%	567 70%	908 72%	907 71%	1909 70%	419 72%	672 70%	579 75%	2237 69%
Don't know	46 1%	26 1%	20 1%	3 *	5 1%	8 1%	13 2%	7 1%	11 1%	18 2%	13 1%	9 1%	16 1%	6 1%	15 1%	14 1%	32 1%	5 1%	10 1%	7 1%	39 1%

**Q.1 Which of these products have you consumed in the last 6 months?**

**Base: All adults**

	GOVERNMENT REGION											ETHNICITY		
	Total	Nrth East	Nrth West	Yrks and Hmbr	East Mids	West Mids	East of Engl	Lon-don	S'th East	S'th West	Wa-les	Scot land	White	Minority Ethnic
Weighted base	4000	204	445	375	316	400	386	437	525	303	230	380	3620	373
Sample size	3906	187	398	350	293	372	387	484	541	337	208	349	3536	363
Any of these spreads	554 14%	24 12%	71 16%	47 13%	52 16%	43 11%	56 15%	60 14%	61 12%	42 14%	42 18%	56 15%	495 14%	58 16%
Any of these single shot or drinkable yoghurts	547 14%	24 12%	56 12%	50 13%	44 14%	50 13%	45 12%	83 19%	79 15%	27 9%	37 16%	53 14%	504 14%	43 12%
Any of these yoghurts	411 10%	42 21%	41 9%	18 5%	37 12%	49 12%	29 7%	69 16%	45 9%	40 13%	15 6%	25 7%	360 10%	50 13%
Net: Any consumed	1138 28%	73 36%	131 29%	92 25%	99 31%	107 27%	104 27%	147 34%	138 26%	76 25%	67 29%	104 27%	1021 28%	115 31%
None	2816 70%	129 63%	312 70%	278 74%	217 69%	289 72%	280 72%	281 64%	370 70%	225 74%	163 71%	272 72%	2559 71%	254 68%
Don't know	46 1%	2 1%	2 *	4 1%	1 *	4 1%	2 1%	9 2%	17 3%	2 1%	-	4 1%	40 1%	4 1%

## Phytosterols Omnibus Survey : March 2006

Table 1

## Q.1 Which of these products have you consumed in the last 6 months?

Base: All adults

	AWARE LOWER CHOLESTEROL LEVEL		RESPONDENT DIAGNOSED WITH HIGH CHOLESTEROL (Q.9)		CONSUMPTION OF SPREADS			CONSUMPTION OF SINGLE-SHOT YOGHURTS			CONSUMPTION OF YOGHURTS			ANY CONSUMED (Q.2a-c)	
	Total	Aware (Q.7)	Read label (Q.8)	Yes	No	Totl	Daily +	Solus	Totl	Daily +	Solus	Totl	Daily +	Solus	Daily +
Weighted base	4000	638	537	220	832	554	307	344	547	209	320	411	119	197	527
Sample size	3906	610	518	227	789	525	291	319	530	204	303	416	127	201	515
Any of these spreads	554	405	337	137	393	554	307	344	160	73	-	146	46	-	333
	14%	63%	63%	62%	47%	100%	100%	100%	29%	35%	-	36%	38%	-	63%
Any of these single shot or drinkable yoghurts	547	280	239	91	411	160	79	-	547	209	320	164	51	-	241
	14%	44%	45%	41%	49%	29%	26%	-	100%	100%	100%	40%	43%	-	46%
Any of these yoghurts	411	211	170	92	290	146	76	-	164	69	-	411	119	197	180
	10%	33%	32%	42%	35%	26%	25%	-	30%	33%	-	100%	100%	100%	34%
Net: Any consumed	1138	638	537	220	832	554	307	344	547	209	320	411	119	197	527
	28%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
None	2816	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	70%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	46	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

## Phytosterols Omnibus Survey : March 2006

Table 2

## Q.2a Which of the following best describes your current consumption of these spreads?

Base: All adults who have consumed spreads in the last 6 months

	SEX			AGE							AGE 45+		SOCIAL CLASS				CHILDREN IN HOUSEHOLD				NUMBER IN HOUSEHOLD	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Male	Female	AB	C1	C2	DE	Any	None	0-5	6-15	1	2+	
	Weighted base	554	255	299	109	88	82	71	99	105	119	155	114	180	111	148	173	381	82	127	93	461
Sample size	525	224	301	91	80	76	67	94	117	117	161	97	143	114	171	165	360	80	119	92	433	
More than once a day	72 13%	40 16%	32 11%	14 13%	11 12%	8 10%	5 7%	20 20%	14 13%	20 17%	18 12%	15 13%	22 12%	13 12%	22 15%	20 11%	52 14%	6 7%	19 15%	17 18%	55 12%	
Daily/almost every day	235 42%	114 45%	121 40%	44 41%	37 43%	33 40%	30 41%	40 40%	51 49%	55 46%	66 42%	53 47%	66 37%	47 43%	68 46%	70 40%	165 43%	38 46%	44 35%	41 45%	194 42%	
Net: Daily/almost daily/more often	307 55%	154 60%	153 51%	58 54%	48 55%	41 50%	34 48%	60 61%	64 62%	75 63%	84 54%	68 59%	89 49%	60 54%	90 61%	90 52%	217 57%	44 53%	64 50%	58 63%	249 54%	
Regularly, but less frequently than once a day	139 25%	54 21%	85 29%	32 29%	25 29%	24 29%	14 20%	25 25%	18 17%	23 19%	35 22%	22 19%	55 31%	33 29%	29 20%	49 28%	90 24%	22 27%	36 29%	19 20%	120 26%	
Don't consume currently but might start again in the future	78 14%	34 13%	44 15%	16 14%	11 13%	14 17%	14 20%	10 10%	13 12%	11 9%	26 17%	20 18%	23 13%	15 13%	20 13%	25 14%	53 14%	12 14%	18 14%	11 12%	67 15%	
Net: May consume in the future	524 95%	242 95%	282 94%	106 97%	85 97%	79 96%	63 88%	95 96%	95 91%	109 91%	145 93%	110 96%	167 93%	107 97%	139 94%	163 94%	361 95%	77 95%	118 93%	88 95%	436 95%	
Don't consume any more and probably won't in the future	26 5%	12 5%	15 5%	3 3%	3 3%	3 4%	7 10%	4 4%	6 6%	9 7%	9 6%	3 3%	10 6%	4 3%	8 6%	10 6%	16 4%	4 5%	9 7%	4 4%	22 5%	
None	3 1%	2 1%	1 *	- -	- -	- -	1 2%	- -	2 2%	2 2%	1 1%	1 1%	1 1%	- -	1 *	- -	3 1%	- -	- -	- -	3 1%	
Don't know	1 *	- -	1 *	- -	- -	- -	- -	- -	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	1 *	- -	- -	1 1%	- -	

## Phytosterols Omnibus Survey : March 2006

Table 2

## Q.2a Which of the following best describes your current consumption of these spreads?

Base: All adults who have consumed spreads in the last 6 months

	GOVERNMENT REGION											ETHNICITY		
	Total	Nrth East	Nrth West	Yrks and Hmbr	East Mids	West Mids	East of Engl	Lon-don	S'th East	S'th West	Wa-les	Scot land	White	Minority Ethnic
Weighted base	554	24	71	47	52	43	56	60	61	42	42	56	495	58
Sample size	525	21	60	43	45	39	57	70	61	43	36	50	466	58
More than once a day	72 13%	4 18%	6 8%	3 6%	2 4%	7 15%	6 11%	5 8%	6 10%	6 15%	9 22%	18 32%	67 14%	4 8%
Daily/almost every day	235 42%	8 31%	34 48%	21 45%	31 59%	21 49%	21 37%	18 31%	27 44%	20 49%	20 48%	14 26%	210 42%	24 42%
Net: Daily/almost daily/more often	307 55%	12 49%	39 56%	24 52%	32 62%	28 65%	27 48%	23 39%	33 54%	27 64%	29 70%	32 57%	277 56%	29 49%
Regularly, but less frequently than once a day	139 25%	7 30%	17 24%	8 17%	10 19%	12 28%	17 31%	24 40%	19 32%	10 23%	5 13%	9 15%	116 23%	23 40%
Don't consume currently but might start again in the future	78 14%	3 11%	13 18%	9 20%	4 9%	3 7%	10 18%	8 13%	6 10%	4 10%	6 15%	12 21%	74 15%	4 6%
Net: May consume in the future	524 95%	22 90%	69 97%	42 88%	47 91%	43 100%	54 96%	55 92%	58 96%	41 97%	41 98%	52 93%	467 94%	55 96%
Don't consume any more and probably won't in the future	26 5%	1 5%	1 1%	6 12%	5 9%	- -	2 4%	4 7%	3 4%	1 3%	1 2%	3 5%	24 5%	2 4%
None	3 1%	1 6%	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	1 2%	3 1%	- -
Don't know	1 *	- -	1 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -

## Phytosterols Omnibus Survey : March 2006

Table 2

## Q.2a Which of the following best describes your current consumption of these spreads?

Base: All adults who have consumed spreads in the last 6 months

	AWARE LOWER CHOLESTEROL LEVEL			RESPONDENT DIAGNOSED WITH HIGH CHOLESTEROL (Q.9)		CONSUMPTION OF SPREADS			CONSUMPTION OF SINGLE-SHOT YOGHURTS			CONSUMPTION OF YOGHURTS		
	Total	Aware (Q.7)	Read label (Q.8)	Yes	No	Total	Daily		Total	Daily		Total	Daily	
							+	Solus		+	Solus			
Weighted base	554	405	337	137	393	554	307	344	160	73	-	146	46	-
Sample size	525	381	321	143	359	525	291	319	156	69	-	144	46	-
More than once a day	72	54	42	20	51	72	72	46	19	16	-	19	8	-
	13%	13%	13%	15%	13%	13%	23%	13%	12%	22%	-	13%	17%	-
Daily/almost every day	235	182	149	71	164	235	235	151	60	36	-	57	24	-
	42%	45%	44%	52%	42%	42%	77%	44%	37%	49%	-	39%	53%	-
Net: Daily/almost daily/more often	307	236	192	91	216	307	307	197	79	52	-	76	32	-
	55%	58%	57%	66%	55%	55%	100%	57%	50%	71%	-	52%	70%	-
Regularly, but less frequently than once a day	139	100	94	27	111	139	-	75	50	15	-	45	10	-
	25%	25%	28%	20%	28%	25%	-	22%	31%	21%	-	31%	21%	-
Don't consume currently but might start again in the future	78	64	47	19	59	78	-	54	21	2	-	16	3	-
	14%	16%	14%	14%	15%	14%	-	16%	13%	3%	-	11%	7%	-
Net: May consume in the future	524	400	332	137	386	524	307	326	150	69	-	138	45	-
	95%	99%	99%	100%	98%	95%	100%	95%	94%	95%	-	94%	98%	-
Don't consume any more and probably won't in the future	26	4	4	1	6	26	-	16	9	2	-	9	1	-
	5%	1%	1%	*	2%	5%	-	5%	6%	3%	-	6%	2%	-
None	3	1	1	-	1	3	-	2	1	1	-	-	-	-
	1%	*	*	-	*	1%	-	1%	1%	1%	-	-	-	-
Don't know	1	-	-	-	-	1	-	1	-	-	-	-	-	-
	*	-	-	-	-	*	-	*	-	-	-	-	-	-

## Phytosterols Omnibus Survey : March 2006

Table 3

**Q.2b Which of the following best describes your current consumption of these drinkable or single shot yoghurts?**

**Base: All adults who have consumed single shot/drinkable yoghurts in the last 6 months**

	SEX			AGE						AGE 45+		SOCIAL CLASS				CHILDREN IN HOUSEHOLD				NUMBER IN HOUSEHOLD	
	Total	Male	Fe- male	16-24	25-34	35-44	45-54	55-64	65+	Male	Fe- male	AB	C1	C2	DE	Any	None	0-5	6-15	1	2+
Weighted base	547	235	312	83	71	113	99	82	98	107	173	100	174	113	160	200	347	72	165	79	469
Sample size	530	207	323	71	70	107	91	81	110	103	179	87	140	118	185	189	341	71	154	80	450
More than once a day	18 3%	7 3%	11 3%	4 5%	- -	4 4%	2 2%	2 3%	5 5%	4 4%	6 3%	2 2%	6 3%	6 5%	5 3%	6 3%	12 3%	1 1%	5 3%	4 5%	14 3%
Daily\almost every day	191 35%	78 33%	112 36%	23 28%	22 30%	35 31%	36 37%	32 39%	43 44%	43 40%	68 40%	41 41%	66 38%	32 28%	53 33%	57 28%	134 39%	20 28%	45 27%	36 45%	155 33%
Net: Daily\almost daily\more often	209 38%	86 36%	123 39%	27 33%	22 30%	39 35%	39 39%	34 42%	48 48%	47 44%	74 43%	43 43%	71 41%	37 33%	57 36%	63 31%	146 42%	20 28%	50 30%	40 51%	169 36%
Regularly, but less frequently than once a day	191 35%	86 37%	105 34%	41 50%	29 40%	46 41%	25 25%	21 26%	29 29%	28 26%	47 27%	23 23%	58 33%	51 45%	60 37%	84 42%	108 31%	30 42%	70 43%	23 29%	168 36%
Don't consume currently but might start again in the future	94 17%	41 17%	53 17%	12 15%	15 21%	22 19%	21 22%	13 16%	10 11%	17 16%	28 16%	19 19%	29 17%	18 16%	28 18%	39 20%	55 16%	15 21%	32 20%	7 9%	87 19%
Net: May consume in the future	493 90%	213 90%	281 90%	80 97%	65 91%	107 94%	85 86%	69 84%	87 88%	92 86%	149 86%	84 85%	158 91%	106 94%	145 91%	185 92%	308 89%	66 91%	153 92%	69 88%	424 90%
Don't consume any more and probably won't in the future	46 8%	19 8%	27 9%	2 3%	5 7%	6 6%	11 11%	12 15%	9 9%	12 12%	20 11%	14 14%	13 8%	7 6%	12 8%	13 7%	33 10%	5 7%	10 6%	7 8%	40 8%
None	6 1%	3 1%	3 1%	- -	1 2%	- -	3 3%	1 1%	1 1%	3 3%	2 1%	2 2%	3 2%	- -	1 1%	2 1%	4 1%	1 2%	2 1%	1 1%	5 1%
Don't know	2 *	- -	2 1%	- -	- -	- -	- -	- -	2 2%	- -	2 1%	- -	- -	- -	2 1%	- -	2 1%	- -	- -	2 2%	- -

## Phytosterols Omnibus Survey : March 2006

Table 3

**Q.2b Which of the following best describes your current consumption of these drinkable or single shot yoghurts?**

**Base: All adults who have consumed single shot/drinkable yoghurts in the last 6 months**

	Total	GOVERNMENT REGION										ETHNICITY		
		Nrth East	Nrth West	Yrks and Hmbr	East Mids	West Mids	East of Engr	Lon-don	S'th East	S'th West	Wa-les	Scot land	White	Minority Ethnic
Weighted base	547	24	56	50	44	50	45	83	79	27	37	53	504	43
Sample size	530	23	48	46	40	43	45	91	81	32	34	47	485	45
More than once a day	18 3%	3 14%	-	1 3%	-	1 2%	-	7 9%	1 2%	1 3%	3 8%	-	17 3%	1 2%
Daily/almost every day	191 35%	9 36%	16 28%	16 32%	16 38%	14 27%	20 45%	29 36%	24 30%	14 51%	12 32%	21 40%	180 36%	11 25%
Net: Daily/almost daily/more often	209 38%	12 50%	16 28%	17 35%	16 38%	15 29%	20 45%	37 44%	25 32%	15 54%	15 40%	21 40%	197 39%	12 28%
Regularly, but less frequently than once a day	191 35%	9 36%	26 47%	11 21%	13 30%	27 54%	15 32%	26 31%	32 40%	5 18%	10 29%	18 33%	167 33%	24 55%
Don't consume currently but might start again in the future	94 17%	2 9%	7 13%	10 21%	10 22%	7 15%	5 11%	11 13%	17 22%	5 18%	9 24%	11 20%	90 18%	4 8%
Net: May consume in the future	493 90%	23 94%	49 88%	38 77%	39 90%	49 98%	40 88%	74 89%	74 93%	24 89%	34 92%	49 93%	454 90%	40 91%
Don't consume any more and probably won't in the future	46 8%	1 6%	6 12%	9 18%	4 10%	1 2%	4 10%	9 10%	4 5%	3 11%	1 2%	4 7%	42 8%	4 9%
None	6 1%	-	-	2 5%	-	-	1 2%	-	2 2%	-	1 3%	-	6 1%	-
Don't know	2 *	-	-	-	-	-	-	1 1%	-	-	1 3%	-	2 *	-

**Phytosterols Omnibus Survey : March 2006**

**Q.2b Which of the following best describes your current consumption of these drinkable or single shot yoghurts?**

**Base: All adults who have consumed single shot/drinkable yoghurts in the last 6 months**

	Total	AWARE LOWER CHOLESTEROL LEVEL		RESPONDENT DIAGNOSED WITH HIGH CHOLESTEROL (Q.9)		CONSUMPTION OF SPREADS			CONSUMPTION OF SINGLE-SHOT YOGHURTS			CONSUMPTION OF YOGHURTS		
		Aware (Q.7)	Read label (Q.8)	Yes	No	Totl	Daily +	Solus	Totl	Daily +	Solus	Totl	Daily +	Solus
Weighted base	547	280	239	91	411	160	79	-	547	209	320	164	51	-
Sample size	530	269	234	94	391	156	79	-	530	204	303	165	54	-
More than once a day	18 3%	6 2%	7 3%	6 6%	12 3%	6 4%	5 6%	-	18 3%	18 9%	8 2%	8 5%	7 14%	-
Daily/almost every day	191 35%	118 42%	93 39%	45 50%	143 35%	66 42%	47 59%	-	191 35%	191 91%	103 32%	61 37%	37 72%	-
Net: Daily/almost daily/more often	209 38%	124 44%	100 42%	51 56%	156 38%	73 45%	52 65%	-	209 38%	209 100%	111 35%	69 42%	44 86%	-
Regularly, but less frequently than once a day	191 35%	105 38%	91 38%	25 27%	165 40%	51 32%	16 20%	-	191 35%	-	116 36%	55 34%	5 9%	-
Don't consume currently but might start again in the future	94 17%	45 16%	44 18%	12 13%	82 20%	23 14%	7 9%	-	94 17%	-	58 18%	25 15%	2 5%	-
Net: May consume in the future	493 90%	275 98%	235 98%	87 96%	402 98%	146 91%	75 95%	-	493 90%	209 100%	285 89%	150 91%	51 100%	-
Don't consume any more and probably won't in the future	46 8%	4 1%	3 1%	2 3%	5 1%	11 7%	2 3%	-	46 8%	-	32 10%	12 7%	-	-
None	6 1%	1 *	-	-	3 1%	2 1%	1 1%	-	6 1%	-	3 1%	1 1%	-	-
Don't know	2 *	1 *	1 *	1 1%	-	1 1%	1 1%	-	2 *	-	-	2 1%	-	-

## Phytosterols Omnibus Survey : March 2006

Table 4

## Q.2c Which of the following best describes your current consumption of these yoghurts?

Base: All adults who have consumed yoghurts in the past 6 months

	SEX			AGE						AGE 45+		SOCIAL CLASS				CHILDREN IN HOUSEHOLD				NUMBER IN HOUSEHOLD	
	Total	Male	Fe- male	16-24	25-34	35-44	45-54	55-64	65+	Male	Fema le	AB	C1	C2	DE	Any	None	0-5	6-15	1	2+
Weighted base	411	171	239	47	49	78	72	76	89	106	130	63	120	94	133	113	297	56	83	80	331
Sample size	416	158	258	45	49	78	68	74	102	102	142	53	105	105	153	115	301	58	83	82	334
More than once a day	17 4%	8 4%	10 4%	1 2%	- -	4 5%	2 3%	3 4%	8 9%	4 4%	8 6%	3 5%	3 3%	4 4%	7 5%	3 2%	15 5%	- -	3 3%	8 10%	9 3%
Daily/almost every day	102 25%	34 20%	68 28%	7 15%	8 15%	19 24%	16 22%	27 36%	25 29%	25 23%	44 34%	17 26%	23 19%	23 24%	40 30%	24 22%	78 26%	12 21%	17 21%	22 27%	80 24%
Net: Daily/almost daily/more often	119 29%	42 25%	77 32%	8 18%	8 15%	23 29%	18 25%	30 39%	33 37%	29 28%	52 40%	20 31%	26 22%	27 28%	47 35%	27 24%	92 31%	12 21%	20 24%	30 37%	90 27%
Regularly, but less frequently than once a day	191 46%	87 51%	104 43%	30 64%	28 57%	39 50%	35 48%	27 35%	32 36%	52 49%	41 31%	32 50%	61 51%	50 53%	48 36%	61 54%	130 44%	32 57%	44 54%	29 36%	162 49%
Don't consume currently but might start again in the future	69 17%	28 17%	41 17%	6 12%	11 22%	14 19%	13 18%	9 12%	17 19%	14 13%	25 19%	8 13%	24 20%	11 12%	25 19%	20 17%	50 17%	9 16%	14 17%	14 17%	55 17%
Net: May consume in the future	379 92%	157 92%	222 93%	44 94%	46 94%	76 98%	65 91%	66 87%	82 92%	95 90%	118 90%	60 94%	111 93%	88 93%	120 91%	107 95%	272 91%	53 94%	79 95%	72 91%	307 93%
Don't consume any more and probably won't in the future	23 6%	8 4%	16 7%	3 6%	1 2%	2 2%	4 5%	9 12%	5 6%	6 5%	12 9%	3 4%	8 6%	4 5%	9 6%	4 3%	20 7%	1 2%	3 4%	4 5%	19 6%
None	4 1%	3 2%	1 *	- -	1 2%	- -	1 2%	1 1%	1 1%	3 3%	- -	1 1%	1 1%	1 1%	1 1%	1 1%	3 1%	1 2%	1 1%	2 3%	2 1%
Don't know	4 1%	3 2%	1 *	- -	1 3%	- -	1 1%	- -	2 2%	2 2%	1 1%	- -	- -	1 1%	3 2%	1 1%	3 1%	1 2%	- -	1 1%	3 1%

## Phytosterols Omnibus Survey : March 2006

Table 4

## Q.2c Which of the following best describes your current consumption of these yoghurts?

Base: All adults who have consumed yoghurts in the past 6 months

	GOVERNMENT REGION											ETHNICITY		
	Total	Nrth East	Nrth West	Yrks and Hmbr	East Mids	West Mids	East of Engl	Lon-don	S'th East	S'th West	Wa-les	Scot land	White	Minority Ethnic
Weighted base	411	42	41	18	37	49	29	69	45	40	15	25	360	50
Sample size	416	38	37	17	36	45	31	78	50	45	14	25	362	54
More than once a day	17 4%	5 12%	-	-	1 3%	2 4%	-	6 9%	1 3%	2 4%	-	-	16 4%	2 3%
Daily/almost every day	102 25%	6 13%	16 40%	2 12%	10 26%	9 19%	10 35%	12 18%	13 28%	16 40%	4 28%	4 17%	94 26%	8 15%
Net: Daily/almost daily/more often	119 29%	11 25%	16 40%	2 12%	11 28%	11 23%	10 35%	18 27%	14 31%	18 44%	4 28%	4 17%	110 31%	9 18%
Regularly, but less frequently than once a day	191 46%	27 63%	12 31%	8 47%	16 42%	27 54%	10 35%	33 49%	22 50%	19 48%	3 23%	12 48%	158 44%	33 65%
Don't consume currently but might start again in the future	69 17%	1 2%	10 24%	5 29%	10 27%	7 15%	6 20%	13 19%	6 13%	2 6%	3 21%	6 26%	63 18%	6 12%
Net: May consume in the future	379 92%	39 91%	39 94%	16 87%	36 97%	45 92%	26 90%	65 94%	42 93%	39 97%	10 72%	23 91%	331 92%	48 95%
Don't consume any more and probably won't in the future	23 6%	2 4%	2 6%	2 13%	1 3%	4 8%	1 3%	3 4%	2 4%	1 3%	3 22%	2 9%	21 6%	2 5%
None	4 1%	1 2%	-	-	-	-	1 3%	1 2%	1 3%	-	-	-	4 1%	-
Don't know	4 1%	1 3%	-	-	-	-	1 4%	1 1%	-	-	1 6%	-	4 1%	-

## Phytosterols Omnibus Survey : March 2006

Table 4

## Q.2c Which of the following best describes your current consumption of these yoghurts?

Base: All adults who have consumed yoghurts in the past 6 months

	AWARE LOWER CHOLESTEROL LEVEL			RESPONDENT DIAGNOSED WITH HIGH CHOLESTEROL (Q.9)		CONSUMPTION OF SPREADS			CONSUMPTION OF SINGLE-SHOT YOGHURTS			CONSUMPTION OF YOGHURTS		
	Total	Aware (Q.7)	Read label (Q.8)	Yes	No	Total	Daily +	Solus	Total	Daily +	Solus	Total	Daily +	Solus
Weighted base	411	211	170	92	290	146	76	-	164	69	-	411	119	197
Sample size	416	213	175	97	291	144	76	-	165	68	-	416	127	201
More than once a day	17 4%	6 3%	7 4%	7 8%	10 3%	5 3%	5 6%	-	9 5%	8 12%	-	17 4%	17 14%	8 4%
Daily/almost every day	102 25%	52 25%	47 28%	25 27%	77 26%	41 28%	27 36%	-	43 26%	36 52%	-	102 25%	102 86%	47 24%
Net: Daily/almost daily/more often	119 29%	59 28%	54 32%	32 35%	87 30%	46 31%	32 42%	-	51 31%	44 64%	-	119 29%	119 100%	55 28%
Regularly, but less frequently than once a day	191 46%	114 54%	84 49%	35 37%	154 53%	72 49%	33 43%	-	76 46%	19 28%	-	191 46%	-	86 44%
Don't consume currently but might start again in the future	69 17%	33 16%	25 15%	22 24%	47 16%	19 13%	9 11%	-	26 16%	6 8%	-	69 17%	-	39 20%
Net: May consume in the future	379 92%	206 97%	163 96%	88 96%	288 99%	137 94%	74 96%	-	153 93%	69 100%	-	379 92%	119 100%	179 91%
Don't consume any more and probably won't in the future	23 6%	5 2%	6 3%	3 4%	2 1%	8 6%	2 3%	-	11 6%	-	-	23 6%	-	11 5%
None	4 1%	1 *	1 1%	1 1%	-	1 1%	1 1%	-	-	-	-	4 1%	-	3 2%
Don't know	4 1%	-	-	-	-	-	-	-	1 *	-	-	4 1%	-	3 2%

## Phytosterols Omnibus Survey : March 2006

Table 5

## Q.2 Frequency of consumption of yoghurts/spreads/drinkable yoghurts- summary table

Base: All adults who consume any of the products

	Total	More than once a day	Daily/almost every day	Net: Daily/almost daily/more often	Regularly, but less frequently than once a day	Don't consume currently but might start again in the future	Net: May consume in the future	Don't consume any more and probably won't in the future	None	Don't know
Spreads	554	72 13%	235 42%	307 55%	139 25%	78 14%	524 95%	26 5%	3 1%	1 *
Drinkable or single shot yoghurts	547	18 3%	191 35%	209 38%	191 35%	94 17%	493 90%	46 8%	6 1%	2 *
Yoghurts	411	17 4%	102 25%	119 29%	191 46%	69 17%	379 92%	23 6%	4 1%	4 1%
Net: Any	1138	96 8%	431 38%	527 46%	359 32%	173 15%	1060 93%	65 6%	8 1%	5 *

## Phytosterols Omnibus Survey : March 2006

Table 6

## Q.3 When did you first consume any of these products?

Base: All adults who consume any of the products and may do so in future

	Total	SEX		AGE						AGE 45+		SOCIAL CLASS				CHILDREN IN HOUSEHOLD				NUMBER IN HOUSEHOLD		
		Male	Fe- male	16-24	25-34	35-44	45-54	55-64	65+	Male	Fema le	AB	C1	C2	DE	Any	None	0-5	6-15	1	2+	
Weighted base	1060	490	570	185	156	192	159	172	196	233	293	199	329	227	305	337	722	151	258	174	885	
Sample size	1023	433	590	158	150	182	147	167	219	225	308	170	269	235	349	323	700	150	243	176	847	
Less than 3 months ago	(1.5)	157 15%	66 13%	91 16%	42 23%	34 22%	28 15%	17 11%	18 11%	18 9%	24 10%	29 10%	24 12%	44 13%	36 16%	53 17%	60 18%	97 13%	22 15%	51 20%	19 11%	138 16%
3 - 6 months ago	(4.5)	120 11%	50 10%	70 12%	26 14%	19 12%	27 14%	20 12%	13 8%	15 8%	15 7%	33 11%	21 10%	44 13%	17 8%	38 13%	50 15%	70 10%	23 15%	37 14%	14 8%	106 12%
6 - 12 months ago	(9)	173 16%	79 16%	94 17%	28 15%	26 16%	42 22%	30 19%	16 9%	31 16%	33 14%	44 15%	36 18%	52 16%	43 19%	43 14%	65 19%	109 15%	30 20%	47 18%	18 10%	156 18%
1 - 2 years ago	(18)	269 25%	122 25%	147 26%	49 27%	33 21%	44 23%	40 25%	54 31%	49 25%	63 27%	80 27%	59 29%	77 23%	57 25%	77 25%	80 24%	190 26%	33 22%	58 22%	52 30%	218 25%
3 - 4 years ago	(42)	138 13%	70 14%	68 12%	9 5%	24 15%	16 8%	25 16%	32 19%	33 17%	46 20%	44 15%	25 13%	51 15%	27 12%	35 11%	46 14%	93 13%	26 17%	34 13%	21 12%	118 13%
More than 5 years ago	(96)	176 17%	91 19%	85 15%	25 13%	14 9%	32 16%	26 16%	36 21%	44 22%	50 21%	56 19%	31 16%	51 15%	40 17%	55 18%	30 9%	146 20%	14 10%	24 9%	42 24%	134 15%
Don't know		26 2%	13 3%	13 2%	5 3%	8 5%	3 2%	2 1%	2 1%	6 3%	3 1%	7 2%	3 2%	12 4%	7 3%	4 1%	8 2%	18 3%	2 1%	8 3%	9 5%	17 2%
<b>Mean</b>		<b>28.94</b>	<b>31.20</b>	<b>26.99</b>	<b>22.68</b>	<b>22.13</b>	<b>26.65</b>	<b>29.43</b>	<b>35.53</b>	<b>36.16</b>	<b>35.71</b>	<b>32.46</b>	<b>28.58</b>	<b>28.69</b>	<b>29.56</b>	<b>28.96</b>	<b>21.57</b>	<b>32.38</b>	<b>23.52</b>	<b>21.66</b>	<b>37.11</b>	<b>27.39</b>
<b>Std dev</b>		<b>32.74</b>	<b>33.78</b>	<b>31.73</b>	<b>30.84</b>	<b>27.36</b>	<b>32.93</b>	<b>32.10</b>	<b>34.06</b>	<b>35.22</b>	<b>34.19</b>	<b>33.79</b>	<b>31.84</b>	<b>32.07</b>	<b>33.38</b>	<b>33.69</b>	<b>26.69</b>	<b>34.70</b>	<b>27.48</b>	<b>27.36</b>	<b>36.54</b>	<b>31.76</b>
<b>Std error</b>		<b>1.04</b>	<b>1.64</b>	<b>1.32</b>	<b>2.49</b>	<b>2.28</b>	<b>2.47</b>	<b>2.67</b>	<b>2.65</b>	<b>2.41</b>	<b>2.29</b>	<b>1.95</b>	<b>2.46</b>	<b>1.99</b>	<b>2.21</b>	<b>1.82</b>	<b>1.50</b>	<b>1.33</b>	<b>2.26</b>	<b>1.78</b>	<b>2.82</b>	<b>1.10</b>

## Phytosterols Omnibus Survey : March 2006

Table 6

## Q.3 When did you first consume any of these products?

Base: All adults who consume any of the products and may do so in future

	GOVERNMENT REGION											ETHNICITY		
	Total	Nrth East	Nrth West	Yrks and Hmbr	East Mids	West Mids	East of Engl	Lon-don	S'th East	S'th West	Wa-les	Scot land	White	Minority Ethnic
Weighted base	1060	68	124	79	91	103	97	134	130	72	64	98	951	108
Sample size	1023	63	107	73	82	92	97	150	134	80	57	88	914	108
Less than 3 months ago	157 (1.5)	9 15%	13 10%	9 12%	19 21%	20 20%	12 12%	27 20%	20 15%	2 3%	14 22%	12 12%	142 15%	15 14%
3 - 6 months ago	120 (4.5)	7 11%	15 12%	8 9%	9 10%	14 14%	9 9%	16 12%	17 13%	7 10%	7 11%	10 11%	103 11%	16 14%
6 - 12 months ago	173 (9)	11 16%	21 15%	16 17%	16 21%	14 18%	22 22%	18 14%	15 11%	6 9%	14 22%	19 20%	160 17%	13 13%
1 - 2 years ago	269 (18)	9 25%	37 13%	22 30%	19 28%	22 21%	28 29%	34 26%	36 28%	24 34%	11 17%	26 26%	244 26%	26 24%
3 - 4 years ago	138 (42)	6 13%	15 9%	11 12%	13 14%	18 14%	11 17%	15 11%	14 11%	12 16%	11 17%	13 13%	120 13%	18 17%
More than 5 years ago	176 (96)	27 17%	19 40%	10 15%	15 13%	12 17%	11 12%	21 11%	20 15%	19 16%	7 11%	15 16%	159 17%	18 16%
Don't know	26 2%	- -	3 2%	2 3%	- -	2 2%	5 5%	2 2%	8 6%	1 1%	- -	2 3%	24 2%	3 2%
<b>Mean</b>	<b>28.94</b>	<b>45.91</b>	<b>27.99</b>	<b>26.54</b>	<b>28.21</b>	<b>25.49</b>	<b>24.32</b>	<b>26.60</b>	<b>28.19</b>	<b>40.05</b>	<b>23.59</b>	<b>28.31</b>	<b>28.87</b>	<b>29.80</b>
<b>Std dev</b>	<b>32.74</b>	<b>42.04</b>	<b>31.38</b>	<b>29.82</b>	<b>33.24</b>	<b>29.98</b>	<b>28.47</b>	<b>32.31</b>	<b>32.66</b>	<b>35.87</b>	<b>29.16</b>	<b>31.98</b>	<b>32.78</b>	<b>32.65</b>
<b>Std error</b>	<b>1.04</b>	<b>5.30</b>	<b>3.06</b>	<b>3.54</b>	<b>3.67</b>	<b>3.16</b>	<b>2.97</b>	<b>2.66</b>	<b>2.90</b>	<b>4.04</b>	<b>3.86</b>	<b>3.45</b>	<b>1.10</b>	<b>3.19</b>

**Phytosterols Omnibus Survey : March 2006**

**Q.3 When did you first consume any of these products?**

**Base: All adults who consume any of the products and may do so in future**

	Total	AWARE LOWER CHOLESTEROL LEVEL		RESPONDENT DIAGNOSED WITH HIGH CHOLESTEROL (Q.9)		CONSUMPTION OF SPREADS			CONSUMPTION OF SINGLE-SHOT YOGHURTS			CONSUMPTION OF YOGHURTS			ANY CONSUMED (Q.2a-c)
		Aware (Q.7)	Read label (Q.8)	Yes	No	Totl	Daily +	Solus	Totl	Daily +	Solus	Totl	Daily +	Solus	Daily +
Weighted base	1060	638	537	220	832	532	307	326	505	209	285	386	119	179	527
Sample size	1023	610	518	227	789	503	291	301	488	204	269	391	127	184	515
Less than 3 months ago	157 (1.5)	86 15%	56 13%	28 10%	129 13%	62 16%	34 12%	38 11%	100 20%	43 21%	74 26%	35 9%	7 6%	16 9%	69 13%
3 - 6 months ago	120 (4.5)	69 11%	63 11%	18 12%	102 8%	54 12%	24 10%	35 8%	66 13%	27 13%	43 15%	34 9%	8 6%	14 8%	47 9%
6 - 12 months ago	173 (9)	111 16%	85 17%	32 16%	139 14%	75 17%	33 14%	50 11%	94 19%	37 18%	65 23%	49 13%	16 13%	25 14%	70 13%
1 - 2 years ago	269 (18)	174 25%	168 27%	63 31%	206 29%	150 28%	92 30%	91 28%	137 27%	52 25%	68 24%	95 25%	24 20%	28 16%	140 27%
3 - 4 years ago	138 (42)	86 13%	76 14%	35 14%	103 16%	86 16%	51 17%	47 15%	61 12%	28 14%	20 7%	57 15%	18 15%	25 14%	74 14%
More than 5 years ago	176 (96)	102 17%	79 16%	41 15%	134 18%	91 16%	66 17%	55 22%	35 17%	17 7%	8 3%	108 28%	45 38%	69 39%	113 21%
Don't know	26 2%	9 1%	11 2%	3 2%	19 2%	13 2%	8 3%	10 3%	12 2%	5 2%	8 3%	8 2%	1 1%	3 2%	13 2%
<b>Mean</b>	<b>28.94</b>	<b>28.65</b>	<b>28.27</b>	<b>31.99</b>	<b>28.05</b>	<b>30.95</b>	<b>35.40</b>	<b>30.17</b>	<b>19.66</b>	<b>20.84</b>	<b>13.55</b>	<b>39.97</b>	<b>48.45</b>	<b>48.26</b>	<b>33.94</b>
<b>Std dev</b>	<b>32.74</b>	<b>32.07</b>	<b>30.85</b>	<b>33.28</b>	<b>32.50</b>	<b>32.56</b>	<b>34.59</b>	<b>32.57</b>	<b>24.46</b>	<b>25.89</b>	<b>18.06</b>	<b>37.37</b>	<b>39.24</b>	<b>40.19</b>	<b>35.13</b>
<b>Std error</b>	<b>1.04</b>	<b>1.31</b>	<b>1.37</b>	<b>2.22</b>	<b>1.17</b>	<b>1.47</b>	<b>2.05</b>	<b>1.90</b>	<b>1.12</b>	<b>1.84</b>	<b>1.12</b>	<b>1.91</b>	<b>3.50</b>	<b>2.99</b>	<b>1.56</b>

## Phytosterols Omnibus Survey : March 2006

Table 7

## Q.4 What is the main reason why you consume, or consumed, these products?

Base: All adults who consume any of the products and may do so in future

	SEX		AGE							AGE 45+		SOCIAL CLASS				CHILDREN IN HOUSEHOLD				NUMBER IN HOUSEHOLD	
	Total	Male	Fe- male	16-24	25-34	35-44	45-54	55-64	65+	Male	Fema le	AB	C1	C2	DE	Any	None	0-5	6-15	1	2+
	Weighted base	1060	490	570	185	156	192	159	172	196	233	293	199	329	227	305	337	722	151	258	174
Sample size	1023	433	590	158	150	182	147	167	219	225	308	170	269	235	349	323	700	150	243	176	847
Because it's good for you/Healthy	287 27%	115 24%	171 30%	50 27%	49 31%	64 33%	37 23%	44 26%	43 22%	51 22%	73 25%	50 25%	90 27%	69 30%	77 25%	106 31%	181 25%	57 38%	78 30%	44 25%	243 27%
To help lower my cholesterol/partner's cholesterol	286 27%	131 27%	154 27%	21 11%	26 16%	39 20%	51 32%	70 40%	80 41%	89 38%	111 38%	67 34%	85 26%	54 24%	80 26%	65 19%	221 31%	20 13%	54 21%	53 30%	233 26%
Because I like the taste of it	161 15%	74 15%	87 15%	43 23%	33 21%	28 15%	16 10%	18 11%	22 11%	22 10%	34 12%	17 8%	53 16%	40 18%	51 17%	49 14%	112 16%	22 14%	35 14%	29 17%	132 15%
Because my partner/someone else in my family buys it	74 7%	44 9%	30 5%	33 18%	12 8%	12 6%	8 5%	4 2%	5 2%	16 7%	1 *	16 8%	23 7%	15 7%	20 7%	35 10%	39 5%	12 8%	30 11%	5 3%	69 8%
To help lower my blood pressure	36 3%	21 4%	15 3%	3 2%	2 1%	6 3%	4 2%	11 6%	9 5%	13 5%	11 4%	2 1%	11 3%	6 3%	16 5%	8 2%	27 4%	4 2%	7 3%	7 4%	29 3%
Good for digestion/helps digestion	16 2%	6 1%	10 2%	1 *	3 2%	4 2%	5 3%	1 1%	2 1%	1 *	8 3%	2 1%	8 3%	2 1%	3 1%	6 2%	10 1%	4 3%	3 1%	1 1%	15 2%
Because they were on special offer/free	14 1%	4 1%	10 2%	1 *	3 2%	3 2%	4 2%	1 1%	1 1%	2 1%	5 2%	3 2%	3 1%	3 1%	4 1%	8 2%	6 1%	3 2%	6 3%	2 1%	12 1%
Just wanted to try it/ see what it was like	11 1%	6 1%	5 1%	- -	1 1%	3 1%	5 3%	1 1%	2 1%	4 2%	4 1%	1 1%	7 2%	2 1%	1 *	7 2%	4 1%	4 3%	4 2%	1 *	11 1%
Good for stomach/helps stomach	11 1%	5 1%	6 1%	- -	1 1%	1 1%	4 2%	1 1%	4 2%	4 2%	4 1%	3 1%	- -	3 1%	5 2%	3 1%	8 1%	- -	3 1%	- -	11 1%
Recommended by friend/ relative/had it at their house	10 1%	8 2%	2 *	4 2%	3 2%	1 1%	- -	1 *	1 1%	1 *	1 *	4 2%	1 *	3 1%	2 1%	3 1%	7 1%	1 1%	3 1%	2 1%	7 1%
Low fat	9 1%	6 1%	3 1%	2 1%	1 1%	2 1%	2 1%	3 1%	- -	3 1%	1 *	4 2%	2 1%	2 1%	2 1%	3 1%	7 1%	2 1%	1 *	- -	9 1%
Health reasons (unspecified)	8 1%	4 1%	4 1%	3 1%	1 1%	- -	3 2%	- -	1 1%	1 1%	2 1%	2 1%	1 *	2 1%	2 1%	2 1%	6 1%	- -	2 1%	- -	8 1%
Good for your heart	6 1%	3 1%	3 *	- -	- -	- -	- -	2 1%	4 2%	3 1%	3 1%	2 1%	2 1%	1 *	1 *	- -	6 1%	- -	- -	2 1%	4 *
Recommended by Doctor/ Specialist	5 *	2 *	4 1%	- -	- -	- -	1 1%	2 1%	2 1%	2 1%	4 1%	1 1%	1 *	1 1%	2 1%	- -	5 1%	- -	- -	2 1%	3 *

**Q.4 What is the main reason why you consume, or consumed, these products?**

**Base: All adults who consume any of the products and may do so in future**

	SEX			AGE							AGE 45+		SOCIAL CLASS				CHILDREN IN HOUSEHOLD				NUMBER IN HOUSEHOLD	
	Total	Male	Fe- male	16-24	25-34	35-44	45-54	55-64	65+	Male	Fema le	AB	C1	C2	DE	Any	None	0-5	6-15	1	2+	
	Weighted base	1060	490	570	185	156	192	159	172	196	233	293	199	329	227	305	337	722	151	258	174	885
Watching my weight/helps you to lose weight	4	2	2	-	-	-	1	-	3	2	2	1	-	1	2	-	4	-	-	2	2	
	*	*	*	-	-	-	1%	-	1%	1%	1%	1%	-	*	1%	-	1%	-	-	1%	*	
For Irritable bowel syndrome (IBS)	3	-	3	-	-	-	1	2	-	-	3	-	1	2	-	1	2	-	1	-	3	
	*	-	1%	-	-	-	1%	1%	-	-	1%	-	*	1%	-	*	*	-	*	-	*	
Convenience	3	2	1	-	3	-	-	-	-	-	-	-	3	-	-	1	2	-	1	-	3	
	*	*	*	-	2%	-	-	-	-	-	-	-	1%	-	-	*	*	-	*	-	*	
Because of advertising	3	2	1	-	1	2	-	-	-	-	-	1	2	-	-	1	2	-	1	-	3	
	*	*	*	-	1%	1%	-	-	-	-	-	*	1%	-	-	*	*	-	*	-	*	
Children like it/buy it for the children	2	1	1	-	-	2	-	-	-	-	-	-	2	-	-	2	-	-	2	-	2	
	*	*	*	-	-	1%	-	-	-	-	-	-	1%	-	-	1%	-	-	1%	-	*	
Because I am diabetic	2	2	-	-	-	-	-	-	2	2	-	1	-	1	-	-	2	-	-	-	2	
	*	*	-	-	-	-	-	-	1%	1%	-	1%	-	*	-	-	*	-	-	-	*	
Has good bacteria/friendly bacteria	2	-	2	2	-	-	-	-	-	-	-	2	-	-	-	-	2	-	-	-	2	
	*	-	*	1%	-	-	-	-	-	-	-	1%	-	-	-	-	*	-	-	-	*	
Other	67	34	33	13	8	19	15	5	6	10	16	13	23	13	17	24	43	11	18	15	52	
	6%	7%	6%	7%	5%	10%	9%	3%	3%	4%	6%	7%	7%	6%	6%	7%	6%	8%	7%	9%	6%	
None/Don't know	43	19	23	11	9	6	3	6	9	8	10	7	9	9	19	15	28	10	9	10	32	
	4%	4%	4%	6%	6%	3%	2%	3%	5%	3%	3%	3%	3%	4%	6%	4%	4%	7%	3%	6%	4%	

## Phytosterols Omnibus Survey : March 2006

Table 7

## Q.4 What is the main reason why you consume, or consumed, these products?

Base: All adults who consume any of the products and may do so in future

	Total	GOVERNMENT REGION										ETHNICITY		
		Nrth East	Nrth West	Yrks and Hmbr	East Mids	West Mids	East of Engl	Lon-don	S'th East	S'th West	Wa-les	Scot land	White	Minority Ethnic
Weighted base	1060	68	124	79	91	103	97	134	130	72	64	98	951	108
Sample size	1023	63	107	73	82	92	97	150	134	80	57	88	914	108
Because it's good for you/Healthy	287 27%	6 9%	51 41%	19 23%	34 37%	25 24%	20 20%	38 29%	32 25%	26 37%	13 20%	23 24%	258 27%	29 27%
To help lower my cholesterol/partner's cholesterol	286 27%	21 31%	26 21%	20 26%	21 23%	24 23%	32 33%	37 28%	33 25%	19 26%	22 35%	30 31%	261 27%	25 23%
Because I like the taste of it	161 15%	17 25%	9 7%	6 7%	16 17%	31 30%	12 12%	22 16%	22 17%	11 15%	6 9%	11 11%	137 14%	22 21%
Because my partner/someone else in my family buys it	74 7%	7 10%	12 9%	8 10%	4 4%	3 3%	8 8%	3 2%	12 10%	5 8%	5 8%	7 7%	69 7%	5 4%
To help lower my blood pressure	36 3%	5 8%	2 2%	6 7%	1 1%	5 4%	3 3%	5 4%	5 4%	- -	4 6%	- -	31 3%	5 5%
Good for digestion/helps digestion	16 2%	1 2%	1 1%	2 2%	1 1%	- -	3 3%	5 4%	3 2%	1 1%	- -	- -	14 1%	2 2%
Because they were on special offer/free	14 1%	- -	3 3%	2 3%	1 1%	- -	- -	3 2%	1 1%	1 2%	- -	1 1%	13 1%	1 1%
Just wanted to try it/ see what it was like	11 1%	1 2%	1 1%	- -	1 1%	2 2%	1 1%	1 1%	1 1%	- -	2 3%	2 2%	11 1%	- -
Good for stomach/helps stomach	11 1%	- -	1 1%	1 2%	- -	- -	- -	- -	3 3%	1 1%	2 3%	2 2%	10 1%	1 1%
Recommended by friend/ relative/had it at their house	10 1%	- -	1 1%	2 2%	- -	1 1%	1 1%	2 1%	- -	1 1%	- -	1 1%	10 1%	- -
Low fat	9 1%	2 3%	1 *	4 5%	- -	- -	- -	2 1%	1 1%	- -	- -	- -	8 1%	1 1%
Health reasons (unspecified)	8 1%	- -	1 1%	1 1%	3 3%	- -	- -	- -	1 1%	1 1%	- -	- -	8 1%	- -
Good for your heart	6 1%	- -	- -	- -	- -	- -	1 1%	1 1%	2 2%	2 3%	- -	- -	6 1%	- -
Recommended by Doctor/ Specialist	5 *	- -	- -	1 1%	1 1%	- -	- -	- -	2 1%	- -	- -	2 2%	5 1%	- -

## Phytosterols Omnibus Survey : March 2006

Table 7

## Q.4 What is the main reason why you consume, or consumed, these products?

Base: All adults who consume any of the products and may do so in future

	GOVERNMENT REGION											ETHNICITY		
	Total	Nrth East	Nrth West	Yrks and Hmbr	East Mids	West Mids	East of Engl	Lon-don	S'th East	S'th West	Wa-les	Scot land	White	Minority Ethnic
Weighted base	1060	68	124	79	91	103	97	134	130	72	64	98	951	108
Watching my weight/helps you to lose weight	4 *	-	1 1%	-	-	-	1 1%	-	-	-	2 4%	-	4 *	-
For Irritable bowel syndrome (IBS)	3 *	-	-	-	-	-	1 1%	-	-	1 1%	-	1 1%	3 *	-
Convenience	3 *	-	2 1%	-	1 1%	-	-	-	-	-	-	-	3 *	-
Because of advertising	3 *	-	-	-	2 2%	-	-	-	1 1%	-	-	-	3 *	-
Children like it/buy it for the children	2 *	-	-	-	-	-	-	2 1%	-	-	-	-	1 *	1 1%
Because I am diabetic	2 *	-	-	-	-	1 1%	-	-	-	1 1%	-	-	2 *	-
Has good bacteria/friendly bacteria	2 *	-	-	-	-	-	-	-	-	-	-	2 2%	2 *	-
Other	67 6%	2 3%	9 7%	3 4%	4 4%	4 4%	11 12%	9 7%	5 4%	2 3%	7 11%	10 11%	57 6%	10 9%
None/Don't know	43 4%	4 7%	2 2%	5 7%	2 3%	8 8%	4 4%	4 3%	6 4%	-	1 2%	6 6%	37 4%	6 6%

## Phytosterols Omnibus Survey : March 2006

## Q.4 What is the main reason why you consume, or consumed, these products?

Base: All adults who consume any of the products and may do so in future

	AWARE LOWER CHOLESTEROL LEVEL			RESPONDENT DIAGNOSED WITH HIGH CHOLESTEROL (Q.9)		CONSUMPTION OF SPREADS			CONSUMPTION OF SINGLE-SHOT YOGHURTS			CONSUMPTION OF YOGHURTS			ANY CONSUMED (Q.2a-c)
	Total	Aware (Q.7)	Read label (Q.8)	Yes	No	Totl	Daily +	Solus	Totl	Daily +	Solus	Totl	Daily +	Solus	Daily +
Weighted base	1060	638	537	220	832	532	307	326	505	209	285	386	119	179	527
Sample size	1023	610	518	227	789	503	291	301	488	204	269	391	127	184	515
Because it's good for you/Healthy	287 27%	157 25%	135 25%	39 18%	247 30%	122 23%	70 23%	64 20%	150 30%	69 33%	84 30%	122 31%	44 37%	58 32%	150 29%
To help lower my cholesterol/partner's cholesterol	286 27%	232 36%	206 38%	129 59%	156 19%	198 37%	127 41%	127 39%	110 22%	58 28%	47 16%	88 23%	27 23%	30 17%	176 33%
Because I like the taste of it	161 15%	62 10%	44 8%	13 6%	146 18%	54 10%	26 8%	30 9%	83 16%	29 14%	54 19%	73 19%	23 19%	42 23%	62 12%
Because my partner/someone else in my family buys it	74 7%	45 7%	35 7%	4 2%	70 8%	44 8%	20 6%	33 10%	27 5%	9 4%	18 6%	19 5%	4 3%	11 6%	28 5%
To help lower my blood pressure	36 3%	23 4%	18 3%	11 5%	25 3%	16 3%	12 4%	8 2%	24 5%	11 5%	14 5%	12 3%	3 3%	1 1%	23 4%
Good for digestion/helps digestion	16 2%	6 1%	7 1%	2 1%	14 2%	3 1%	2 1%	- -	13 3%	7 4%	8 3%	7 2%	1 1%	3 2%	9 2%
Because they were on special offer/free	14 1%	8 1%	5 1%	1 *	13 2%	5 1%	2 1%	4 1%	7 1%	- -	6 2%	3 1%	- -	3 1%	2 *
Just wanted to try it/ see what it was like	11 1%	6 1%	4 1%	3 1%	8 1%	- -	- -	- -	8 2%	- -	8 3%	3 1%	- -	3 2%	- -
Good for stomach/helps stomach	11 1%	4 1%	4 1%	3 1%	8 1%	2 *	1 *	- -	10 2%	3 1%	6 2%	3 1%	- -	1 1%	4 1%
Recommended by friend/ relative/had it at their house	10 1%	8 1%	5 1%	- -	10 1%	9 2%	- -	8 2%	2 *	- -	1 *	- -	- -	- -	- -
Low fat	9 1%	5 1%	3 1%	1 1%	8 1%	5 1%	4 1%	3 1%	2 *	1 1%	1 *	5 1%	- -	3 2%	5 1%
Health reasons (unspecified)	8 1%	6 1%	8 1%	- -	8 1%	6 1%	- -	2 1%	4 1%	1 *	- -	2 1%	- -	1 1%	1 *

## Phytosterols Omnibus Survey : March 2006

Table 7

## Q.4 What is the main reason why you consume, or consumed, these products?

Base: All adults who consume any of the products and may do so in future

	AWARE LOWER CHOLESTEROL LEVEL			RESPONDENT DIAGNOSED WITH HIGH CHOLESTEROL (Q.9)		CONSUMPTION OF SPREADS			CONSUMPTION OF SINGLE-SHOT YOGHURTS			CONSUMPTION OF YOGHURTS			ANY CONSUMED (Q.2a-c)
	Total	Aware (Q.7)	Read label (Q.8)	Yes	No	Totl	Daily +	Solus	Totl	Daily +	Solus	Totl	Daily +	Solus	Daily +
Weighted base	1060	638	537	220	832	532	307	326	505	209	285	386	119	179	527
Good for your heart	6 1%	5 1%	4 1%	2 1%	4 1%	3 1%	2 1%	3 1%	2 *	2 1%	1 *	2 *	1 1%	1 1%	4 1%
Recommended by Doctor/ Specialist	5 *	3 *	3 1%	1 *	5 1%	2 *	1 *	- *	4 1%	1 1%	2 1%	2 1%	- -	- -	1 *
Watching my weight/helps you to lose weight	4 *	1 *	4 1%	3 1%	1 *	3 1%	2 1%	1 *	2 *	- -	- -	3 1%	1 1%	1 1%	3 *
For Irritable bowel syndrome (IBS)	3 *	2 *	2 *	- -	3 *	1 *	1 *	- -	3 1%	1 *	2 1%	1 *	1 1%	- -	1 *
Convenience	3 *	- -	1 *	2 1%	1 *	2 *	2 1%	2 1%	1 *	- -	- -	1 *	- -	- -	2 *
Because of advertising	3 *	3 *	1 *	- -	3 *	3 *	2 1%	1 *	2 *	- -	- -	2 *	- -	- -	2 *
Children like it/buy it for the children	2 *	- -	1 *	- -	2 *	1 *	- -	- -	1 *	- -	- -	2 1%	- -	1 1%	- -
Because I am diabetic	2 *	1 *	1 *	2 1%	- -	1 *	1 *	- -	1 *	- -	- -	2 *	1 1%	1 1%	2 *
Has good bacteria/ friendly bacteria	2 *	2 *	2 *	- -	2 *	- -	- -	- -	2 *	2 1%	2 1%	- -	- -	- -	2 *
Other	67 6%	38 6%	32 6%	5 2%	60 7%	34 6%	24 8%	27 8%	32 6%	10 5%	19 7%	17 5%	5 4%	7 4%	31 6%
None/Don't know	43 4%	22 3%	13 2%	* *	39 5%	18 3%	10 3%	13 4%	15 3%	5 2%	12 4%	18 5%	8 7%	12 7%	21 4%

## Phytosterols Omnibus Survey : March 2006

Table 8

## Q.5 Who else in your household, if anyone, consumes these products?

Base: All adults who consume any of the products and may do so in future

	SEX			AGE							AGE 45+		SOCIAL CLASS				CHILDREN IN HOUSEHOLD				NUMBER IN HOUSEHOLD	
	Total	Male	Fe-	16-24	25-34	35-44	45-54	55-64	65+	Male	Fema	AB	C1	C2	DE	Any	None	0-5	6-15	1	2+	
			male								le											
Weighted base	1060	490	570	185	156	192	159	172	196	233	293	199	329	227	305	337	722	151	258	174	885	
Sample size	1023	433	590	158	150	182	147	167	219	225	308	170	269	235	349	323	700	150	243	176	847	
My partner	404	222	182	15	65	93	75	86	69	133	98	90	134	97	83	143	261	81	100	-	404	
	38%	45%	32%	8%	42%	49%	47%	50%	35%	57%	33%	45%	41%	43%	27%	42%	36%	54%	39%	-	46%	
Children under 5 years old	80	31	49	17	29	29	3	1	1	2	3	13	23	16	28	80	-	72	48	-	80	
	8%	6%	9%	9%	18%	15%	2%	1%	*	1%	1%	6%	7%	7%	9%	24%	-	47%	19%	-	9%	
Children 6 - 18 years old	177	59	118	35	27	81	27	5	2	14	20	28	50	45	54	150	27	46	149	-	177	
	17%	12%	21%	19%	17%	42%	17%	3%	1%	6%	7%	14%	15%	20%	18%	45%	4%	31%	58%	-	20%	
Net: Any children	222	80	142	47	46	90	30	6	3	16	23	37	62	51	71	195	27	87	163	-	222	
	21%	16%	25%	25%	29%	47%	19%	4%	2%	7%	8%	19%	19%	23%	23%	58%	4%	58%	63%	-	25%	
Other members of household over 18	214	103	111	111	16	25	29	16	17	24	38	31	67	50	66	76	138	27	64	-	214	
	20%	21%	19%	60%	10%	13%	18%	9%	8%	10%	13%	16%	20%	22%	22%	23%	19%	18%	25%	-	24%	
Net: Any other members of household	672	325	346	136	99	145	109	101	83	153	139	129	213	160	170	285	386	128	224	-	672	
	63%	66%	61%	74%	63%	75%	68%	59%	42%	66%	47%	65%	65%	70%	56%	85%	54%	85%	87%	-	76%	
Myself only	382	163	219	46	57	46	48	71	113	80	152	69	115	66	132	51	330	23	34	174	208	
	36%	33%	38%	25%	37%	24%	30%	41%	58%	34%	52%	35%	35%	29%	43%	15%	46%	15%	13%	100%	23%	
Don't know	6	2	4	3	-	1	2	-	-	-	2	1	1	1	3	1	5	-	1	-	6	
	1%	*	1%	1%	-	1%	1%	-	-	-	1%	*	*	*	1%	*	1%	-	*	-	1%	

## Phytosterols Omnibus Survey : March 2006

Table 8

## Q.5 Who else in your household, if anyone, consumes these products?

Base: All adults who consume any of the products and may do so in future

	GOVERNMENT REGION											ETHNICITY		
	Total	Nrth East	Nrth West	Yrks and Hmbr	East Mids	West Mids	East of Engl	Lon-don	S'th East	S'th West	Wa-les	Scot land	White	Minority Ethnic
Weighted base	1060	68	124	79	91	103	97	134	130	72	64	98	951	108
Sample size	1023	63	107	73	82	92	97	150	134	80	57	88	914	108
My partner	404 38%	34 50%	55 44%	37 46%	33 36%	32 31%	40 41%	43 32%	47 36%	25 35%	21 33%	38 38%	367 39%	36 33%
Children under 5 years old	80 8%	4 7%	11 9%	5 7%	10 11%	9 9%	7 7%	15 12%	7 5%	4 5%	2 3%	5 5%	62 6%	18 17%
Children 6 - 18 years old	177 17%	14 21%	21 17%	16 20%	15 16%	17 16%	12 12%	27 21%	20 15%	8 12%	7 11%	21 21%	152 16%	25 23%
Net: Any children	222 21%	16 24%	25 20%	20 25%	19 21%	21 21%	16 16%	40 30%	26 20%	10 15%	8 13%	21 21%	187 20%	35 33%
Other members of household over 18	214 20%	17 24%	23 19%	15 19%	10 11%	16 16%	21 22%	33 25%	30 23%	13 18%	18 28%	17 17%	183 19%	31 28%
Net: Any other members of household	672 63%	53 78%	81 65%	57 72%	53 58%	59 58%	62 64%	84 63%	87 66%	41 57%	39 62%	57 58%	594 62%	77 71%
Myself only	382 36%	15 22%	42 34%	22 27%	38 42%	42 41%	35 36%	49 37%	43 33%	30 42%	24 38%	41 42%	350 37%	31 29%
Don't know	6 1%	- -	1 1%	1 1%	- -	1 1%	- -	1 1%	1 *	1 1%	- -	1 1%	6 1%	- -

## Phytosterols Omnibus Survey : March 2006

Table 8

## Q.5 Who else in your household, if anyone, consumes these products?

Base: All adults who consume any of the products and may do so in future

	Total	AWARE LOWER CHOLESTEROL LEVEL		RESPONDENT DIAGNOSED WITH HIGH CHOLESTEROL (Q.9)		CONSUMPTION OF SPREADS			CONSUMPTION OF SINGLE-SHOT YOGHURTS			CONSUMPTION OF YOGHURTS			ANY CONSUMED (Q.2a-c)
		Aware (Q.7)	Read label (Q.8)	Yes	No	Totl	Daily +	Solus	Totl	Daily +	Solus	Totl	Daily +	Solus	Daily +
Weighted base	1060	638	537	220	832	532	307	326	505	209	285	386	119	179	527
Sample size	1023	610	518	227	789	503	291	301	488	204	269	391	127	184	515
My partner	404	264	218	89	314	238	144	142	178	68	78	152	46	63	214
	38%	41%	41%	40%	38%	45%	47%	44%	35%	33%	28%	39%	39%	35%	41%
Children under 5 years old	80	46	35	2	77	41	26	28	35	8	18	29	8	16	36
	8%	7%	6%	1%	9%	8%	8%	9%	7%	4%	6%	7%	6%	9%	7%
Children 6 - 18 years old	177	100	80	9	166	75	41	43	104	40	60	64	17	27	79
	17%	16%	15%	4%	20%	14%	13%	13%	21%	19%	21%	16%	14%	15%	15%
Net: Any children	222	124	98	11	209	101	59	62	120	45	67	80	22	35	101
	21%	19%	18%	5%	25%	19%	19%	19%	24%	21%	24%	21%	18%	20%	19%
Other members of household over 18	214	139	117	22	188	123	68	79	96	39	48	66	14	33	101
	20%	22%	22%	10%	23%	23%	22%	24%	19%	18%	17%	17%	12%	19%	19%
Net: Any other members of household	672	411	347	109	557	358	209	217	315	116	164	240	65	109	324
	63%	64%	65%	49%	67%	67%	68%	67%	62%	56%	58%	62%	55%	61%	62%
Myself only	382	226	189	111	268	171	96	106	186	91	117	145	53	70	201
	36%	35%	35%	51%	32%	32%	31%	33%	37%	44%	41%	38%	45%	39%	38%
Don't know	6	1	1	-	6	3	2	2	4	1	3	1	1	-	2
	1%	*	*	-	1%	1%	1%	1%	1%	*	1%	*	1%	-	*

## Phytosterols Omnibus Survey : March 2006

Table 9

## Q.6 What advice, if any, are you aware of concerning the consumption of these products?

Base: All adults who consume any of the products and may do so in future

	SEX		AGE							AGE 45+		SOCIAL CLASS				CHILDREN IN HOUSEHOLD				NUMBER IN HOUSEHOLD	
	Total	Male	Fe- male	16-24	25-34	35-44	45-54	55-64	65+	Male	Fema le	AB	C1	C2	DE	Any	None	0-5	6-15	1	2+
Weighted base	1060	490	570	185	156	192	159	172	196	233	293	199	329	227	305	337	722	151	258	174	885
Sample size	1023	433	590	158	150	182	147	167	219	225	308	170	269	235	349	323	700	150	243	176	847
<b>Benefits/specific attributes</b>	<b>451</b>	<b>196</b>	<b>254</b>	<b>71</b>	<b>53</b>	<b>80</b>	<b>69</b>	<b>81</b>	<b>97</b>	<b>106</b>	<b>140</b>	<b>104</b>	<b>134</b>	<b>80</b>	<b>134</b>	<b>128</b>	<b>323</b>	<b>60</b>	<b>97</b>	<b>78</b>	<b>373</b>
	<b>43%</b>	<b>40%</b>	<b>45%</b>	<b>38%</b>	<b>34%</b>	<b>41%</b>	<b>43%</b>	<b>47%</b>	<b>50%</b>	<b>46%</b>	<b>48%</b>	<b>52%</b>	<b>41%</b>	<b>35%</b>	<b>44%</b>	<b>38%</b>	<b>45%</b>	<b>40%</b>	<b>38%</b>	<b>45%</b>	<b>42%</b>
Good for cholesterol/ Lowers your cholesterol	218	103	115	29	23	35	32	47	53	58	74	62	67	35	55	50	168	22	38	39	179
	21%	21%	20%	16%	15%	18%	20%	27%	27%	25%	25%	31%	20%	15%	18%	15%	23%	15%	15%	22%	20%
Good for your health/ Good for you/Healthy	133	51	82	26	11	25	22	21	28	26	45	15	38	28	51	46	86	17	39	20	113
	13%	10%	14%	14%	7%	13%	14%	12%	14%	11%	15%	7%	12%	13%	17%	14%	12%	12%	15%	11%	13%
Good for digestion/Helps digestion	47	20	27	6	6	9	13	4	8	13	13	12	15	7	13	16	31	8	10	5	42
	4%	4%	5%	3%	4%	4%	8%	3%	4%	6%	4%	6%	4%	3%	4%	5%	4%	5%	4%	3%	5%
Low fat/Less fat	31	13	18	2	6	6	3	10	5	9	8	6	14	6	6	5	26	3	5	7	24
	3%	3%	3%	1%	4%	3%	2%	6%	3%	4%	3%	3%	4%	2%	2%	2%	4%	2%	2%	4%	3%
Good for a healthy heart/Helps your heart	30	15	15	10	10	1	3	5	1	5	4	6	10	6	9	13	18	6	6	2	28
	3%	3%	3%	6%	6%	1%	2%	3%	*	2%	1%	3%	3%	3%	3%	4%	2%	4%	2%	1%	3%
Good/Friendly bacteria	30	12	18	6	4	7	7	5	2	6	7	6	10	2	13	11	19	6	8	6	24
	3%	3%	3%	3%	4%	4%	3%	1%	3%	3%	3%	3%	3%	1%	4%	3%	4%	3%	3%	3%	3%
Good for blood pressure/ Lowers blood pressure	19	10	9	-	2	2	4	3	8	7	8	6	4	4	6	2	17	2	2	5	15
	2%	2%	2%	-	1%	1%	2%	2%	4%	3%	3%	3%	1%	2%	2%	1%	2%	1%	1%	3%	2%
Good for stomach	11	3	8	-	2	5	1	1	3	2	2	-	7	3	1	5	6	2	4	1	10
	1%	1%	1%	-	1%	3%	1%	1%	1%	1%	1%	-	2%	1%	*	2%	1%	1%	1%	1%	1%
Good for energy/Gives you energy/Keeps you active	7	3	4	2	-	1	-	2	2	1	3	-	2	2	3	1	6	-	1	1	6
	1%	1%	1%	1%	-	1%	-	1%	1%	*	1%	-	1%	1%	1%	*	1%	-	*	1%	1%
Omega 3	7	4	3	-	1	2	2	1	-	1	2	2	4	-	1	2	5	1	2	1	6
	1%	1%	1%	-	1%	1%	1%	1%	-	*	1%	1%	1%	-	*	1%	1%	1%	1%	1%	1%
Good as part of a calorie controlled diet	7	4	2	*	-	2	2	1	1	3	1	1	2	1	3	3	3	-	3	-	7
	1%	1%	*	*	-	1%	1%	*	*	1%	*	1%	1%	*	1%	1%	*	-	1%	-	1%
Good for immune/Helps boost your immune system	7	3	4	2	1	1	1	1	-	1	1	1	-	2	4	4	3	2	1	2	4
	1%	1%	1%	1%	1%	1%	1%	*	-	*	*	*	-	1%	1%	1%	*	2%	1%	1%	*
Good for weight/helps you to control your weight	4	4	1	1	-	-	3	-	-	3	1	-	1	-	3	-	4	-	-	3	1
	*	1%	*	1%	-	-	2%	-	-	1%	*	-	*	-	1%	-	1%	-	-	2%	*

## Phytosterols Omnibus Survey : March 2006

Table 9

## Q.6 What advice, if any, are you aware of concerning the consumption of these products?

Base: All adults who consume any of the products and may do so in future

	SEX		AGE							AGE 45+		SOCIAL CLASS				CHILDREN IN HOUSEHOLD				NUMBER IN HOUSEHOLD		
	Total	Male	Fe- male	16-24	25-34	35-44	45-54	55-64	65+	Male	Fema le	AB	C1	C2	DE	Any	None	0-5	6-15	1	2+	
Weighted base	1060	490	570	185	156	192	159	172	196	233	293	199	329	227	305	337	722	151	258	174	885	
Low calories	4	1	3	3	-	-	1	-	-	1	-	-	1	1	1	3	1	1	1	1	1	3
	*	*	1%	2%	-	-	1%	-	-	1%	-	-	*	1%	*	1%	*	1%	1%	1%	1%	*
Low salt/less salt content	3	3	1	1	2	-	-	1	-	1	-	-	2	2	-	2	1	2	-	-	-	3
	*	1%	*	*	1%	-	-	1%	-	*	-	-	1%	1%	-	1%	*	1%	-	-	-	*
Contains calcium	2	-	2	-	-	1	-	-	1	-	1	-	-	-	2	1	1	1	1	-	-	2
	*	-	*	-	-	*	-	-	1%	-	*	-	-	-	1%	*	*	*	*	-	-	*
<b>Mentions of how much and how often one should consume</b>	<b>45</b>	<b>19</b>	<b>26</b>	<b>7</b>	<b>14</b>	<b>8</b>	<b>8</b>	<b>5</b>	<b>3</b>	<b>2</b>	<b>13</b>	<b>10</b>	<b>16</b>	<b>7</b>	<b>13</b>	<b>21</b>	<b>24</b>	<b>7</b>	<b>15</b>	<b>7</b>	<b>38</b>	
	4%	4%	5%	4%	9%	4%	5%	3%	1%	1%	5%	5%	5%	3%	4%	6%	3%	5%	6%	4%	4%	
One a day	23	10	13	5	7	5	5	2	-	-	7	8	7	3	6	15	9	5	11	2	21	
	2%	2%	2%	3%	4%	3%	3%	1%	-	-	2%	4%	2%	1%	2%	4%	1%	3%	4%	1%	2%	
Don't eat in excess	22	10	11	3	8	4	2	2	2	1	6	2	12	2	5	9	12	4	6	4	17	
	2%	2%	2%	2%	5%	2%	1%	1%	1%	1%	2%	1%	4%	1%	2%	3%	2%	3%	2%	2%	2%	
Take regularly	3	2	1	-	-	1	1	1	1	1	1	-	-	1	2	-	3	-	-	1	2	
	*	*	*	-	-	*	*	1%	*	*	*	-	-	1%	1%	-	*	-	-	1%	*	
<b>Negative perceptions</b>	<b>15</b>	<b>7</b>	<b>8</b>	<b>1</b>	<b>4</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>6</b>	<b>9</b>	<b>3</b>	<b>4</b>	<b>1</b>	<b>14</b>	
	1%	1%	1%	*	2%	2%	2%	1%	1%	*	2%	2%	1%	1%	2%	2%	1%	2%	2%	*	2%	
Contain a lot of sweeteners/sugar	8	4	4	-	2	3	1	1	1	1	2	2	2	2	2	3	4	2	2	1	7	
	1%	1%	1%	-	1%	1%	*	1%	1%	*	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	
They were a con/not as healthy as you think/benefits exaggerated	7	3	5	1	1	2	2	1	*	-	3	2	1	1	2	3	4	1	3	-	7	
	1%	1%	1%	*	1%	1%	1%	*	*	-	1%	1%	*	1%	1%	1%	1%	*	1%	-	1%	
<b>Others</b>	<b>108</b>	<b>45</b>	<b>62</b>	<b>11</b>	<b>19</b>	<b>14</b>	<b>22</b>	<b>16</b>	<b>27</b>	<b>29</b>	<b>35</b>	<b>27</b>	<b>35</b>	<b>18</b>	<b>28</b>	<b>36</b>	<b>72</b>	<b>15</b>	<b>30</b>	<b>23</b>	<b>85</b>	
	10%	9%	11%	6%	12%	7%	14%	9%	14%	12%	12%	13%	11%	8%	9%	11%	10%	10%	12%	13%	10%	
Taste/taste nice/tasty	11	3	9	2	2	2	2	1	3	1	5	1	2	4	4	4	7	1	4	2	9	
	1%	1%	2%	1%	1%	1%	1%	1%	1%	*	2%	*	1%	2%	1%	1%	1%	1%	1%	1%	1%	
Enjoy them/nice/like them	11	5	6	1	2	1	4	1	2	2	4	2	3	3	3	4	8	1	4	-	11	
	1%	1%	1%	1%	1%	*	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	
On TV	5	1	4	-	-	1	1	1	2	1	3	3	1	-	1	2	3	1	2	1	4	
	1%	*	1%	-	-	1%	1%	1%	1%	*	1%	2%	*	-	*	1%	*	1%	1%	1%	*	
Publicity in Daily Mail/Mail on Saturday	2	1	1	-	-	1	-	-	1	-	1	-	1	-	1	1	1	-	1	1	1	
	*	*	*	-	-	1%	-	-	1%	-	*	-	*	-	*	*	*	-	*	1%	*	

## Phytosterols Omnibus Survey : March 2006

Table 9

**Q.6 What advice, if any, are you aware of concerning the consumption of these products?**

**Base: All adults who consume any of the products and may do so in future**

	SEX		AGE							AGE 45+		SOCIAL CLASS				CHILDREN IN HOUSEHOLD				NUMBER IN HOUSEHOLD	
	Total	Male	Fe- male	16-24	25-34	35-44	45-54	55-64	65+	Male	Fema le	AB	C1	C2	DE	Any	None	0-5	6-15	1	2+
Weighted base	1060	490	570	185	156	192	159	172	196	233	293	199	329	227	305	337	722	151	258	174	885
Others	79	35	43	7	16	8	15	13	19	25	23	20	28	11	20	25	53	12	20	19	59
	7%	7%	8%	4%	10%	4%	9%	8%	10%	11%	8%	10%	8%	5%	7%	8%	7%	8%	8%	11%	7%
Nothing	364	183	181	73	59	80	50	51	52	71	82	47	116	95	107	129	235	59	99	56	308
	34%	37%	32%	39%	38%	42%	31%	30%	26%	30%	28%	24%	35%	42%	35%	38%	33%	39%	38%	32%	35%
Don't know	125	56	69	27	17	13	19	23	26	34	34	25	40	28	31	32	93	12	25	18	107
	12%	11%	12%	14%	11%	7%	12%	13%	13%	15%	12%	13%	12%	12%	10%	9%	13%	8%	10%	10%	12%

## Phytosterols Omnibus Survey : March 2006

Table 9

## Q.6 What advice, if any, are you aware of concerning the consumption of these products?

Base: All adults who consume any of the products and may do so in future

	GOVERNMENT REGION											ETHNICITY		
	Total	Nrth East	Nrth West	Yrks and Hmbr	East Mids	West Mids	East of Engl	Lon-don	S'th East	S'th West	Wales	Scot land	White	Minority Ethnic
Weighted base	1060	68	124	79	91	103	97	134	130	72	64	98	951	108
Sample size	1023	63	107	73	82	92	97	150	134	80	57	88	914	108
<b>Benefits/specific attributes</b>	<b>451</b>	<b>37</b>	<b>64</b>	<b>38</b>	<b>25</b>	<b>29</b>	<b>40</b>	<b>59</b>	<b>48</b>	<b>41</b>	<b>32</b>	<b>37</b>	<b>407</b>	<b>44</b>
	<b>43%</b>	<b>54%</b>	<b>52%</b>	<b>48%</b>	<b>28%</b>	<b>28%</b>	<b>41%</b>	<b>44%</b>	<b>37%</b>	<b>58%</b>	<b>50%</b>	<b>38%</b>	<b>43%</b>	<b>41%</b>
Good for cholesterol/ Lowers your cholesterol	218	16	33	23	9	15	22	20	21	15	21	24	204	14
	21%	24%	27%	29%	9%	14%	22%	15%	16%	21%	33%	25%	21%	13%
Good for your health/ Good for you/Healthy	133	13	20	10	15	10	8	23	7	13	8	4	115	18
	13%	20%	16%	12%	17%	10%	9%	18%	6%	18%	13%	4%	12%	16%
Good for digestion/Helps digestion	47	1	7	4	1	1	2	8	9	8	1	3	44	2
	4%	1%	6%	5%	2%	1%	2%	6%	7%	12%	2%	3%	5%	2%
Low fat/Less fat	31	-	4	2	2	3	5	6	3	2	1	2	27	5
	3%	-	3%	3%	2%	3%	6%	5%	2%	3%	2%	2%	3%	4%
Good for a healthy heart/Helps your heart	30	-	2	4	2	-	5	6	4	1	1	3	26	4
	3%	-	2%	6%	3%	-	5%	5%	3%	2%	2%	3%	3%	4%
Good/Friendly bacteria	30	1	5	3	-	1	4	4	5	3	1	2	29	1
	3%	1%	4%	4%	-	1%	4%	3%	4%	5%	2%	2%	3%	1%
Good for blood pressure/ Lowers blood pressure	19	8	3	1	-	-	1	2	1	2	1	-	19	1
	2%	12%	3%	2%	-	-	1%	1%	*	3%	2%	-	2%	1%
Good for stomach	11	-	2	2	1	1	-	2	1	1	-	-	9	2
	1%	-	2%	3%	2%	1%	-	2%	1%	1%	-	-	1%	2%
Good for energy/Gives you energy/Keeps you active	7	1	1	2	1	2	-	-	-	-	-	-	6	1
	1%	2%	1%	2%	1%	2%	-	-	-	-	-	-	1%	1%
Omega 3	7	1	1	-	-	-	1	1	-	-	1	1	6	1
	1%	2%	1%	-	-	-	1%	1%	-	-	2%	1%	1%	1%
Good as part of a calorie controlled diet	7	1	-	1	-	-	1	1	-	-	-	2	7	-
	1%	1%	-	2%	-	-	1%	1%	-	-	-	2%	1%	-
Good for immune/Helps boost your immune system	7	-	1	-	-	2	1	1	1	1	-	-	6	1
	1%	-	1%	-	-	2%	1%	1%	1%	1%	-	-	1%	1%
Good for weight/helps you to control your weight	4	-	-	-	1	-	-	1	2	-	-	-	4	-
	*	-	-	-	1%	-	-	1%	2%	-	-	-	*	-

## Phytosterols Omnibus Survey : March 2006

Table 9

## Q.6 What advice, if any, are you aware of concerning the consumption of these products?

Base: All adults who consume any of the products and may do so in future

	GOVERNMENT REGION											ETHNICITY		
	Total	Nrth East	Nrth West	Yrks and Hmbr	East Mids	West Mids	East of Engl	Lon-don	S'th East	S'th West	Wa-les	Scot land	White	Minority Ethnic
Weighted base	1060	68	124	79	91	103	97	134	130	72	64	98	951	108
Low calories	4	-	-	1	1	-	-	1	-	-	-	-	1	3
	*	-	-	2%	1%	-	-	1%	-	-	-	-	*	3%
Low salt/less salt content	3	-	1	-	1	-	2	-	-	-	-	-	3	1
	*	-	1%	-	1%	-	2%	-	-	-	-	-	*	1%
Contains calcium	2	-	-	-	-	-	-	1	-	-	1	-	1	1
	*	-	-	-	-	-	-	*	-	-	2%	-	*	1%
<b>Mentions of how much and how often one should consume</b>	<b>45</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>9</b>	<b>1</b>	<b>2</b>	<b>4</b>	<b>6</b>	<b>2</b>	<b>5</b>	<b>43</b>	<b>1</b>
	<b>4%</b>	<b>5%</b>	<b>3%</b>	<b>5%</b>	<b>6%</b>	<b>9%</b>	<b>1%</b>	<b>2%</b>	<b>3%</b>	<b>9%</b>	<b>3%</b>	<b>5%</b>	<b>5%</b>	<b>1%</b>
One a day	23	3	2	1	2	6	1	2	2	2	1	1	22	1
	2%	5%	2%	2%	3%	5%	1%	2%	1%	3%	2%	1%	2%	1%
Don't eat in excess	22	-	1	2	2	7	-	-	2	3	1	3	22	-
	2%	-	1%	2%	3%	6%	-	-	1%	5%	2%	3%	2%	-
Take regularly	3	-	-	1	1	-	-	-	-	1	-	1	3	-
	*	-	-	1%	1%	-	-	-	-	1%	-	1%	*	-
<b>Negative perceptions</b>	<b>15</b>	<b>-</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>-</b>	<b>-</b>	<b>1</b>	<b>14</b>	<b>1</b>
	<b>1%</b>	<b>-</b>	<b>1%</b>	<b>4%</b>	<b>2%</b>	<b>3%</b>	<b>3%</b>	<b>1%</b>	<b>1%</b>	<b>-</b>	<b>-</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>
Contain a lot of sweeteners/sugar	8	-	-	2	2	2	-	1	1	-	-	-	7	1
	1%	-	-	2%	2%	2%	-	1%	1%	-	-	-	1%	1%
They were a con/not as healthy as you think/benefits exaggerated	7	-	1	1	-	1	3	-	1	-	-	1	7	-
	1%	-	1%	1%	-	1%	3%	-	*	-	-	1%	1%	-
<b>Others</b>	<b>108</b>	<b>6</b>	<b>7</b>	<b>4</b>	<b>6</b>	<b>13</b>	<b>9</b>	<b>17</b>	<b>14</b>	<b>13</b>	<b>6</b>	<b>12</b>	<b>97</b>	<b>10</b>
	<b>10%</b>	<b>9%</b>	<b>6%</b>	<b>5%</b>	<b>7%</b>	<b>12%</b>	<b>10%</b>	<b>13%</b>	<b>11%</b>	<b>18%</b>	<b>9%</b>	<b>13%</b>	<b>10%</b>	<b>9%</b>
Taste/taste nice/tasty	11	-	-	-	-	4	2	5	1	*	-	-	8	3
	1%	-	-	-	-	4%	2%	4%	1%	1%	-	-	1%	3%
Enjoy them/nice/like them	11	1	-	1	-	1	-	1	4	1	1	-	10	1
	1%	2%	-	2%	-	1%	-	1%	3%	2%	1%	-	1%	1%
On TV	5	1	1	-	1	-	-	1	-	-	1	-	5	-
	1%	1%	1%	-	1%	-	-	1%	-	-	2%	-	1%	-
Publicity in Daily Mail/Mail on Saturday	2	-	-	-	1	-	-	-	1	-	-	-	2	-
	*	-	-	-	1%	-	-	-	1%	-	-	-	*	-

## Phytosterols Omnibus Survey : March 2006

Table 9

**Q.6 What advice, if any, are you aware of concerning the consumption of these products?**

**Base: All adults who consume any of the products and may do so in future**

	GOVERNMENT REGION											ETHNICITY		
	Total	Nrth East	Nrth West	Yrks and Hmbr	East Mids	West Mids	East of Engl	Lon-don	S'th East	S'th West	Wa-les	Scot land	White	Minority Ethnic
Weighted base	1060	68	124	79	91	103	97	134	130	72	64	98	951	108
Others	79 7%	4 6%	6 5%	2 3%	4 4%	9 8%	8 8%	11 8%	8 6%	11 15%	4 6%	12 13%	71 8%	6 6%
Nothing	364 34%	17 25%	40 32%	24 31%	49 54%	38 37%	40 41%	41 30%	51 39%	12 17%	24 37%	29 30%	329 35%	35 33%
Don't know	125 12%	7 11%	12 10%	7 9%	9 9%	14 14%	10 10%	22 16%	17 13%	7 9%	2 4%	19 19%	104 11%	21 19%

## Phytosterols Omnibus Survey : March 2006

Table 9

## Q.6 What advice, if any, are you aware of concerning the consumption of these products?

Base: All adults who consume any of the products and may do so in future

	Total	AWARE LOWER CHOLESTEROL LEVEL		RESPONDENT DIAGNOSED WITH HIGH CHOLESTEROL (Q.9)		CONSUMPTION OF SPREADS			CONSUMPTION OF SINGLE-SHOT YOGHURTS			CONSUMPTION OF YOGHURTS		ANY CONSUMED (Q.2a-c)	
		Aware (Q.7)	Read label (Q.8)	Yes	No	Totl	Daily +	Solus	Totl	Daily +	Solus	Totl	Daily +	Solus	Daily +
Weighted base	1060	638	537	220	832	532	307	326	505	209	285	386	119	179	527
Sample size	1023	610	518	227	789	503	291	301	488	204	269	391	127	184	515
<b>Benefits/specific attributes</b>	<b>451</b>	<b>340</b>	<b>282</b>	<b>122</b>	<b>328</b>	<b>261</b>	<b>158</b>	<b>151</b>	<b>207</b>	<b>97</b>	<b>99</b>	<b>167</b>	<b>58</b>	<b>68</b>	<b>255</b>
	<b>43%</b>	<b>53%</b>	<b>53%</b>	<b>55%</b>	<b>39%</b>	<b>49%</b>	<b>52%</b>	<b>46%</b>	<b>41%</b>	<b>46%</b>	<b>35%</b>	<b>43%</b>	<b>49%</b>	<b>38%</b>	<b>48%</b>
Good for cholesterol/ Lowers your cholesterol	218	198	167	78	140	164	95	103	79	29	28	68	12	19	120
	21%	31%	31%	36%	17%	31%	31%	32%	16%	14%	10%	18%	10%	11%	23%
Good for your health/ Good for you/Healthy	133	91	63	31	101	55	35	29	67	38	29	68	26	37	74
	13%	14%	12%	14%	12%	10%	11%	9%	13%	18%	10%	18%	22%	20%	14%
Good for digestion/Helps digestion	47	27	27	4	42	12	5	1	32	18	19	22	9	13	25
	4%	4%	5%	2%	5%	2%	1%	*	6%	9%	7%	6%	7%	7%	5%
Low fat/Less fat	31	24	22	9	23	26	20	13	9	4	1	17	4	5	22
	3%	4%	4%	4%	3%	5%	7%	4%	2%	2%	*	4%	4%	3%	4%
Good for a healthy heart/Helps your heart	30	27	23	1	29	30	14	23	3	1	-	5	2	-	14
	3%	4%	4%	*	3%	6%	5%	7%	1%	*	-	1%	2%	-	3%
Good/Friendly bacteria	30	18	14	1	29	7	1	1	25	12	16	12	6	4	14
	3%	3%	3%	1%	3%	1%	*	*	5%	6%	5%	3%	5%	2%	3%
Good for blood pressure/ Lowers blood pressure	19	14	13	6	13	10	5	4	12	8	6	7	3	3	12
	2%	2%	2%	3%	2%	2%	2%	1%	2%	4%	2%	2%	3%	2%	2%
Good for stomach	11	5	5	2	9	2	1	-	8	4	5	6	3	2	6
	1%	1%	1%	1%	1%	*	*	-	2%	2%	2%	2%	2%	1%	1%
Good for energy/Gives you energy/Keeps you active	7	6	4	2	5	4	1	2	6	1	3	1	-	-	2
	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	*	-	-	*
Omega 3	7	6	4	2	5	6	2	1	5	5	1	1	-	-	5
	1%	1%	1%	1%	1%	1%	1%	*	1%	2%	*	*	-	-	1%
Good as part of a calorie controlled diet	7	7	3	3	4	4	4	3	3	2	2	*	*	*	6
	1%	1%	*	1%	*	1%	1%	1%	1%	1%	1%	*	*	*	1%
Good for immune/Helps boost your immune system	7	4	5	2	4	2	-	-	6	2	4	1	-	1	2
	1%	1%	1%	1%	1%	*	-	-	1%	1%	2%	*	-	*	*

## Phytosterols Omnibus Survey : March 2006

Table 9

## Q.6 What advice, if any, are you aware of concerning the consumption of these products?

Base: All adults who consume any of the products and may do so in future

	AWARE LOWER CHOLESTEROL LEVEL			RESPONDENT DIAGNOSED WITH HIGH CHOLESTEROL (Q.9)		CONSUMPTION OF SPREADS			CONSUMPTION OF SINGLE-SHOT YOGHURTS			CONSUMPTION OF YOGHURTS			ANY CONSUMED (Q.2a-c)
	Total	Aware (Q.7)	Read label (Q.8)	Yes	No	Total	Daily +	Solus	Total	Daily +	Solus	Total	Daily +	Solus	Daily +
		638	537				832			532			307		
Weighted base	1060	638	537	220	832	532	307	326	505	209	285	386	119	179	527
Good for weight/helps you to control your weight	4*	3 1%	2*	3 1%	2*	4 1%	4 1%	1*	2*	2 1%	-	2 1%	1 1%	-	4 1%
Low calories	4*	3*	-	1 1%	3*	4 1%	3 1%	1*	1*	-	-	3 1%	-	-	3 1%
Low salt/less salt content	3*	3 1%	2*	-	3*	3 1%	1*	3 1%	-	-	-	-	-	-	1*
Contains calcium	2*	2*	1*	1 1%	1*	1*	1*	-	2*	1*	-	1*	1*	-	2*
<b>Mentions of how much and how often one should consume</b>	<b>45 4%</b>	<b>28 4%</b>	<b>25 5%</b>	<b>8 4%</b>	<b>36 4%</b>	<b>28 5%</b>	<b>23 7%</b>	<b>12 4%</b>	<b>31 6%</b>	<b>18 9%</b>	<b>12 4%</b>	<b>16 4%</b>	<b>5 4%</b>	<b>-</b>	<b>31 6%</b>
One a day	23 2%	13 2%	12 2%	3 2%	20 2%	11 2%	9 3%	-	22 4%	15 7%	9 3%	10 3%	4 3%	-	17 3%
Don't eat in excess	22 2%	13 2%	11 2%	4 2%	18 2%	16 3%	13 4%	11 3%	10 2%	6 3%	4 1%	4 1%	1 1%	-	16 3%
Take regularly	3*	3*	3 1%	1 1%	2*	2*	1*	1*	2*	-	1*	1*	1*	-	1*
<b>Negative perceptions</b>	<b>15 1%</b>	<b>5 1%</b>	<b>4 1%</b>	<b>* 2%</b>	<b>14 2%</b>	<b>3 1%</b>	<b>-</b>	<b>1*</b>	<b>13 3%</b>	<b>1 1%</b>	<b>10 3%</b>	<b>2*</b>	<b>-</b>	<b>1*</b>	<b>1*</b>
Contain a lot of sweeteners/sugar	8 1%	4 1%	2*	-	8 1%	2*	-	1*	6 1%	-	4 2%	2*	-	1*	-
They were a con/not as healthy as you think/benefits exaggerated	7 1%	1*	2*	* 1%	7 1%	2*	-	-	7 1%	1 1%	5 2%	-	-	-	1*
<b>Others</b>	<b>108 10%</b>	<b>59 9%</b>	<b>60 11%</b>	<b>29 13%</b>	<b>77 9%</b>	<b>50 9%</b>	<b>33 11%</b>	<b>32 10%</b>	<b>51 10%</b>	<b>23 11%</b>	<b>28 10%</b>	<b>44 11%</b>	<b>12 10%</b>	<b>21 12%</b>	<b>52 10%</b>
Taste/taste nice/tasty	11 1%	6 1%	5 1%	4 2%	8 1%	4 1%	3 1%	1*	4 1%	3 1%	1*	8 2%	3 2%	5 3%	6 1%

**Phytosterols Omnibus Survey : March 2006**

**Q.6 What advice, if any, are you aware of concerning the consumption of these products?**

**Base: All adults who consume any of the products and may do so in future**

	AWARE LOWER CHOLESTEROL LEVEL			RESPONDENT DIAGNOSED WITH HIGH CHOLESTEROL (Q.9)		CONSUMPTION OF SPREADS			CONSUMPTION OF SINGLE-SHOT YOGHURTS			CONSUMPTION OF YOGHURTS		ANY CONSUMED (Q.2a-c)	
	Total	Aware (Q.7)	Read label (Q.8)	Yes	No	Total	Daily + Solus		Total	Daily + Solus		Total	Daily + Solus		Daily +
Weighted base	1060	638	537	220	832	532	307	326	505	209	285	386	119	179	527
Enjoy them/nice/like them	11 1%	3 *	2 *	1 *	9 1%	1 *	- -	- -	4 1%	1 *	3 1%	8 2%	3 2%	7 4%	3 1%
On TV	5 1%	3 *	3 1%	2 1%	3 *	3 1%	1 *	3 1%	2 *	- -	1 *	1 *	- -	- -	1 *
Publicity in Daily Mail/ Mail on Saturday	2 *	1 *	1 *	1 *	1 *	1 *	1 *	- -	2 *	1 1%	1 *	1 *	- -	- -	1 *
Others	79 7%	47 7%	51 9%	22 10%	57 7%	42 8%	29 10%	27 8%	39 8%	18 9%	22 8%	26 7%	6 5%	9 5%	43 8%
Nothing	364 34%	178 28%	135 25%	56 25%	306 37%	166 31%	91 30%	113 35%	172 34%	65 31%	115 40%	122 31%	39 33%	62 35%	171 32%
Don't know	125 12%	62 10%	63 12%	21 10%	101 12%	54 10%	22 7%	35 11%	56 11%	19 9%	30 10%	55 14%	12 10%	30 17%	47 9%

## Phytosterols Omnibus Survey : March 2006

Table 10

**Q.7 Which, if any, of the statements below do you think are correct on the consumption of these products?**

**Base: All adults who consume any of the products and may do so in future**

	SEX			AGE							AGE 45+		SOCIAL CLASS				CHILDREN IN HOUSEHOLD				NUMBER IN HOUSEHOLD	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Male	Female	AB	C1	C2	DE	Any	None	0-5	6-15	1	2+	
	Weighted base	1060	490	570	185	156	192	159	172	196	233	293	199	329	227	305	337	722	151	258	174	885
Sample size	1023	433	590	158	150	182	147	167	219	225	308	170	269	235	349	323	700	150	243	176	847	
They can lower cholesterol level	638 60%	297 61%	341 60%	102 55%	81 52%	115 60%	102 64%	114 66%	125 64%	149 64%	192 65%	131 66%	199 61%	127 56%	181 59%	189 56%	449 62%	84 56%	144 56%	115 66%	523 59%	
They help maintain a healthy digestive system	502 47%	220 45%	282 50%	89 48%	72 46%	95 49%	87 55%	72 42%	87 45%	107 46%	139 47%	89 45%	172 52%	107 47%	134 44%	170 50%	332 46%	74 49%	127 49%	70 40%	432 49%	
They can lower blood pressure	275 26%	122 25%	154 27%	49 27%	38 24%	46 24%	40 25%	50 29%	52 27%	58 25%	85 29%	49 24%	75 23%	66 29%	85 28%	88 26%	188 26%	34 23%	68 26%	55 32%	220 25%	
Taking these products is more effective in reducing your cholesterol level than making other changes to your diet or lifestyle	187 18%	85 17%	102 18%	33 18%	20 13%	36 19%	41 26%	31 18%	25 13%	49 21%	48 16%	34 17%	64 19%	46 20%	43 14%	60 18%	127 18%	17 12%	50 19%	21 12%	166 19%	
There is a maximum amount you should eat each day	134 13%	62 13%	72 13%	23 12%	25 16%	23 12%	28 18%	16 9%	19 10%	29 13%	34 12%	29 14%	46 14%	16 7%	43 14%	50 15%	83 12%	19 13%	42 16%	22 12%	112 13%	
There is a minimum amount you should eat each day in order for it to be of benefit	119 11%	51 10%	68 12%	22 12%	14 9%	22 12%	18 12%	22 13%	20 10%	23 10%	38 13%	35 18%	34 10%	25 11%	25 8%	42 12%	77 11%	13 9%	33 13%	26 15%	93 11%	
They are suitable for children under 5 years old	109 10%	49 10%	60 10%	20 11%	17 11%	28 15%	21 13%	9 5%	14 7%	16 7%	28 9%	14 7%	36 11%	19 8%	39 13%	47 14%	62 9%	31 20%	30 12%	11 6%	98 11%	
They are suitable for pregnant or breastfeeding women	75 7%	28 6%	47 8%	18 10%	10 6%	16 8%	19 12%	2 1%	10 5%	9 4%	22 8%	10 5%	27 8%	16 7%	22 7%	26 8%	49 7%	15 10%	19 7%	11 6%	64 7%	
None of these	61 6%	32 6%	29 5%	12 7%	7 5%	13 7%	9 6%	10 6%	9 5%	15 6%	14 5%	9 5%	18 5%	9 4%	25 8%	18 5%	43 6%	4 3%	15 6%	15 9%	46 5%	
Don't know	72 7%	34 7%	37 7%	15 8%	10 7%	13 7%	2 1%	20 12%	11 6%	16 7%	18 6%	7 4%	25 8%	20 9%	19 6%	21 6%	51 7%	9 6%	17 6%	9 5%	62 7%	

## Phytosterols Omnibus Survey : March 2006

## Q.7 Which, if any, of the statements below do you think are correct on the consumption of these products?

Base: All adults who consume any of the products and may do so in future

	GOVERNMENT REGION											ETHNICITY		
	Total	Nrth East	Nrth West	Yrks and Hmbr	East Mids	West Mids	East of Engl	Lon-don	S'th East	S'th West	Wa-les	Scot land	White	Minority Ethnic
Weighted base	1060	68	124	79	91	103	97	134	130	72	64	98	951	108
Sample size	1023	63	107	73	82	92	97	150	134	80	57	88	914	108
They can lower cholesterol level	638 60%	37 54%	73 59%	56 70%	59 65%	58 56%	57 59%	64 48%	76 58%	42 58%	48 75%	69 71%	583 61%	54 50%
They help maintain a healthy digestive system	502 47%	31 46%	52 42%	45 56%	50 55%	49 48%	40 41%	60 45%	60 46%	48 68%	27 43%	40 40%	455 48%	47 44%
They can lower blood pressure	275 26%	21 31%	27 22%	23 28%	25 27%	24 23%	26 27%	28 21%	38 29%	17 23%	23 36%	24 24%	254 27%	21 19%
Taking these products is more effective in reducing your cholesterol level than making other changes to your diet or lifestyle	187 18%	14 21%	11 9%	20 25%	13 14%	18 18%	20 20%	20 15%	27 21%	12 17%	12 18%	20 21%	165 17%	22 21%
There is a maximum amount you should eat each day	134 13%	7 10%	11 9%	8 11%	13 14%	22 21%	10 10%	18 14%	15 11%	11 16%	7 11%	11 11%	125 13%	9 8%
There is a minimum amount you should eat each day in order for it to be of benefit	119 11%	7 11%	11 9%	12 16%	15 16%	15 14%	12 12%	14 11%	9 7%	10 14%	4 6%	10 10%	110 12%	9 9%
They are suitable for children under 5 years old	109 10%	8 12%	9 7%	10 12%	13 15%	8 8%	9 9%	11 8%	14 11%	7 10%	7 12%	13 13%	93 10%	16 14%
They are suitable for pregnant or breastfeeding women	75 7%	3 5%	5 4%	8 10%	11 12%	8 7%	5 5%	9 6%	8 6%	5 7%	4 6%	10 10%	66 7%	9 8%
None of these	61 6%	6 8%	5 4%	2 3%	8 9%	10 9%	7 8%	9 7%	9 7%	1 2%	1 2%	3 4%	55 6%	6 6%
Don't know	72 7%	2 3%	16 13%	9 11%	2 3%	4 4%	6 6%	15 11%	6 5%	2 2%	4 7%	6 6%	57 6%	14 13%

**Phytosterols Omnibus Survey : March 2006**

**Q.7 Which, if any, of the statements below do you think are correct on the consumption of these products?**

**Base: All adults who consume any of the products and may do so in future**

	Total	AWARE LOWER CHOLESTEROL LEVEL		RESPONDENT DIAGNOSED WITH HIGH CHOLESTEROL (Q.9)		CONSUMPTION OF SPREADS			CONSUMPTION OF SINGLE-SHOT YOGHURTS			CONSUMPTION OF YOGHURTS			ANY CONSUMED (Q.2a-c)
		Aware (Q.7)	Read label (Q.8)	Yes	No	Totl	Daily +	Solus	Totl	Daily +	Solus	Totl	Daily +	Solus	Daily +
Weighted base	1060	638	537	220	832	532	307	326	505	209	285	386	119	179	527
Sample size	1023	610	518	227	789	503	291	301	488	204	269	391	127	184	515
They can lower cholesterol level	638 60%	638 100%	416 78%	163 74%	472 57%	405 76%	236 77%	251 77%	280 55%	124 59%	125 44%	211 55%	59 49%	71 40%	347 66%
They help maintain a healthy digestive system	502 47%	316 50%	250 47%	80 36%	421 51%	210 40%	108 35%	88 27%	299 59%	136 65%	154 54%	223 58%	71 59%	90 50%	246 47%
They can lower blood pressure	275 26%	231 36%	167 31%	63 29%	211 25%	161 30%	92 30%	92 28%	130 26%	56 27%	60 21%	105 27%	32 27%	33 18%	144 27%
Taking these products is more effective in reducing your cholesterol level than making other changes to your diet or lifestyle	187 18%	134 21%	116 22%	41 19%	145 17%	109 21%	60 19%	59 18%	96 19%	49 23%	41 14%	73 19%	25 21%	22 12%	101 19%
There is a maximum amount you should eat each day	134 13%	96 15%	81 15%	29 13%	104 13%	79 15%	43 14%	36 11%	78 16%	39 18%	33 12%	51 13%	14 12%	10 6%	70 13%
There is a minimum amount you should eat each day in order for it to be of benefit	119 11%	91 14%	79 15%	35 16%	83 10%	77 14%	44 14%	40 12%	62 12%	38 18%	27 10%	41 11%	16 13%	7 4%	78 15%
They are suitable for children under 5 years old	109 10%	74 12%	48 9%	21 10%	87 10%	55 10%	35 11%	35 11%	47 9%	29 14%	27 10%	45 12%	14 12%	22 12%	63 12%
They are suitable for pregnant or breastfeeding women	75 7%	52 8%	29 5%	17 8%	57 7%	42 8%	24 8%	25 8%	32 6%	17 8%	15 5%	33 8%	9 7%	14 8%	43 8%
None of these	61 6%	-	9 2%	6 3%	53 6%	16 3%	9 3%	8 2%	28 6%	5 2%	21 8%	27 7%	8 7%	22 12%	18 3%
Don't know	72 7%	-	16 3%	14 6%	55 7%	24 5%	15 5%	18 6%	26 5%	9 4%	21 7%	31 8%	5 4%	26 14%	30 6%

## Phytosterols Omnibus Survey : March 2006

Table 11

**Q.8 Can you remember reading any of the pieces of advice listed below on the labels of any of these products?**

**Base: All adults who consume any of the products and may do so in future**

	SEX			AGE							AGE 45+		SOCIAL CLASS				CHILDREN IN HOUSEHOLD				NUMBER IN HOUSEHOLD	
	Total	Fe- male		16-24	25-34	35-44	45-54	55-64	65+	Male	Fema le	AB	C1	C2	DE	Any	None	0-5	6-15	1	2+	
		Male	male																			
Weighted base	1060	490	570	185	156	192	159	172	196	233	293	199	329	227	305	337	722	151	258	174	885	
Sample size	1023	433	590	158	150	182	147	167	219	225	308	170	269	235	349	323	700	150	243	176	847	
Maximum amount you should eat each day	98 9%	45 9%	53 9%	25 13%	10 6%	18 9%	21 13%	11 6%	14 7%	20 9%	25 9%	14 7%	31 9%	24 11%	29 10%	40 12%	57 8%	11 7%	32 13%	18 10%	80 9%	
Minimum amount you should eat each day to be of benefit	83 8%	33 7%	51 9%	8 4%	14 9%	17 9%	12 8%	10 6%	22 11%	16 7%	28 10%	21 10%	19 6%	19 8%	25 8%	28 8%	55 8%	15 10%	20 8%	18 10%	65 7%	
Not suitable for pregnant or breastfeeding women	41 4%	18 4%	23 4%	5 3%	5 3%	5 3%	9 6%	10 6%	7 3%	9 4%	17 6%	6 3%	17 5%	5 2%	13 4%	14 4%	27 4%	4 3%	14 5%	5 3%	36 4%	
Not suitable for children under 5 years old	42 4%	18 4%	24 4%	4 2%	4 3%	9 5%	7 4%	9 5%	9 4%	10 4%	15 5%	12 6%	12 4%	10 4%	8 2%	18 5%	24 3%	8 5%	14 5%	3 2%	39 4%	
Lowers cholesterol level	537 51%	236 48%	301 53%	83 45%	67 43%	96 50%	79 50%	104 61%	108 55%	125 54%	166 57%	125 63%	168 51%	104 46%	140 46%	164 49%	372 52%	72 48%	123 48%	98 56%	439 50%	
Net: Read any advice	620 59%	270 55%	350 61%	96 52%	81 52%	115 60%	96 60%	111 65%	121 62%	139 60%	188 64%	140 70%	194 59%	121 53%	166 54%	201 60%	419 58%	84 56%	152 59%	108 62%	512 58%	
Never read labels	296 28%	159 33%	137 24%	67 36%	47 30%	62 32%	50 32%	27 16%	43 22%	66 28%	55 19%	41 21%	90 27%	65 29%	100 33%	92 27%	205 28%	41 27%	77 30%	45 26%	252 28%	
Don't know	143 14%	61 12%	82 14%	22 12%	28 18%	16 8%	13 8%	33 19%	31 16%	27 12%	50 17%	18 9%	46 14%	41 18%	39 13%	44 13%	99 14%	26 17%	29 11%	22 13%	121 14%	

## Phytosterols Omnibus Survey : March 2006

Table 11

**Q.8 Can you remember reading any of the pieces of advice listed below on the labels of any of these products?**

**Base: All adults who consume any of the products and may do so in future**

	Total	GOVERNMENT REGION										ETHNICITY		
		Nrth East	Nrth West	Yrks and Hmbr	East Mids	West Mids	East of Engl	Lon-don	S'th East	S'th West	Wa-les	Scot land	White	Minority Ethnic
Weighted base	1060	68	124	79	91	103	97	134	130	72	64	98	951	108
Sample size	1023	63	107	73	82	92	97	150	134	80	57	88	914	108
Maximum amount you should eat each day	98 9%	3 4%	10 8%	6 7%	6 7%	14 14%	2 2%	23 17%	16 12%	8 11%	5 7%	5 5%	83 9%	14 13%
Minimum amount you should eat each day to be of benefit	83 8%	5 7%	5 4%	4 5%	7 8%	11 11%	14 14%	16 12%	7 5%	5 7%	2 3%	8 8%	76 8%	7 7%
Not suitable for pregnant or breastfeeding women	41 4%	1 2%	5 4%	7 9%	6 7%	3 3%	1 1%	4 3%	3 2%	7 9%	-	4 4%	39 4%	2 2%
Not suitable for children under 5 years old	42 4%	-	5 4%	3 4%	5 6%	3 3%	2 2%	6 5%	4 3%	9 13%	1 1%	3 3%	39 4%	3 3%
Lowers cholesterol level	537 51%	21 31%	64 52%	40 50%	40 44%	47 45%	56 58%	67 50%	64 49%	41 58%	43 67%	54 55%	486 51%	51 47%
Net: Read any advice	620 59%	28 42%	73 59%	44 55%	45 50%	53 51%	60 62%	88 66%	75 58%	47 66%	47 74%	58 59%	560 59%	60 55%
Never read labels	296 28%	38 57%	29 24%	22 27%	30 33%	39 38%	21 21%	23 18%	35 27%	15 21%	12 19%	31 32%	266 28%	29 27%
Don't know	143 14%	1 2%	21 17%	14 17%	16 17%	11 11%	16 17%	22 17%	20 15%	9 13%	4 7%	8 9%	124 13%	19 18%

**Phytosterols Omnibus Survey : March 2006**

**Q.8 Can you remember reading any of the pieces of advice listed below on the labels of any of these products?**

**Base: All adults who consume any of the products and may do so in future**

	AWARE LOWER CHOLESTEROL LEVEL			RESPONDENT DIAGNOSED WITH HIGH CHOLESTEROL (Q.9)		CONSUMPTION OF SPREADS			CONSUMPTION OF SINGLE-SHOT YOGHURTS			CONSUMPTION OF YOGHURTS			ANY CONSUMED (Q.2a-c)
	Total	Aware (Q.7)	Read label (Q.8)	Yes	No	Total	Daily + Solus		Total	Daily + Solus		Total	Daily + Solus		Daily +
Weighted base	1060	638	537	220	832	532	307	326	505	209	285	386	119	179	527
Sample size	1023	610	518	227	789	503	291	301	488	204	269	391	127	184	515
Maximum amount you should eat each day	98 9%	63 10%	55 10%	20 9%	78 9%	55 10%	30 10%	23 7%	68 13%	33 16%	28 10%	32 8%	13 11%	5 3%	53 10%
Minimum amount you should eat each day to be of benefit	83 8%	55 9%	51 9%	23 10%	60 7%	53 10%	28 9%	27 8%	45 9%	20 9%	20 7%	28 7%	8 7%	6 3%	45 8%
Not suitable for pregnant or breastfeeding women	41 4%	30 5%	30 6%	12 5%	29 3%	23 4%	8 3%	11 3%	26 5%	11 5%	12 4%	13 3%	4 4%	2 1%	15 3%
Not suitable for children under 5 years old	42 4%	35 5%	31 6%	12 5%	30 4%	20 4%	7 2%	6 2%	27 5%	12 6%	14 5%	17 4%	2 1%	6 3%	16 3%
Lowers cholesterol level	537 51%	416 65%	537 100%	154 70%	380 46%	337 63%	192 62%	206 63%	239 47%	100 48%	114 40%	170 44%	54 46%	62 35%	283 54%
Net: Read any advice	620 59%	446 70%	537 100%	166 75%	451 54%	370 70%	208 68%	219 67%	295 58%	124 60%	144 51%	204 53%	67 56%	73 41%	324 61%
Never read labels	296 28%	145 23%	-	31 14%	265 32%	114 22%	66 22%	82 25%	133 26%	48 23%	93 33%	120 31%	36 30%	70 39%	129 24%
Don't know	143 14%	47 7%	-	23 10%	116 14%	47 9%	33 11%	25 8%	77 15%	36 17%	47 17%	62 16%	16 14%	36 20%	75 14%

**Q.9 Can I just check, have you been diagnosed with high cholesterol levels?**

**Base: All adults who consume any of the products and may do so in future**

	SEX			AGE							AGE 45+		SOCIAL CLASS				CHILDREN IN HOUSEHOLD				NUMBER IN HOUSEHOLD	
	Total	Male	Fe- male	16-24	25-34	35-44	45-54	55-64	65+	Male	Fema le	AB	C1	C2	DE	Any	None	0-5	6-15	1	2+	
	Weighted base	1060	490	570	185	156	192	159	172	196	233	293	199	329	227	305	337	722	151	258	174	885
Sample size	1023	433	590	158	150	182	147	167	219	225	308	170	269	235	349	323	700	150	243	176	847	
Yes	220 21%	110 22%	110 19%	3 2%	7 5%	19 10%	45 28%	58 34%	88 45%	88 38%	102 35%	37 19%	59 18%	50 22%	74 24%	29 9%	191 26%	9 6%	26 10%	61 35%	159 18%	
No	832 78%	376 77%	456 80%	179 97%	149 95%	172 90%	112 71%	112 65%	107 55%	144 62%	188 64%	161 81%	268 81%	174 77%	229 75%	305 90%	527 73%	141 93%	229 89%	111 64%	721 81%	
Refused	2 *	1 *	1 *	1 1%	-	-	-	-	1 1%	-	1 *	-	-	1 1%	1 *	1 *	1 *	1 1%	1 1%	1 1%	1 *	
Don't know	6 1%	2 *	3 1%	2 1%	-	1 *	1 1%	2 1%	-	1 *	2 1%	1 1%	3 1%	1 *	1 *	2 1%	3 *	-	2 1%	1 1%	4 *	

## Phytosterols Omnibus Survey : March 2006

Table 12

**Q.9 Can I just check, have you been diagnosed with high cholesterol levels?**

**Base: All adults who consume any of the products and may do so in future**

	GOVERNMENT REGION											ETHNICITY		
	Total	Nrth East	Nrth West	Yrks and Hmbr	East Mids	West Mids	East of Engl	Lon-don	S'th East	S'th West	Wa-les	Scot land	White	Minority Ethnic
Weighted base	1060	68	124	79	91	103	97	134	130	72	64	98	951	108
Sample size	1023	63	107	73	82	92	97	150	134	80	57	88	914	108
Yes	220 21%	10 15%	26 21%	12 16%	23 25%	22 22%	23 23%	30 23%	17 13%	16 22%	21 33%	19 20%	207 22%	13 12%
No	832 78%	57 84%	97 79%	63 80%	68 75%	81 78%	73 75%	103 77%	111 85%	56 78%	43 67%	79 80%	735 77%	95 88%
Refused	2 *	-	-	2 3%	-	-	-	-	-	-	-	-	2 *	-
Don't know	6 1%	1 1%	-	1 1%	-	-	1 1%	-	2 2%	-	-	-	6 1%	-

**Phytosterols Omnibus Survey : March 2006**

**Q.9 Can I just check, have you been diagnosed with high cholesterol levels?**

**Base: All adults who consume any of the products and may do so in future**

	AWARE LOWER CHOLESTEROL LEVEL			RESPONDENT DIAGNOSED WITH HIGH CHOLESTEROL (Q.9)		CONSUMPTION OF SPREADS			CONSUMPTION OF SINGLE-SHOT YOGHURTS			CONSUMPTION OF YOGHURTS			ANY CONSUMED (Q.2a-c)
	Total	Aware (Q.7)	Read label (Q.8)	Yes	No	Totl	Daily +	Solus	Totl	Daily +	Solus	Totl	Daily +	Solus	Daily +
Weighted base	1060	638	537	220	832	532	307	326	505	209	285	386	119	179	527
Sample size	1023	610	518	227	789	503	291	301	488	204	269	391	127	184	515
Yes	220 21%	163 26%	154 29%	220 100%	-	137 26%	91 30%	78 24%	91 18%	51 24%	31 11%	92 24%	32 27%	36 20%	139 26%
No	832 78%	472 74%	380 71%	-	832 100%	393 74%	216 70%	247 76%	411 81%	156 75%	250 88%	290 75%	87 72%	140 78%	385 73%
Refused	2 *	-	-	-	-	-	-	-	1 *	1 *	1 *	1 *	-	1 1%	1 *
Don't know	6 1%	3 1%	3 1%	-	-	1 *	-	1 *	3 1%	1 1%	3 1%	2 *	1 1%	2 1%	2 *

**Q.10 And thinking about the other members of your household who consume these products, have they been diagnosed with high cholesterol levels?**

**Base: All qualifying respondents who have someone else in their household who consumes these products**

	SEX			AGE						AGE 45+		SOCIAL CLASS				CHILDREN IN HOUSEHOLD				NUMBER IN HOUSEHOLD	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Male	Female	AB	C1	C2	DE	Any	None	0-5	6-15	1	2+
Weighted base	672	325	346	136	99	145	109	101	83	153	139	129	213	160	170	285	386	128	224	-	672
Sample size	637	282	355	114	96	141	97	97	92	142	144	109	173	161	194	271	366	125	210	-	637
Yes - some of them	79	29	50	19	9	18	17	12	4	13	20	18	22	23	15	37	42	12	32	-	79
	12%	9%	14%	14%	9%	12%	15%	12%	5%	8%	15%	14%	11%	14%	9%	13%	11%	9%	14%	-	12%
Yes - all of them	45	24	21	2	3	4	7	11	18	18	19	7	11	8	19	5	40	1	5	-	45
	7%	7%	6%	1%	3%	3%	7%	11%	22%	12%	14%	6%	5%	5%	11%	2%	10%	*	2%	-	7%
No - None of them	533	265	268	109	85	119	83	76	60	121	98	101	178	124	129	236	296	110	179	-	533
	79%	81%	77%	80%	86%	83%	77%	75%	72%	79%	70%	78%	83%	78%	76%	83%	77%	86%	80%	-	79%
Refused	6	3	3	2	1	3	-	1	-	-	1	-	1	1	4	3	3	1	3	-	6
	1%	1%	1%	1%	1%	2%	-	1%	-	-	1%	-	1%	1%	2%	1%	1%	1%	1%	-	1%
Don't know	9	5	5	4	1	1	1	1	1	2	1	2	1	4	3	5	4	4	5	-	9
	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	2%	*	2%	2%	2%	1%	3%	2%	-	1%

**Q.10 And thinking about the other members of your household who consume these products, have they been diagnosed with high cholesterol levels?**

**Base: All qualifying respondents who have someone else in their household who consumes these products**

	Total	GOVERNMENT REGION										ETHNICITY		
		Nrth East	Nrth West	Yrks and Hmbr	East Mids	West Mids	East of Engl	Lon-don	S'th East	S'th West	Wa-les	Scot land	White	Minority Ethnic
Weighted base	672	53	81	57	53	59	62	84	87	41	39	57	594	77
Sample size	637	50	68	51	47	53	59	93	86	46	35	49	558	78
Yes - some of them	79 12%	3 5%	5 6%	10 18%	8 15%	2 3%	9 14%	9 11%	11 12%	6 15%	5 13%	11 20%	71 12%	8 11%
Yes - all of them	45 7%	2 4%	4 5%	2 3%	6 11%	7 13%	5 8%	3 4%	7 8%	3 9%	2 6%	2 4%	40 7%	5 7%
No - None of them	533 79%	47 89%	71 88%	40 70%	38 72%	49 83%	48 78%	66 79%	68 79%	31 76%	32 82%	42 73%	473 80%	59 77%
Refused	6 1%	-	-	-	1 2%	-	-	4 5%	1 1%	-	-	-	2 *	4 6%
Don't know	9 1%	1 2%	-	5 9%	-	1 2%	-	1 1%	-	-	-	1 2%	9 2%	-

**Phytosterols Omnibus Survey : March 2006**

**Q.10 And thinking about the other members of your household who consume these products, have they been diagnosed with high cholesterol levels?**

**Base: All qualifying respondents who have someone else in their household who consumes these products**

	Total	AWARE LOWER CHOLESTEROL LEVEL		RESPONDENT DIAGNOSED WITH HIGH CHOLESTEROL (Q.9)		CONSUMPTION OF SPREADS			CONSUMPTION OF SINGLE-SHOT YOGHURTS			CONSUMPTION OF YOGHURTS			ANY CONSUMED (Q.2a-c)
		Aware (Q.7)	Read label (Q.8)	Yes	No	Totl	Daily +	Solus	Totl	Daily +	Solus	Totl	Daily +	Solus	Daily +
Weighted base	672	411	347	109	557	358	209	217	315	116	164	240	65	109	324
Sample size	637	387	330	110	522	335	193	199	298	111	150	242	71	110	310
Yes - some of them	79 12%	60 15%	49 14%	10 9%	69 12%	52 14%	32 15%	28 13%	40 13%	16 13%	17 10%	22 9%	8 11%	7 6%	45 14%
Yes - all of them	45 7%	38 9%	34 10%	23 22%	22 4%	32 9%	19 9%	16 7%	19 6%	8 7%	6 3%	17 7%	9 13%	5 4%	25 8%
No - None of them	533 79%	307 75%	260 75%	74 68%	456 82%	270 75%	156 75%	168 77%	252 80%	92 79%	137 84%	195 81%	47 72%	91 84%	249 77%
Refused	6 1%	1 *	1 *	- -	6 1%	1 *	- -	1 *	2 1%	- -	2 1%	3 1%	- -	3 3%	- -
Don't know	9 1%	5 1%	2 1%	1 1%	5 1%	4 1%	2 1%	4 2%	2 1%	1 1%	2 1%	3 1%	2 3%	3 3%	5 2%

**Sample profiles**  
**Base: All adults**

	Weighted	Unweighted
Weighted base	4000	3906
Sample size	3906	3906
<b>Sex</b>		
Male	1930 48%	1772 45%
Female	2070 52%	2134 55%
<b>Age</b>		
16-24	543 14%	473 12%
25-34	635 16%	593 15%
35-44	802 20%	764 20%
45-54	615 15%	594 15%
55+	1404 35%	1482 38%
<b>Class</b>		
AB	715 18%	615 16%
C1	1221 31%	1017 26%
C2	810 20%	853 22%
DE	1254 31%	1421 36%
<b>Working status</b>		
Full time	1538 38%	1366 35%
Part time (8-29 hrs)	489 12%	490 13%
Part time (under 8 hrs)	20 1%	20 1%

**Sample profiles**  
**Base: All adults**

	Weighted	Unweighted
Weighted base	4000	3906
Retired	998 25%	1083 28%
Still at school	38 1%	27 1%
Full time higher education	198 5%	155 4%
Unemployed (seeking)	217 5%	212 5%
Unemployed (not seeking)	502 13%	553 14%
Male chief income earner	1553 39%	1459 37%
Female chief income earner	969 24%	1051 27%
Male main shopper	1026 26%	954 24%
Female main shopper	1710 43%	1891 48%
<b>Household size</b>		
1	774 19%	796 20%
2	1389 35%	1402 36%
3	717 18%	683 17%
4	703 18%	640 16%
5+	418 10%	385 10%
<b>Government region</b>		
North East	204 5%	187 5%
North West	445 11%	398 10%

**Sample profiles**  
**Base: All adults**

	Weighted	Unweighted
Weighted base	4000	3906
Yorkshire & Humber	375 9%	350 9%
East Midlands	316 8%	293 8%
West Midlands	400 10%	372 10%
East of England	386 10%	387 10%
London	437 11%	484 12%
South East	525 13%	541 14%
South West	303 8%	337 9%
Wales	230 6%	208 5%
Scotland	380 10%	349 9%

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

	Total	North / Midlands	South
Total	4000.00	2509.84	1490.16
Men ABC1 : 16-24	137.38 3%	73.96 3%	63.42 4%
Men ABC1 : 25-44	369.10 9%	208.24 8%	160.86 11%
Men ABC1 : 45-54	147.52 4%	75.86 3%	71.66 5%
Men ABC1 : 55-64	157.12 4%	109.80 4%	47.32 3%
Men ABC1 : 65+	144.38 4%	87.08 3%	57.30 4%
Men C2 : 16-24	56.48 1%	31.15 1%	25.33 2%
Men C2 : 25-44	161.96 4%	107.76 4%	54.20 4%
Men C2 : 45-54	72.15 2%	45.14 2%	27.01 2%
Men C2 : 55-64	67.73 2%	50.60 2%	17.13 1%
Men C2 : 65+	64.18 2%	43.20 2%	20.98 1%
Men DE : 16-24	78.70 2%	56.06 2%	22.64 2%
Men DE : 25-64	340.74 9%	245.72 10%	95.02 6%
Men DE : 65+	132.56 3%	94.62 4%	37.94 3%
Female main shopper ABC1 : 16-24	37.98 1%	22.54 1%	15.44 1%
Female main shopper ABC1 : 25-44	343.70 9%	200.14 8%	143.56 10%
Female main shopper ABC1 : 45-54	153.72 4%	96.42 4%	57.30 4%
Female main shopper ABC1 : 55-64	139.98 3%	84.24 3%	55.74 4%

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

	Total	North / Midlands	South
Total	4000.00	2509.84	1490.16
Female main shopper ABC1 : 65+	151.44 4%	89.58 4%	61.86 4%
Female main shopper C2 : 16-24	15.10 *	11.20 *	3.90 *
Female main shopper C2 : 25-44	126.42 3%	84.16 3%	42.26 3%
Female main shopper C2 : 45-54	61.96 2%	41.13 2%	20.84 1%
Female main shopper C2 : 55-64	53.06 1%	36.81 1%	16.24 1%
Female main shopper C2 : 65+	46.98 1%	31.14 1%	15.84 1%
Female main shopper DE : 16-24	35.18 1%	26.12 1%	9.06 1%
Female main shopper DE : 25-64	339.40 8%	241.26 10%	98.14 7%
Female main shopper DE : 65+	205.08 5%	146.56 6%	58.52 4%
Female non-main shopper 16-24	182.42 5%	105.93 4%	76.49 5%
Female non-main shopper 25+	177.58 4%	63.41 3%	114.17 8%

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

	Total	North / Midlands	South
Total	3906	2301	1605
Men ABC1 : 16-24	94 2%	44 2%	50 3%
Men ABC1 : 25-44	276 7%	136 6%	140 9%
Men ABC1 : 45-54	116 3%	50 2%	66 4%
Men ABC1 : 55-64	118 3%	70 3%	48 3%
Men ABC1 : 65+	155 4%	95 4%	60 4%
Men C2 : 16-24	45 1%	23 1%	22 1%
Men C2 : 25-44	155 4%	86 4%	69 4%
Men C2 : 45-54	74 2%	42 2%	32 2%
Men C2 : 55-64	66 2%	47 2%	19 1%
Men C2 : 65+	89 2%	66 3%	23 1%
Men DE : 16-24	82 2%	54 2%	28 2%
Men DE : 25-64	336 9%	215 9%	121 8%
Men DE : 65+	166 4%	110 5%	56 3%
Female main shopper ABC1 : 16-24	46 1%	28 1%	18 1%
Female main shopper ABC1 : 25-44	326 8%	165 7%	161 10%
Female main shopper ABC1 : 45-54	137 4%	80 3%	57 4%
Female main shopper ABC1 : 55-64	126 3%	70 3%	56 3%

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

	Total	North / Midlands	South
Total	3906	2301	1605
Female main shopper ABC1 : 65+	138 4%	87 4%	51 3%
Female main shopper C2 : 16-24	27 1%	20 1%	7 *
Female main shopper C2 : 25-44	144 4%	86 4%	58 4%
Female main shopper C2 : 45-54	64 2%	41 2%	23 1%
Female main shopper C2 : 55-64	55 1%	37 2%	18 1%
Female main shopper C2 : 65+	78 2%	50 2%	28 2%
Female main shopper DE : 16-24	66 2%	45 2%	21 1%
Female main shopper DE : 25-64	458 12%	299 13%	159 10%
Female main shopper DE : 65+	226 6%	141 6%	85 5%
Female non-main shopper 16-24	113 3%	66 3%	47 3%
Female non-main shopper 25+	130 3%	48 2%	82 5%

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

	Total	North / Midlands	South
Total	1.02	1.09	0.93
Men ABC1 : 16-24	1.46	1.68	1.27
Men ABC1 : 25-44	1.34	1.53	1.15
Men ABC1 : 45-54	1.27	1.52	1.09
Men ABC1 : 55-64	1.33	1.57	0.99
Men ABC1 : 65+	0.93	0.92	0.95
Men C2 : 16-24	1.26	1.35	1.15
Men C2 : 25-44	1.04	1.25	0.79
Men C2 : 45-54	0.97	1.07	0.84
Men C2 : 55-64	1.03	1.08	0.90
Men C2 : 65+	0.72	0.65	0.91
Men DE : 16-24	0.96	1.04	0.81
Men DE : 25-64	1.01	1.14	0.79
Men DE : 65+	0.80	0.86	0.68
Female main shopper ABC1 : 16-24	0.83	0.81	0.86
Female main shopper ABC1 : 25-44	1.05	1.21	0.89
Female main shopper ABC1 : 45-54	1.12	1.21	1.01
Female main shopper ABC1 : 55-64	1.11	1.20	1.00
Female main shopper ABC1 : 65+	1.10	1.03	1.21
Female main shopper C2 : 16-24	0.56	0.56	0.56
Female main shopper C2 : 25-44	0.88	0.98	0.73
Female main shopper C2 : 45-54	0.97	1.00	0.91

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

	Total	North / Midlands	South
Total	1.02	1.09	0.93
Female main shopper C2 : 55-64	0.96	0.99	0.90
Female main shopper C2 : 65+	0.60	0.62	0.57
Female main shopper DE : 16-24	0.53	0.58	0.43
Female main shopper DE : 25-64	0.74	0.81	0.62
Female main shopper DE : 65+	0.91	1.04	0.69
Female non-main shopper 16-24	1.61	1.61	1.63
Female non-main shopper 25+	1.37	1.32	1.39

**APPENDIX 1**  
**QUESTIONNAIRE**

We're interested in talking to people about consumption of spreads and yoghurts.

Firstly, I'd like to ask you about your consumption of some specific spread and yoghurt products.

SHOW SCREEN

MULTICHOICE (codes 01-03 only)

Q.1 Which of these products have you consumed in the last 6 months? Please look carefully at the different product types.

- 01: Any of these spreads (Insert spreads.jpg)
  - 02: Any of these single shot or drinkable yoghurts (Insert drinkable yoghurts.jpg)
  - 03: Any of these yoghurts (Insert yoghurts.jpg)
  - 04: None of these
- (DK)

(route: If 01-03 coded at Q.1 go to next routing; others close)

(route: if 01 coded at Q.1 ask Q.2a; others see Q.2b)

SHOW SCREEN

Q.2a Which of the following best describes your current consumption of these spreads? (insert spreads.jpg)

- 01: More than once a day

- 02: Daily\almost every day
  - 03: Regularly, but less frequently than once a day
  - 04: Don't consume currently but might start again in the future
  - 05: Don't consume any more and probably won't in the future
- (N)  
(DK)

(route; if 02 coded at Q.1 ask Q.2b; others see Q.2c)

SHOW SCREEN

Q.2b Which of the following best describes your current consumption of these drinkable or single shot yoghurts? (insert drinkable yoghurts.jpg)

(list as Q.2a)

(route: if 03 coded at Q.1 ask Q.2c; others go to routing after Q.2c)

SHOW SCREEN

Q.2c Which of the following best describes your current consumption of these yoghurts? (insert yoghurts.jpg)

(list as Q.2a)

(route: if 01-04 coded at any of Q.2a-c, continue; others close)

I would now like to ask you some more questions about your consumption of this type of product. (Scripter: if more than one answer coded at Q.1, amend to 'these types of product')

(insert jpgs for all answers coded at Q.1 and coded 01-04 at the relevant Q.2 question)

SHOW SCREEN

Q.3 When did you first consume any of these <insert answer\ from Q1 that have been coded 01-04 at the relevant Q.2 question>. (Use same text as the relevant codes at Q.1, but remove 'any of these'. Separate with commas and 'or' before the last Q.1 answer if there are more than two)

- 01: Less than 3 months ago
- 02: 3 - 6 months ago
- 03: 6 - 12 months ago
- 04: 1 - 2 years ago
- 05: 3 - 4 years ago
- 06: More than 5 years ago
- (DK)

DO NOT SHOW SCREEN FOR NEXT QUESTION

Q.4 What is the main reason why you consume, or consumed, these <insert answer\ from Q1 that have been coded 01-04 at the relevant Q.2 question>?

- 01: To help lower my cholesterol
- 02: To help lower my blood pressure
- 03: Because my partner\someone else in my family buys it
- 04: Because it's good for you
- 05: Because I like the taste of it

06: Other (please specify)  
(N\DK)

SHOW SCREEN

MULTICHOICE (codes 01-04 only)

Q.5 Who else in your household, if anyone, consumes these <insert answer\ from Q1 that have been coded 01-04 at the relevant Q.2 question>?

(scripter: inverted version to read 03-01, 04, 05)

- 01: My partner
- 02: Children under 5 years old
- 03: Children 6 - 18 years old
- 04: Other members of household over 18
- 05: Myself only
- (DK)

Q.6 What advice, if any, are you aware of concerning the consumption of these <insert answer\ from Q1 that have been coded 01-04 at the relevant Q.2 question>?

PROBE: Anything else?

(open-ended)

SHOW SCREEN

MULTICHOICE (codes 01-08 only)

Q.7 Which, if any, of the statements below do you think are correct on the consumption of these <insert answer\ from Q1

that have been coded 01-04 at the relevant Q.2 question>?  
Please mention as many as you think apply.

(scripter: randomise codes 01-08)

- 01: There is a maximum amount you should eat each day
  - 02: There is a minimum amount you should eat each day in order for it to be of benefit
  - 03: They are suitable for pregnant or breastfeeding women
  - 04: They are suitable for children under 5 years old
  - 05: They can lower blood pressure
  - 06: They can lower cholesterol level
  - 07: Taking these products is more effective in reducing your cholesterol level than making other changes to your diet or lifestyle
  - 08: They help maintain a healthy digestive system
  - 09: None of these
- (DK)

SHOW SCREEN

MULTICHOICE (codes 01-05 only)

Q.8 Can you remember reading any of the pieces of advice listed below on the labels of any of these <insert answer\s from Q1 that have been coded 01-04 at the relevant Q.2 question>?

(scripter: inverted version to read 05-01, 06)

- 01: Maximum amount you should eat each day
- 02: Minimum amount you should eat each day to be of benefit
- 03: Not suitable for pregnant or breastfeeding women
- 04: Not suitable for children under 5 years old
- 05: Lowers cholesterol level

06: Never read labels  
(DK)

Q.9 Can I just check, have you been diagnosed with high cholesterol levels?

- 01: Yes
  - 02: No
- (DK)  
(R)

(route: If coded 01-04 at Q.5 ask Q.10; others close)

SHOW SCREEN

Q.10 And thinking about the other members of your household who consume <insert answer\s from Q1 that have been coded 01-04 at the relevant Q.2 question>, have they been diagnosed with high cholesterol levels?

- 01: Yes - some of them
  - 02: Yes - all of them
  - 03: No - None of them
- (DK)  
(R)

## APPENDIX 2

### RSGB OMNIBUS RANDOM LOCATION SAMPLING METHOD

A unique sampling system has been developed by TNS for its own use. Utilising UK Census small area statistics and the Post Office Address File (PAF), GB South of the Caledonian Canal has been divided into 600 areas of equal population. From these 600 areas a master sampling frame of 300 sample points has been selected to reflect the country's geographical and socio-economic profile. The areas within each Standard Region were stratified into population density bands, and within band in descending order by percentage of population in socio-economic Grade's I and II.

To maximise the statistical accuracy of Omnibus sampling, sequential waves of fieldwork are allocated systematically across the sampling frame so as to ensure maximum geographical dispersion. The 300 primary sampling units are allocated to 12 sub-samples of 25 points each, with each sub-sample in itself being a representative drawing from the frame. For each wave of Omnibus fieldwork a set of sub-samples is selected so as to provide the number of sample points required (typically c. 139 for 2,000 interviews). Across sequential waves of fieldwork all sub-samples are systematically worked, thereby reducing the clustering effects on questionnaires asked for two or more consecutive weeks.

Each primary sampling unit is divided into two geographically distinct segments, each containing as far as possible, equal populations. The segments comprise aggregations of complete postcode sectors. Within each half (known as the A and B halves) postcode sectors have been sorted by the percentage of the population in socio-economic groups I and II. One postcode sector from each primary sampling unit is selected for each Omnibus, alternating on successive selections between the A and B halves of the primary sampling unit, again to reduce clustering effects. For each wave of interviewing each interviewer is supplied with two blocks of 70 addresses, drawn from different parts of the sector. Addresses are contacted systematically with three doors being left after each successful interview.

To ensure a balanced sample of adults within effective contacted addresses, a quota is set by sex (male, female housewife, female non-housewife); within female housewife, presence of children and working status and within men, working status.

## APPENDIX 3A

### LIST OF SAMPLING POINTS USED ON SURVEY 134710 (GB)

GRIMSBY SOUTH	BRIDGWATER	DUNSTABLE
DONCASTER NORTH	WEYMOUTH	WATFORD WEST
ROTHERHAM SOUTH	BOURNEMOUTH EAST	HIGH WYCOMBE
PENNISTONE	WANSDYKE	OXFORD WEST
DARTON	FOREST OF DEAN	SOUTH WIGHT
HUDDERSFIELD EAST	CHELTENHAM	SOUTHSEA
CASTLEFORD	NORTHAVON	READING SOUTH
KIRKLEES	NORTHAMPTON EAST	STAINES
GOOLE/SELBY	CORBYP/OAKHAM	CHERTSEY
LEEDS EAST	LEICESTER NORTH EAST	DORKING
EAST YORKSHIRE	LEICESTER	WINCHESTER
RIPON	GRANTHAM	MIDHURST
LANGBAURGH-ON-TEES	BASSETLAW	WESTERHAM
MIDDLESBROUGH EAST	NOTTINGHAM EAST	GILLINGHAM
STOCKTON-ON-TEES SOUTH	CHESTERFIELD NORTH	LEWES
HARTLEPOOL	CHESTERFIELD WEST	DOVER
DERWENTSIDE	CHESTERFIELD SOUTH	FOLKESTONE
WASHINGTON/SUNDERLAND	ONGAR	ASHFORD
WHITLEY BAY	CLACTON-ON-SEA	LOWESTOFT
NEWQUAY/BODMIN	COLCHESTER EAST	THETFORD
LISKEARD	COLCHESTER WEST	IPSWICH WEST
IVYBRIDGE	NORTH HERTFORDSHIRE	BURY ST EDMUNDS SOUTH
NORTH DEVON	BEDFORD EAST	BURY ST EDMUNDS
EAST DEVON	LUTON	COVENTRY SOUTH WEST

STOKE ON TRENT SOUTH  
STAFFORD  
OSWESTRY  
LUDLOW/STOURPORT  
DAWLEY  
STOURBRIDGE  
WALSALL CENTRAL  
DUDLEY  
BIRMINGHAM GREAT BARR  
BIRMINGHAM NORTH WEST  
BIRMINGHAM/REDNAL  
MORECAMBE  
PENDLE  
BLACKBURN  
CHORLEY WEST  
BOLTON NORTH  
MANCHESTER NORTH  
MANCHESTER CENTRAL  
LIVERPOOL NORTH  
HYTON/PRESCOT

LOWTON/HAYDOCK  
WARRINGTON  
MANCHESTER SOUTH  
WILMSLOW  
ANGLESEY  
CONWY  
LLANELLI  
NEATH  
MAESTEG  
BRIDGEND  
CARDIFF EAST  
AYR  
PRESTWICK/IRVINE  
PEEBLES/ROXBURGH  
MIDLOTHIAN NORTH  
RENFREW  
MOTHERWELL  
GLASGOW/SHETTLESTONE  
KIRKINTILLOCH  
BANFF AND BUCHAN

STIRLING  
DUNFERMLINE WEST  
ILFORD  
EAST HAM  
WEST END WEST  
MAIDA VALE  
SOUTH TOTTENHAM  
SOUTHGATE/BARNET  
HORNSEY  
CRICKLEWOOD  
SHEPHERDS BUSH  
SOUTHALL  
CHISWICK/BRENTFORD  
KINGSTON/SURBITON  
BEXLEYHEATH  
WOOLWICH  
SOUTHWARK/LAMBETH  
WANDSWORH  
TOOTING  
MITCHAM

## APPENDIX 3B

### LIST OF SAMPLING POINTS USED ON SURVEY 134711 (GB)

SHEFFIELD EAST	TAUNTON	SLOUGH WEST
ROTHERHAM EAST	DORCHESTER	EAST WIGHT
ROTHERHAM NORTH	SHAFTESBURY	EASTLEIGH
WAKEFIELD	SALISBURY	PORTSMOUTH
YEADON/RAWDON	THORNBURY	FAREHAM
LEEDS NORTH	KEYNSHAM	CHICHESTER
HULL CITY WEST	BRISTOL NORTH WEST	PETERSFIELD
HULL CITY EAST	EAST NORTHAMPTONSHIRE	NEWBURY
WITHERNSEA	KETTERING	LEATHERHEAD
SCARBOROUGH	LOUGHBOROUGH	GUILDFORD
HAMBLETON	BOSTON	MAIDSTONE
BARKSTON ASH	RUSHCLIFFE	CRAWLEY WEST
DARLINGTON	LINCOLN SOUTH	GRAVESEND SOUTH
SEDGEFIELD	NEWARK/WORKSOP	ISLE OF SHEPPEY
DURHAM	NOTTINGHAM NORTH	CHATHAM
EASINGTON	NOTTINGHAM NORTH WEST	TONBRIDGE
BARROW IN FURNESS	CHELMSFORD NORTH	BRIGHTON
RYTON CONSETT	HALSTEAD	PEACEHAVEN
NEWCASTLE SOUTH EAST	SAFFRON WALDEN	KINGS LYNN
PENZANCE	EPPING FOREST	NORWICH WEST
FALMOUTH	HODDESDON/POTTERS BAR	HUNTINGDON
PLYMOUTH NORTH	WATFORD	PETERBOROUGH NORTH
BUDE/TORRIDGE	BEDFORD WEST	ELY
CHARD/AXMINSTER	MILTON KEYNES	COVENTRY NORTH

HALL GREEN  
LEEK/CHEADLE  
STOKE ON TRENT EAST  
MARKET DRAYTON  
CANNOCK  
WOLVERHAMPTON NORTH  
WOLVERHAMPTON SOUTH  
WALSALL NORTH  
KIDDERMINSTER  
BIRMINGHAM NORTH EAST  
BIRMINGHAM WEST CENTRAL  
FYLDE  
PRESTON SOUTH  
ROSSENDALE/HASLINGDEN  
BURY  
FARNWORTH/KEARSLEY  
HYDE  
SOUTHPORT  
WEST LANCASHIRE  
KNOWSLEY  
LIVERPOOL EAST  
WIDNES

BOLTON SOUTH  
TRAFFORD WEST  
ST HELENS  
LEIGH  
DELYN  
BUILTH WELLS  
BARRY  
CARDIFF WEST  
ABERDARE/MERTHYR TYDFIL  
PONTYPRIDD  
PONTYPOOL  
DUMFRIES  
CLYDESDALE  
EDINBURGH NORTH WEST  
WEST LOTHIAN SOUTH  
FALKIRK EAST  
FALKIRK WEST  
GLASGOW SOUTH WEST  
EAST KILBRIDE  
GLASGOW SOUTH EAST  
ABERDEEN NORTH  
ANGUS

WOODFORD/CHINGFORD  
LEYTONSTONE  
POPLAR  
WHITECHAPEL  
HAMMERSMITH/FULHAM  
ISLINGTON  
EDGWARE  
NEW SOUTHGATE  
HARLESDEN  
GREENFORD  
PUTNEY/MORTLAKE  
SUTTON EAST  
ORPINGTON  
ABBAY WOOD  
BROMLEY  
ELTHAM  
PECKHAM/NEW CROSS  
CLAPHAM/STOCKWELL  
CATFORD  
INVERNESS WEST

APPENDIX 4

VISUAL AIDS





