



January 2026

# UPF/From Scratch

MORTAR | RESEARCH

# Online Consumer Research

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## **SURVEYING A NATIONALLY REPRESENTATIVE SAMPLE OF ADULTS IN THE UK**

Mortar Research carried out a survey targeting adults in the UK. The sample was nationally representative of gender, age, and region.

The survey asked respondents about whether they cook from scratch, and their perspectives on Ultra Processed Foods (UPFs).

Respondents were incentivised and each provided opt-in consent in line with MRS and GDPR guidelines.

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# Research Methodology

We connect our clients with high quality survey data across any audience or industry.

This survey was taken by a total of 2,014 respondents on both mobile and desktop devices. All were based in the UK.

The study ran on 2nd-5th January 2026.

## AUDIENCE

Targeting adults in the UK. The sample was nationally representative of age, gender, and region.

## MULTI SOURCED APPROACH

The different recruitment methods used alongside the supplier blend removes any potential single source bias.

## QUALITY CONTROL

Measures in place on both a supplier and respondent level. These include Geo IP tracking and digital fingerprint checks to ensure that there is no duplication or link manipulation.

**2,023**  
Survey Entrants

**2,014**  
Completed Surveys

**10**  
Questions answered

**99%**  
Conversion rate after profiling

# Supplier Network



## AFFILIATE SUPPLIERS

Reaching respondents through targeted ads on websites based on demographic information/public profiling. They are then passed through additional screening questions and quality checks.



## DOUBLE OPT-IN RESEARCH PANELS

Where respondents sign up, provide demographic information, profiling and personal interests. They then take part in targeted surveys for monetary incentives or rewards/points.



## APP BASED RECRUITMENT

Answering in-apps (e.g. gaming, weather, news etc) to unlock additional features such as paywalls & air miles or to remove advertising. This gives us access to B2B and niche consumer segments who are not taking surveys for monetary incentives..



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