
Biannual Public Attitudes Tracker

November 2011 Results

Food Standards Agency

Social Science Research Unit
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Summary

The Food Standards Agency (FSA or Agency) places ten questions on the TNS consumer face to face omnibus survey on a biannual basis in order to monitor key Agency issues.

Fieldwork for this wave of research took place from the 9 of November to the 13 of November 2011 and a representative sample of 2,076 adults in the UK was interviewed.

The following report shows top-line findings from in-house analysis. All sub group differences and wave on wave changes cited are statistically significant and reported at the 95% confidence level¹.

- The main food safety issues of total concern for respondents were food hygiene when eating out (36 %) and food poisoning such as Salmonella and E. Coli (30%). Respondents were also concerned about the use of additives in food products (26%). The same main food safety issues of concern were reported in wave 2.
- Time series data indicates a general decrease in concern for food safety issues in particular, concern for food poisoning and food hygiene when eating out.²
- 79%³ of respondents reported being aware of the hygiene standards of places they eat out at or buy food from.
- The main ways respondents reported being aware were from general appearance of premises (64%), appearance of staff (52%) and reputation

¹ This is where we can be 95% confident that the results did not come about by chance.

² Caution should be applied when interpreting this data. Further detail on these cautions can be found in Annex D

³ Figure based on net of respondents who reported 'yes – always' or 'yes – sometimes'

(41%)⁴. The same main ways were reported in the previous wave of the Tracker.

- 80% of respondents reported being aware of the Food Standards Agency in this wave of the tracker.
- The main issue that respondents reported to fall within the Agency's remit was ensuring food bought is safe to eat (84%)⁵. This result is similar to the previous wave.
- 65%⁶ of respondents reported that they trusted the Agency to do its job. Again, this is similar to the previous wave.
- When prompted, 21% of respondents reported that they had seen or heard about the 'Food Hygiene Rating scheme', 12% had seen or heard about 'Scores on the Doors' and 10% had seen or heard about the 'Food Hygiene Information scheme'.

⁴ Base: respondents who reported being aware of the hygiene standards of places they eat out at or buy food from

⁵ Total awareness figure. Base: respondents aware of the FSA.

⁶ Figure based on net of respondents who reported 'I trust the FSA a lot' or 'I trust the FSA'. Base: respondents aware of FSA

Background

The Food Standards Agency (FSA or Agency) has traditionally placed six questions on the TNS consumer face to face omnibus survey on a quarterly basis in order to monitor key Agency issues. Tracking began in 2001.

These questions were redeveloped in spring 2010 and three new questions were added to the redeveloped tracker in this wave. The Agency now places ten questions on the TNS consumer face to face omnibus survey on a biannual basis. See Annex A for detail on the changes made to the Tracker.

This is wave 3 of the new tracker. The fieldwork period for this wave of research was 9 November to 13 November 2011. A representative sample of 2,076 adults in the UK was interviewed.

The questions cover concern about specific food issues (spontaneous and prompted), attitudes towards particular food safety issues, awareness of hygiene standards in eating establishments, awareness of the Food Standards Agency and the Agency's responsibilities (spontaneous and prompted), trust in the FSA, and awareness of initiatives or schemes concerning food hygiene (spontaneous and prompted). (See Annex B for the questionnaire).

Where the term 'total' is used to report the research findings it refers to spontaneous and prompted responses combined.

The following report shows top-line findings from in-house analysis. All sub group differences and wave on wave changes cited are statistically significant and reported at the 95% confidence level⁷. Earlier Tracker reports and full results, including wave on wave figures, are available on request in table format. Please contact Dorian.Liberto@foodstandards.gsi.gov.uk

⁷ This is where we can be 95% confident that the results did not come about by chance.

1. Concern about food issues

The main food issues of total concern for respondents were food prices (60%), the amount of salt in food (46%), food waste (43%), the amount of fat in food and the amount of saturated fat in food (both at 40%). Food safety issues were reported by fewer respondents to be issues of concern. (See Figure 1 for more information).

The main food safety issues of total concern for respondents were food hygiene when eating out (36%) and food poisoning such as salmonella and E.coli (30%). Respondents were also concerned about the use of additives in food products (26%). The same main food safety issues of concern were reported in wave 2. (See Figure 1 for more information).

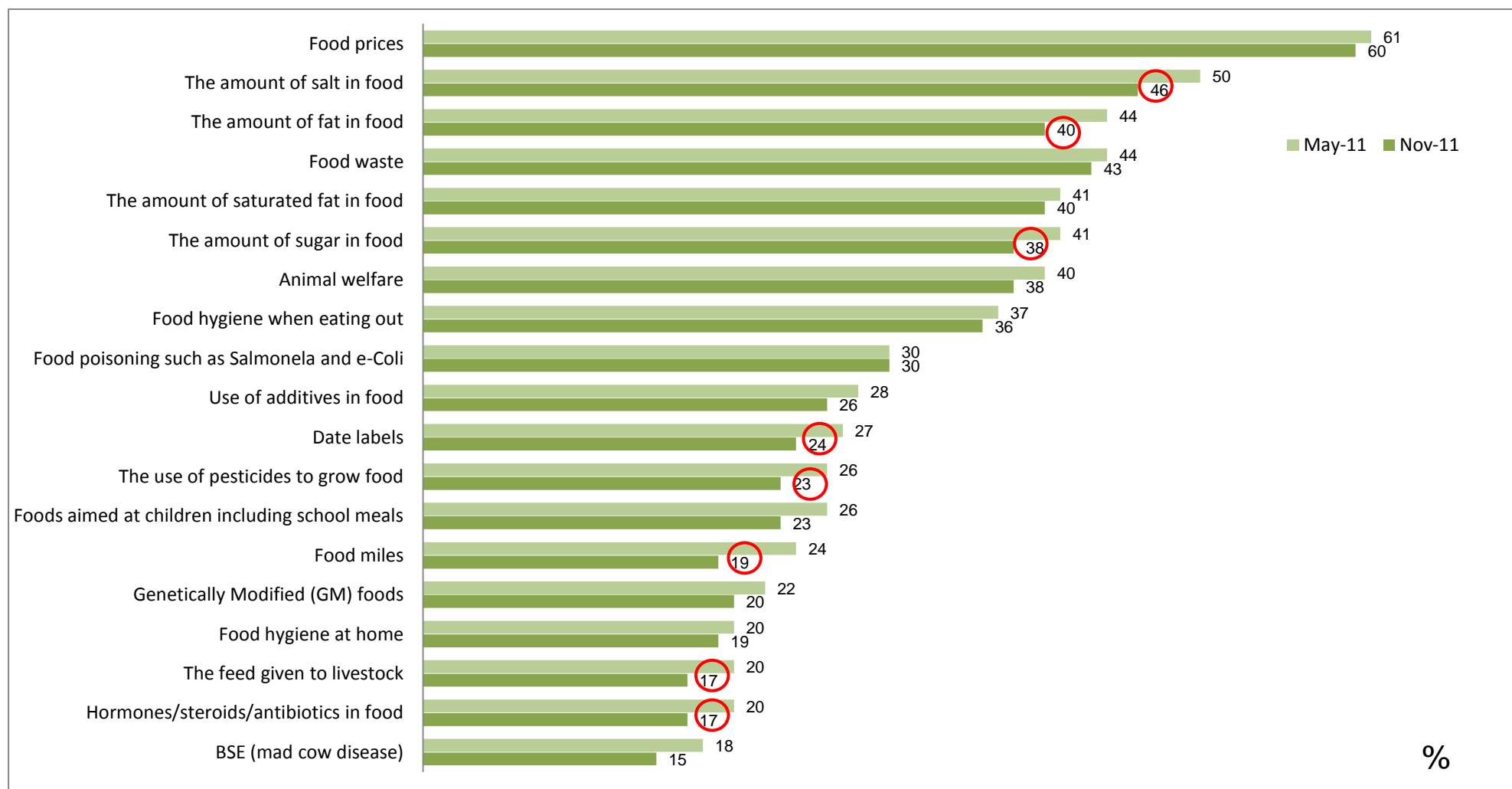
Respondents aged 16-25 demonstrated a lower total concern than every other age group for the following food safety issues: the use of additives in food (13%), the use of pesticide to grow food (11%), hormones/ steroids/ antibiotics in food (7%) and BSE (7%). (See Table 1 for more information).

The main food issues of spontaneous concern for respondents were food prices (14%), the amount of fat in food (8%), the amount of salt in food (7%) and the use of additives in food (6%). These issues are similar to the main food issues of spontaneous concern for respondents in wave 2. (See Figure 2 for more information).

Respondents in social grade⁸ AB showed a higher spontaneous concern than all other social grade groups for food prices (21%). While, male participants reported lower levels of spontaneous concern than females on several issues including food prices (12 %), and the use of additives in food (5%) (See Table 2 for more information).

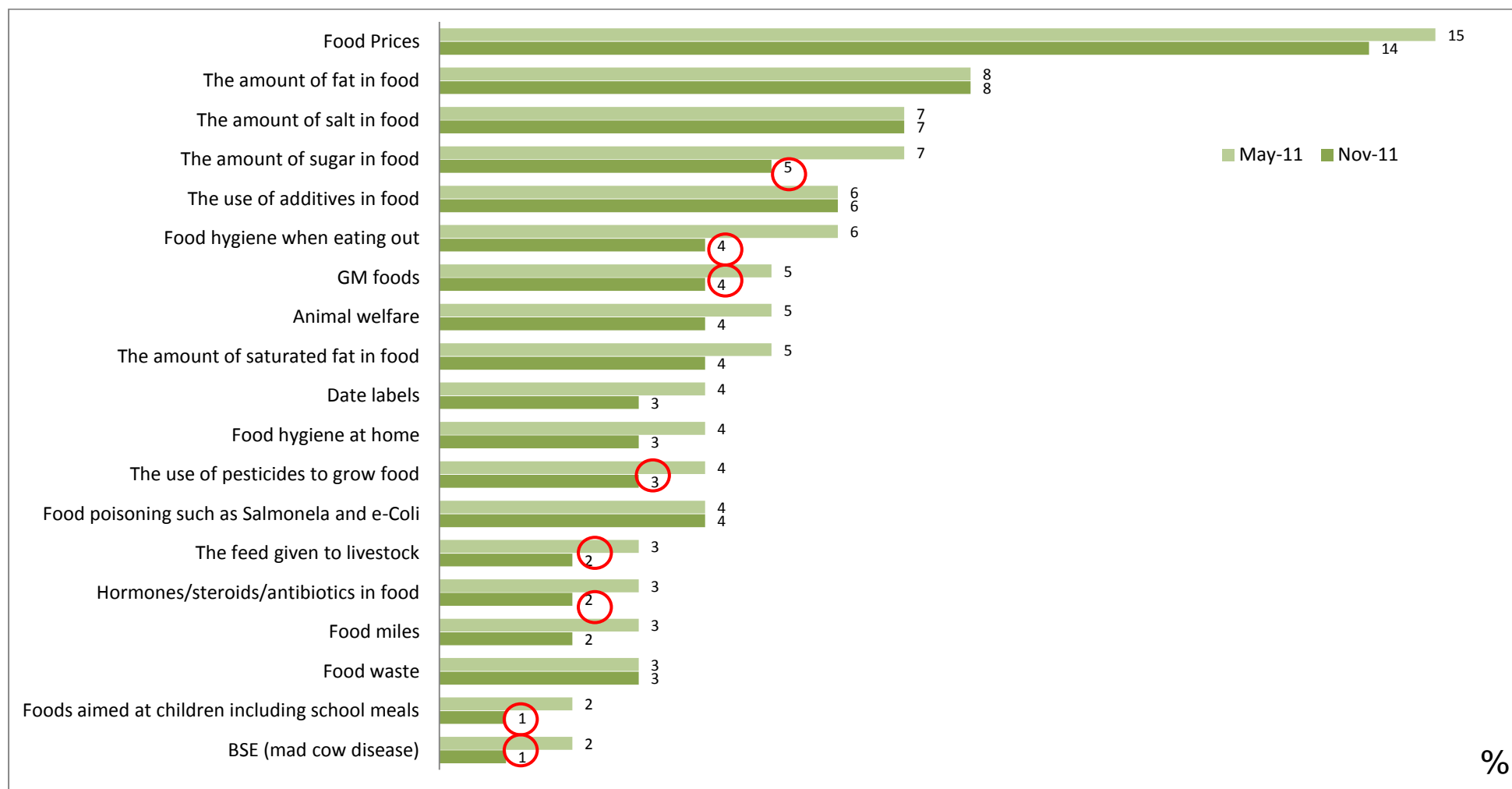
⁸ Please see Annex C for an explanation of the social grades

Figure 1. Food issues of total concern in percentage (May and November 2011)⁹. Base: All respondents, UK



⁹ Red circles indicate a statistically significant change from the previous wave (May 2011) of the Tracker, reported at the 95% confidence level

Figure 2. Food issues of spontaneous concern in percentage (May and November 2011)¹⁰. Base: All respondents, UK



¹⁰ Red circles indicate a statistically significant change from the previous wave (May 2011) of the Tracker, reported at the 95% confidence level

Table 1. Age differences in total concern about food safety issues
(November 2011)

	All	16-25yr	26-35yr	36-49yr	50-65yr	66+yr
<i>Unweighted base</i>	2076	338	328	471	483	456
Food hygiene when eating out	36%	30%	36%	37%	41%*	32%
Food poisoning such as Salmonella and E.coli	30%	26%	24%	29%	38%*	29%
The use of additives in food	26%	13%	25%*	29%*	32%*	28%*
Date labels	24%	18%	22%	25%*	26%*	25%*
Use of pesticides to grow food	23%	11%	17%*	23%*	32%*	25%*
GM foods	20%	12%	17%	21%*	26%*	19%*
Food hygiene at home	19%	17%	16%	18%	22%	22%
Hormones/steroids/ antibiotics in food	17%	7%	12%*	18%*	25%*	19%*
Feed given to livestock	17%	8%	11%	18%*	24%*	19%*
BSE	15%	7%	12%*	16%*	22%*	18%*

Base: All respondents, UK

* shows a result that is statistically significantly higher compared to at least one other age group

Table 2. Social grade and gender differences in spontaneous concern about food issues (November 2011)

	All	Male	Female	AB	C1	C2	DE
<i>Unweighted base</i>	2076	1000	1076	337	567	412	760
Food Prices	14%	12%	16%*	21%**	12%	14%	13%
Use of additives in food	6%	5%	7%*	6%	8%*	5%	4%
Amount of saturated fat in food	4%	3%	5%*	4%	3%	3%	5%
Food hygiene at home	3%	2%	4%*	5%*	2%	3%	3%
The use of pesticides to grow food	3%	2%	4%*	3%	3%	3%	2%
Food miles	2%	1%	3%*	4%*	3%	1%	1%
Foods aimed at children	1%	-	2%*	2%	1%	2%	1%

Base: All respondents, UK

- indicates a value below 1% for this category.

* shows a result that is statistically significantly higher compared to at least one other subgroup in the category

** shows a result that is statistically significantly higher when compared to all other subgroups in the category

Total concern for the amount of salt in food, the amount of fat in food and the amount of sugar in food decreased this wave compared to the previous wave (May 2011). Total concern for date labels, the use of pesticide, food miles, feed given to livestock, and hormones, steroids and/or antibiotics in food also showed a decrease compared to May 2011. All other food issues were at a similar level when compared to the previous wave (May 2011). (See Figure 1 for more detail)

Spontaneous concern for the amount of sugar in food, food hygiene when eating out, GM foods, and the use of pesticides decreased this wave compared to May 2011. Spontaneous concern for the feed given to livestock, hormones, steroids and/or antibiotics in food, foods aimed at children, and BSE also decreased. All other food issues spontaneously mentioned were at a similar level to those reported in the previous wave (May 2011). (See Figure 2 for more detail)

Time series data for the Tracker indicates a general decrease in concern for food safety issues in particular, concern for food poisoning and food hygiene when eating out.¹¹

Spontaneous concern for food poisoning decreased from 24% in March 2003 to 4% in November 2011 (See figure 5, Annex D). While total concern for food poisoning decreased from 61% in March 2001 to 30% in November 2011 (See figure 7, Annex D).

Spontaneous concern for food hygiene when eating out decreased from 16% in September 2009 to 4% in November 2011 (See figure 6, Annex D). While total concern for food hygiene when eating out decreased from 44% in September 2009 to 36% in November 2011 (See figure 8, Annex D).

¹¹ Caution should be applied when interpreting this data and the data in the next two paragraphs. Further detail on these cautions can be found in Annex D.

2. Concern about food safety

46%¹² of respondents reported being concerned about the safety of food sold in UK shops and supermarkets in this wave of the tracker, while 35%¹³ of respondents reported being unconcerned. In contrast, 54%¹² of respondents reported being concerned about the safety of food sold in UK restaurants, pubs, cafes and takeaways, and 27%¹³ reported being unconcerned. These figures are similar to the previous wave of the Tracker (see Table 5 for more detail).

Males were less concerned about the safety of food sold than females. This was also the case in wave 2 (May 2011). (See Table 3 for more detail).

Table 3. Gender differences in concern about food safety for May and November 2011.

	All		Male	Female	Male	Female
	May 2011	Nov 2011	May 2011		Nov 2011	
<i>Unweighted base</i>	2078	2076	950	1128	1000	1076
Food sold in UK restaurants, pubs, cafes and takeaways	52%	54%	48%*	56%	51%*	56%
Food sold in shops and supermarkets	46%	46%	43%*	49%	43%*	49%

Base: All respondents, UK. Net concerned figures¹²

* shows a result that is statistically significantly lower compared to females in the same wave of the Tracker

¹² Figure based on net of respondents who reported being 'very concerned' or 'fairly concerned'

¹³ Figure based on net of respondents who reported being 'fairly unconcerned' or 'very unconcerned'

3. Awareness of hygiene standards

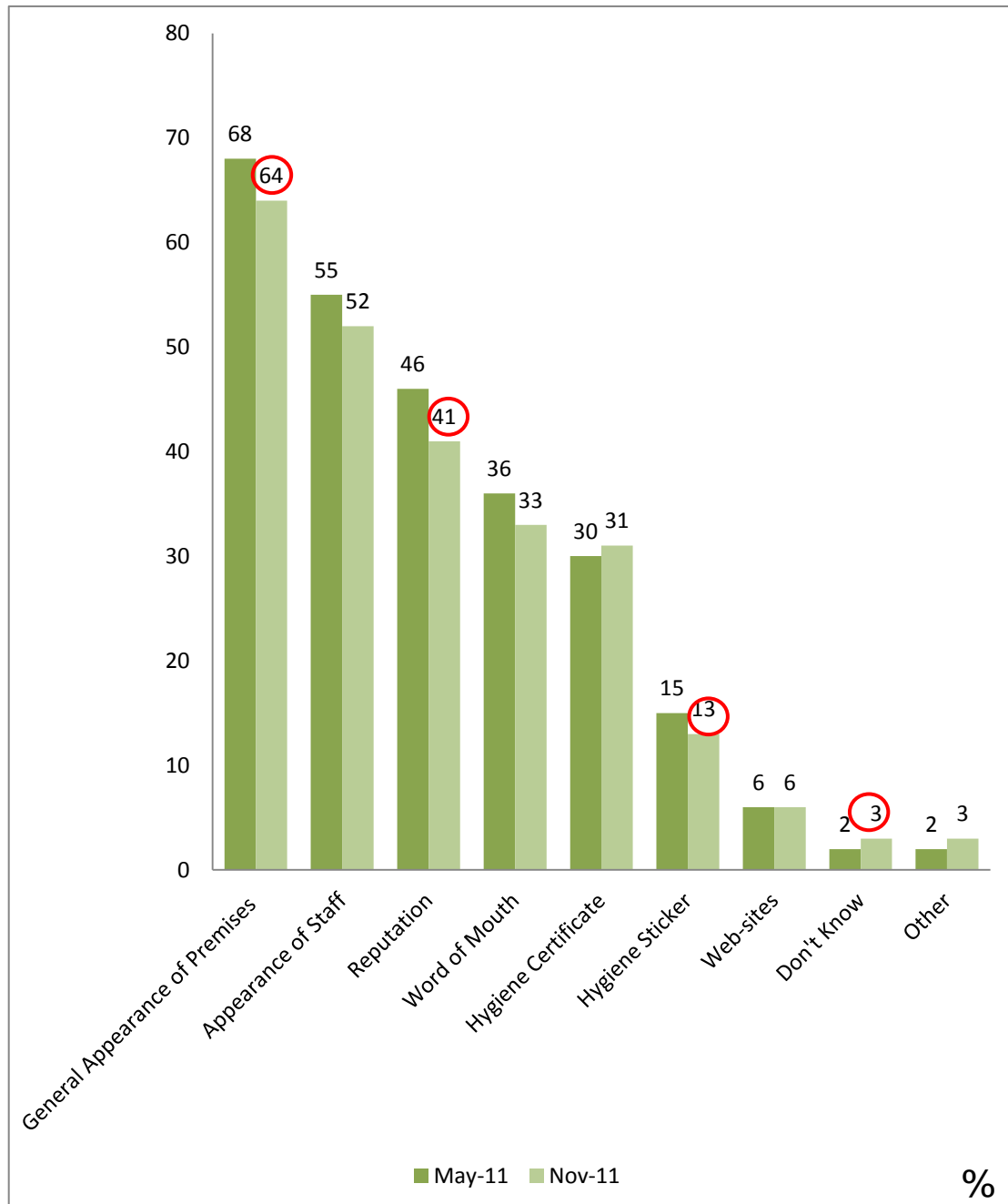
79%¹⁴ of respondents reported being aware of the hygiene standards of places they eat out at or buy food from. This figure has decreased compared to May 2011 (82%). However, this result is similar to the figure reported in November 2010 (80%).

Those who reported being aware of hygiene standards of places they eat out at or buy food from were asked *how* they were aware of these standards. The main ways respondents reported being aware were from **general appearance of premises (64%), appearance of staff (52%) and reputation (41%)**. The same main ways were reported in the previous wave of the Tracker.

Awareness of hygiene standards based on **general appearance of the premises, reputation and hygiene sticker** decreased in this wave of the tracker compared to May 2011. (See Figure 3 for more information).

¹⁴ Figure based on net of respondents who reported 'yes – always' or 'yes – sometimes'

Figure 3. Awareness of hygiene standards (May 2011 and November 2011)¹⁵



Base: All respondents who reported being aware of the hygiene standards of places they eat out at or buy food from.

¹⁵ Red circles indicate a statistically significant change from the previous wave (May 2011) of the Tracker, reported at the 95% confidence level

4. Awareness of the Food Standards Agency and its responsibilities

80% of respondents reported being aware of the Food Standards Agency in this wave of the tracker. Awareness has decreased compared to the previous wave (83% in May 2011). However, awareness is similar to that reported in November 2010 (79%).

Taking a longer term look, Tracker time series data shows a general increase in awareness of the FSA from June 2001 (64%) to November 2011 (80%)¹⁶ (See figure 9, Annex D).

Respondents aged 26-65 years were more aware of the FSA than those aged between 16-25 years and 66 years and over. Similarly, respondents in social grades AB, were more aware of the FSA than all other grades. Minority ethnic respondents were less aware of the FSA than white respondents. (See Table 4 for more detail).

¹⁶ Caution should be applied when interpreting this data. Further detail on these cautions can be found in Annex D

Table 4. Subgroup differences in awareness of the FSA (November 2011)

	All	16-25 yr	26-35 yr	36-49 yr	50-65 yr	66+ yr	AB	C1	C2	DE	White	Minority Ethnic
<i>Unweighted base</i>	2076	338	328	471	483	456	337	567	412	760	1816	252
Aware of FSA	80%	65%	79%*	87%*	88%*	72%	94%**	84%*	79%*	67%	82%**	63%

Base: All respondents, UK

* shows a result that is statistically significantly higher compared to at least one other sub-group

** shows a result that is statistically significantly higher than all other sub-groups in the category

Those who were aware of the FSA were asked which issues they thought the FSA was responsible for. The main issue that respondents reported to fall within the Agency's remit was **ensuring food bought is safe to eat** (50% for spontaneous awareness and 84% for total awareness). This was also the case in May 2011.

75% of respondents in Wales spontaneously reported that '**Ensuring the food you buy is safe to eat**' fell within the Agency's remit. This figure was higher than any other UK country¹⁷ (see Table 5 for more detail).

On 1 October 2010 responsibilities for nutrition policy in England transferred to the Department of Health and in Wales to the Welsh Assembly Government. The FSA continues to advise and support Ministers in Scotland and Northern Ireland on Nutrition policy. In England, Defra have responsibility for country of origin labelling and lead on food sustainability issues.

¹⁷ Results should be interpreted with caution due to the small sample size for participants from Wales. Unweighted base: 88

Table 5. Spontaneous awareness of FSA responsibilities for May and November 2011 and by country for November 2011

	Spontaneous responses		Spontaneous responses (November 2011)			
	May 2011	Nov 2011	England	Scotland	Wales	Northern Ireland
<i>Unweighted base</i>	1725	1621	1368	121	88	44
Ensuring the food you buy is safe to eat	50%	50%	48%	54%	75%**	54%
Date labels	18%*	15%	15%	18%	15%	11
Promoting and enabling healthy eating/ lifestyles	12%	11%	12%*	13%	5%	4%
Nutrition labelling	12%	10%	10%	9%	11%	15%
Country of Origin Labelling	10%	10%	10%	11%	4%	14%*
Promoting food safety in the home	11%*	8%	8%	9%	8%	12%
Food sustainability	8%	6%	6%	10%*	1%	0%

Base: All respondents aware of the FSA, UK

* shows a result that is statistically significantly higher compared to at least one other subgroup in the category

** shows a result that is statistically significantly higher when compared to all other subgroups in the category

Table 6. Total awareness of FSA responsibilities for May and November 2011 and by country for November 2011

	Total responses		Total responses (November 2011)			
	May 2011	Nov 2011	England	Scotland	Wales	Northern Ireland
<i>Unweighted base</i>	1725	1621	1368	121	88	44
Ensuring the food you buy is safe to eat	86%	84%	83%	88%	93%*	87%
Date labels	64%	63%	64%*	60%	48%	63%
Nutrition labelling	55%	55%	57%	48%	49%	49%
Country of Origin Labelling	49%	49%	49%*	52%*	34%	60%*
Promoting and enabling healthy eating/ lifestyles	43%	45%	46%	41%	38%	49%
Promoting food safety in the home	37%	39%	38%	36%	35%	52%
Food sustainability	35%	33%	34%	38%*	28%	20%

Base: All respondents aware of the FSA, UK

* shows a result that is statistically significantly higher compared to at least one other subgroup in the category

5. Trust in the Food Standards Agency

In autumn 2010 the Tracker was redeveloped in full due to observed fluctuations in responses to the question on trust. For the purpose of monitoring the impact of the questionnaire changes, wave 1 and 2 of the redeveloped Tracker ran both the old question monitoring trust and the redeveloped question using a split run (50:50) of respondents. We phased out the old question on trust in this wave (See Annex A for more details).

Respondents who reported being aware of the Food Standards Agency were asked how much they trust or distrust the FSA to do its job. 65%¹⁸ of respondents reported that they trusted the Agency to do its job; only 6%¹⁹ of respondents reported that they distrusted it. These figures are similar to the November 2010 (62%) and May 2011 (66%) waves of the Tracker.

¹⁸ Figure based on net of respondents who reported 'I trust the FSA a lot' or 'I trust the FSA'

¹⁹ Figure based on net of respondents who reported 'I distrust the FSA' or 'I distrust the FSA a lot'

6. Awareness of initiatives or schemes concerning the hygiene standards in places where people eat out or shop for food

In this wave, three new questions were added to the end of the survey to measure awareness of initiatives or schemes concerning the hygiene standards in places where people eat out or shop for food. (See Annex B for the questionnaire).

19% of respondents had seen or heard about initiatives or schemes concerning the hygiene standards in places people eat out or shop for food. When asked to spontaneously name these initiatives or schemes, the most common responses given by these respondents were the 'Food Hygiene Star Rating Scheme' (13%), the 'Food Hygiene Award' (11%) and the 'Scores on the Doors' (9%) schemes. (See figure 4 for more detail).

Respondents were then shown the names of the two FSA schemes concerning the hygiene standards in places people eat out or shop for food and the name 'scores on the doors' which is used for the majority of other schemes operating in the UK. When prompted, 21% of respondents reported that they had seen or heard about the 'Food Hygiene Rating Scheme', 12% had seen or heard about 'Scores on the Doors' and 10% had seen or heard about the 'Food Hygiene Information Scheme'²⁰. (See table 7 for more detail).

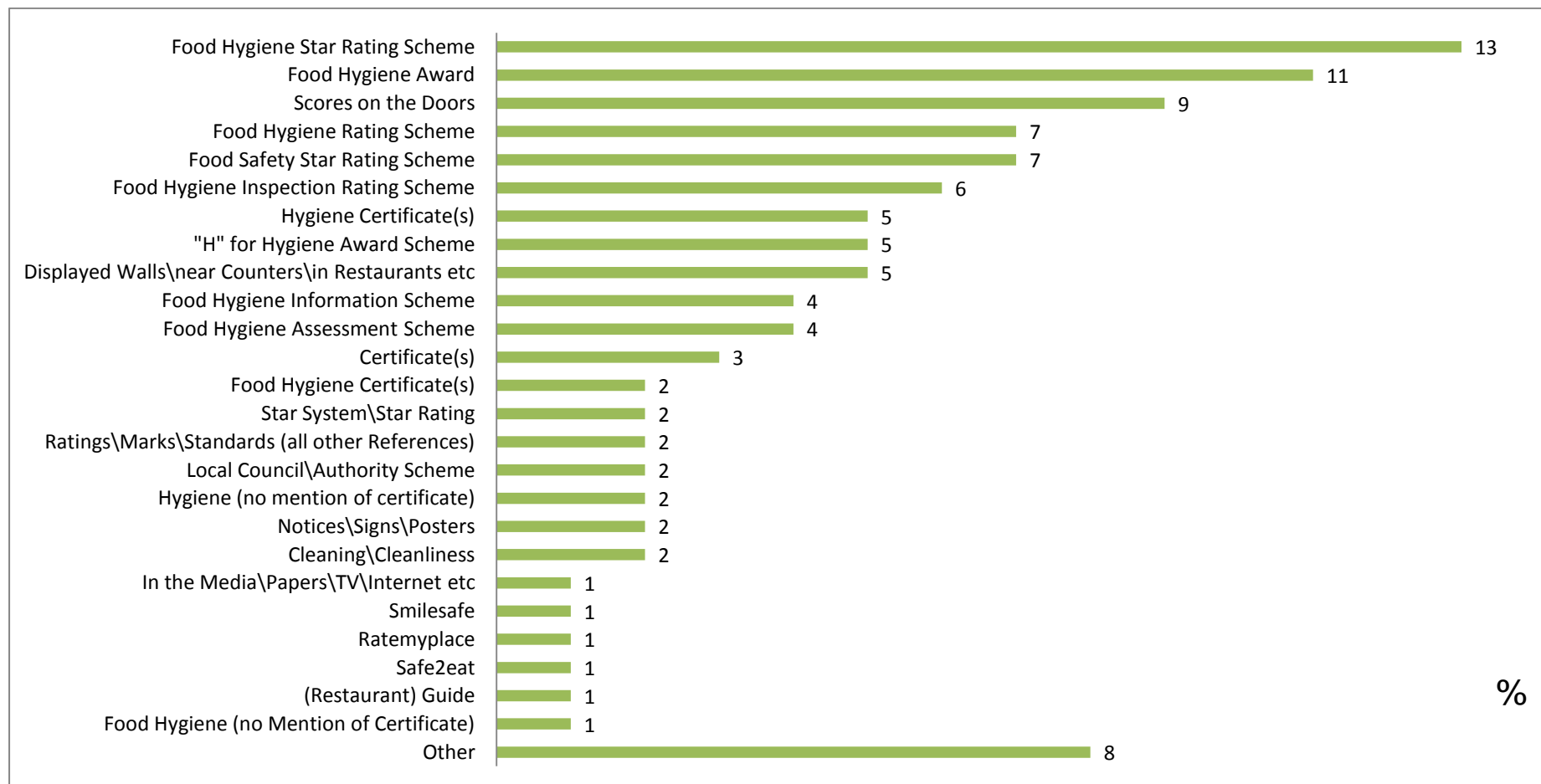
Respondents aged 16-65 years were more aware than respondents aged 66 years and above about any of these schemes. Similarly, participants from Northern Ireland were more aware about any of these schemes than participants from the other UK countries. At a scheme level, respondents from

²⁰ The Food Hygiene Rating Scheme (FHRS), which is for England, Wales and Northern Ireland, and the Food Hygiene Information Scheme (FHIS) are FSA/local authority partnership initiatives for providing consumers with information about hygiene standards in food premises at the time they are inspected. The FHRS was launched in November 2010 and the FHIS has been operating in some parts of Scotland since 2006. Not all local authorities are operating these 'national' schemes yet and some are currently operate their own 'local' schemes, many of which are called 'scores on the doors'.

Northern Ireland reported higher awareness about the Food Hygiene Rating Scheme (49%)²¹ than respondents from any other UK country. (See table 7 for more detail).

²¹ Results should be interpreted with caution due to the small sample size for participants from Northern Ireland. Unweighted base: 53

Figure 4. Spontaneous awareness of initiatives or schemes concerning hygiene standards (November 2011)



Base: All respondents who had seen or heard about any initiatives or schemes concerning the hygiene standards in places where people eat out or shop for food.

Table 7. Total awareness of Food Hygiene Rating Scheme, Food Hygiene Information Scheme and “Scores on the Doors” schemes (November 2011)

	All	16-25yr	26-35yr	36-49yr	50-65yr	66+yr	England	Scotland	Wales	Northern Ireland
<i>Unweighted base</i>	2076	338	328	471	483	456	1736	180	107	53
Food Hygiene Rating Scheme	21%	21%*	22%*	27%*	22%*	8%	21%*	12%	11%	49%**
Scores on the Doors	12%	14%*	13%*	14%*	12%	8%	13%*	5%	9%	19%*
Food Hygiene Information Scheme	10%	6%	12%*	14%*	11%*	5%	10%*	5%	9%	16%*
Any***	31%	34%*	33%*	40%*	31%*	16%	32%*	17%	23%	59%**

Base: All respondents, UK

* shows a result that is statistically significantly higher compared to at least one other sub-group in the category

** shows a result that is statistically significantly higher compared to all other sub-groups in the category

***Any participants who had heard about one or more of the schemes reported in the table.

Note: Results should be interpreted with caution due to small sample for participants from Northern Ireland.

Annex A. Technical summary

Fieldwork for the Tracker is conducted every six months; however the frequency has changed over the history of the survey:

- *April 2001-December 2001*: research conducted every three months;
- *October 2001-September 2002*: research conducted every month;
- *December 2002-March 2010*: research conducted every three months;
- *November 2010 – Onwards*: research conducted every six months.

From April 2001 to June 2006 research was conducted via face-to-face interviews amongst a random location sample in order to gain a nationally representative sample of adults aged 16 and over in Great Britain. From September 2006 the sample was extended to be representative of the United Kingdom.

An additional question was asked each wave between September 2008 and March 2010 to measure trust in the FSA. This question had previously been asked in the FSA annual Consumer Attitudes Survey (CAS) which was last conducted in 2007. Due to differences in question order and sampling, results from the Tracker were not directly comparable to the CAS. During this time the trust question from CAS was included in the Tracker. This was in addition to an existing question in the Tracker that measured confidence in the FSA.

In autumn 2010 the Tracker was redeveloped in full due to observed fluctuations in responses to the question on trust. Trust in the FSA remained stable from the time of its introduction (50% in September 2008) until September 2009 (48%). However, there was a statistically significant decrease in trust to 44% in December and a statistically significant increase to 50% in March 2010. These fluctuations were thought to be likely to be due to methodological reasons (question wording, ordering and response scale). This prompted the FSA to commission a review of the Tracker as a whole and to redevelop the survey questionnaire.

The reports on the redevelopment of the Tracker can be viewed at <http://www.food.gov.uk/science/socsci/surveys/publictrackingsurvey>.

For the purpose of monitoring the impact of the questionnaire changes, wave 1 and 2 of the redeveloped Tracker ran both the old question monitoring trust (that had previously been asked in the FSA annual Consumer Attitudes Survey) and the redeveloped question using a split run (50:50) of respondents²². We phased out the old question on trust in wave 3 as we had sufficient data to monitor the question change at this stage.

In this wave, three new questions were added to the end of the survey to measure awareness of initiatives or schemes concerning the hygiene standards in places where people eat out or shop for food. (See Annex B for the questionnaire).

The earlier reports and full data set in table format are available upon request. Please contact Dorian.Liberto@foodstandards.gsi.gov.uk

Data has been weighted on 2006 BARB data, according to age, gender, class and the regions North, South and Midlands.

²² This was a recommendation from the development work for the new biannual Tracker. For the full reports on the development work please see: <http://www.food.gov.uk/science/socsci/surveys/publictrackingsurvey>

Annex B. Questionnaire

Q.1a What food issues, if any, are you concerned about? Which others?
(Base: All adults UK)

(Spontaneous)

Q.1b And which of these food issues are you concerned about, if any? Please select all that apply. Which others? (Base: All adults UK)

- 07: Food poisoning such as Salmonella and E.Coli
- 11: Genetically Modified (GM) foods
- 02: BSE ('mad cow disease')
- 17: The feed given to livestock
- 19: The use of pesticides to grow food
- 18: The use of additives (such as preservatives and colouring) in food products
- 12: Hormones\steroids\antibiotics in food
- 03: Date labels, such as "best before" and "use by" labels
- 05: Food hygiene when eating out
- 04: Food hygiene at home
- 21: None of these
- (DK)

Q.1c And which of THESE food issues are you concerned about, if any? Please select all that apply. Which others? (Base: All adults UK)

- 14: The amount of salt in food
- 16: The amount of sugar in food
- 13: The amount of fat in food
- 15: The amount of saturated fat in food
- 09: Foods aimed at children including school meals
- 21: None of these
- (DK)

Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? Please select all that apply. Which others? (Base: All adults UK)

- 01: Animal welfare
- 08: Food prices
- 10: Food waste
- 06: Food miles (e.g. the distance food travels)
- 21: None of these
- (DK)

Q.2a How concerned or unconcerned are you about the safety of ALL food that is sold in UK restaurants, pubs, cafes and takeaways? (Base: All adults UK)

- 01: I am very concerned
- 02: I am fairly concerned
- 03: I am neither concerned nor unconcerned
- 04: I am fairly unconcerned
- 05: I am very unconcerned
- (DK)

Q.2b How concerned or unconcerned are you about the safety of ALL food that is sold in UK shops and supermarkets? (Base: All adults UK)

- 01: I am very concerned
- 02: I am fairly concerned
- 03: I am neither concerned nor unconcerned
- 04: I am fairly unconcerned
- 05: I am very unconcerned
- (DK)

Q.3a When you buy food in shops or supermarkets, or eat at restaurants, cafes, pubs and takeaways, do you tend to be aware of the standards of hygiene of these places?
(Base: All adults UK)

- 01: Yes – always
- 02: Yes – sometimes
- 03: No
- (DK)

Q.3b How do you know about the hygiene standards of the places you buy food from or eat out at? Please select all that apply. How else? (Base: All adults who are at all aware of the standards of hygiene when they buy food UK)

- 01: Word of mouth
- 02: Reputation
- 03: Appearance of people working there
- 04: General appearance of shop\restaurant\cafe\pub\takeaway
- 05: Hygiene sticker
- 06: Hygiene certificate
- 07: Websites
- 08: Other (specify)
- (DK)

Q.4 Which of the following, if any, have you heard of? Please select all that apply. Which others? (Base: All adults UK)

- 01: Department of Health (only show if England)
- 02: Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)
- 03: Public Health Agency (PHA) (only show if NI)
- 04: Scottish Government Health Improvement Directorate (only show if Scotland)
- 05: Department for Public Health and Health Professions (only show if Wales)
- 06: Food Standards Agency
- 07: Safefood (only show if NI)
- 08: National Institute for Health and Clinical Excellence (NICE)
- 09: Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)
- 10: Department for Rural Affairs (only show if Wales)
- 11: Department of Agriculture and Rural Development (DARD) (only show if NI)
- 12: The Environment Agency (only show if England or Wales)
- 13: Scottish Environment Protection Agency (SEPA) (only show if Scotland)
- 14: Scottish Government Rural Directorate (only show if Scotland)
- 15: The British Medical Association
- 16: Office of Communications (OFCOM)
- 17: Audit Scotland (only show if Scotland)
- 18: Health & Safety Executive
- 19: Office of Fair Trading
- 20: World Health Organisation (WHO)
- 21: British Dietetic Association (BDA)
- (N)
- (DK)

Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? Which other issues? (Base: All adults aware of the Food Standards Agency UK)

(Spontaneous)

Q.5b And which of these issues do you think the Food Standards Agency is responsible for? (Please select all that apply. Which others? Base: All adults aware of the Food Standards Agency UK)

- 01: Ensuring the food you buy is safe to eat
- 02: Promoting food safety in the home
- 03: Promoting and enabling healthy eating and healthy lifestyles
- 04: Ensuring food is sustainable – such as reducing green house emissions and reducing waste when producing food
- 05: Nutrition labelling information, such as traffic light labelling
- 06: Date labels, such as “best before” and “use by” labels
- 07: Country of origin labels, which identify where food comes from

08: Other (specify)
(DK)

Q.6a How much do you trust or distrust the Food Standards Agency to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home. (Base: All adults UK)

01: I trust it a lot
02: I trust it
03: I neither trust nor distrust it
04: I distrust it
05: I distrust it a lot
(DK)

Q.7 Have you seen or heard of any initiatives or schemes that tell you about the hygiene standards in places where you eat out or shop for food? (Base: All adults UK)

01: Yes
02: No
(DK)

Q.8 And what initiatives or schemes are they? (Base: All adults who have seen or heard of any initiatives/schemes that tell you about hygiene standards in places where people eat out or shop for food)

01: Food Hygiene Information Scheme
02: Food Hygiene Rating Scheme
03: Scores on the Doors
04: "H" for Hygiene Award Scheme
05: Food Hygiene Assessment Scheme
06: Food Hygiene Award
07: Food Hygiene Inspection Rating Scheme
08: Food Hygiene Star Rating Scheme
09: Food Safety Star Rating Scheme
10: Ratemyplace
11: Safe2eat
12: Smilesafe
13: Other
(DK/CR)

Q.9 Below are some initiatives and schemes that tell you about the hygiene standards in places where you eat out or shop for food. Which of them have you seen or heard of? – Total (Base: All adults UK)

-
- 01: Food Hygiene Information Scheme
 - 02: Food Hygiene Rating Scheme
 - 03: Scores on the Doors
 - 14: None of these
 - (DK)

Q.10 The questions I've just asked you about food hygiene and safety were funded by the Food Standards Agency (FSA). The FSA, or a social research organisation working on behalf of the Agency, may like to contact you within the next 12 months to take part in some further social research. Would you be willing for your contact details (name, address and telephone number), along with some of your answers to the survey, to be passed to the FSA, or a social research organisation working on behalf of the Agency, so that they can contact you for further research. The information provided to the Agency will be used for research purposes only. (Base: All adults UK)

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

Annex C. Social Grading/ Occupational Groupings²³

Prior to 1993 the standard means of social grading was based on the occupation of the head of the household. It is assumed that the family environment will affect the individual's attitude and behaviour and that the status of the head of household is the most convenient means of defining it.

Since 1993 Market Research Companies have begun to base social grading on the occupation of the Chief Income Earner in the household i.e. the person in the household with the largest income, whether from employment, pensions, state benefits, investments or any other source.

More detail on the individual groupings below.

²³ Source: Market Research Society, 2011

Occupational

Groupings

A

- Approximately 3% of the total population
- These are professional people, or are very senior in business or commerce or are top level civil servants
- Retired people, previously grade A, and their widows

B

- Approximately 18% of the total population
- Middle management executives in large organisations, with appropriate qualifications
- Top management or owners of small business
- Retired people, previously grade B, and their widows.

C1

- Approximately 28% of the total population
- Junior management owners of small establishments: and all others in non-manual Positions
- Jobs in this group have very varied responsibilities and educational needs
- Retired people previously grade C1 and their widows.

C2

- Approximately 22% of the total population
- All skilled manual workers, and those manual workers with responsibility for other people
- Retired people previously grade C2 with a pension from their job
- Widows if receiving pensions from their late husbands job

D

- Approximately 18% of the total population
- All semi skilled and unskilled manual workers, and apprentices and trainees to skilled workers
- Retired people previously grade D with a pension from their job
- Widows if receiving pensions from their late husbands job

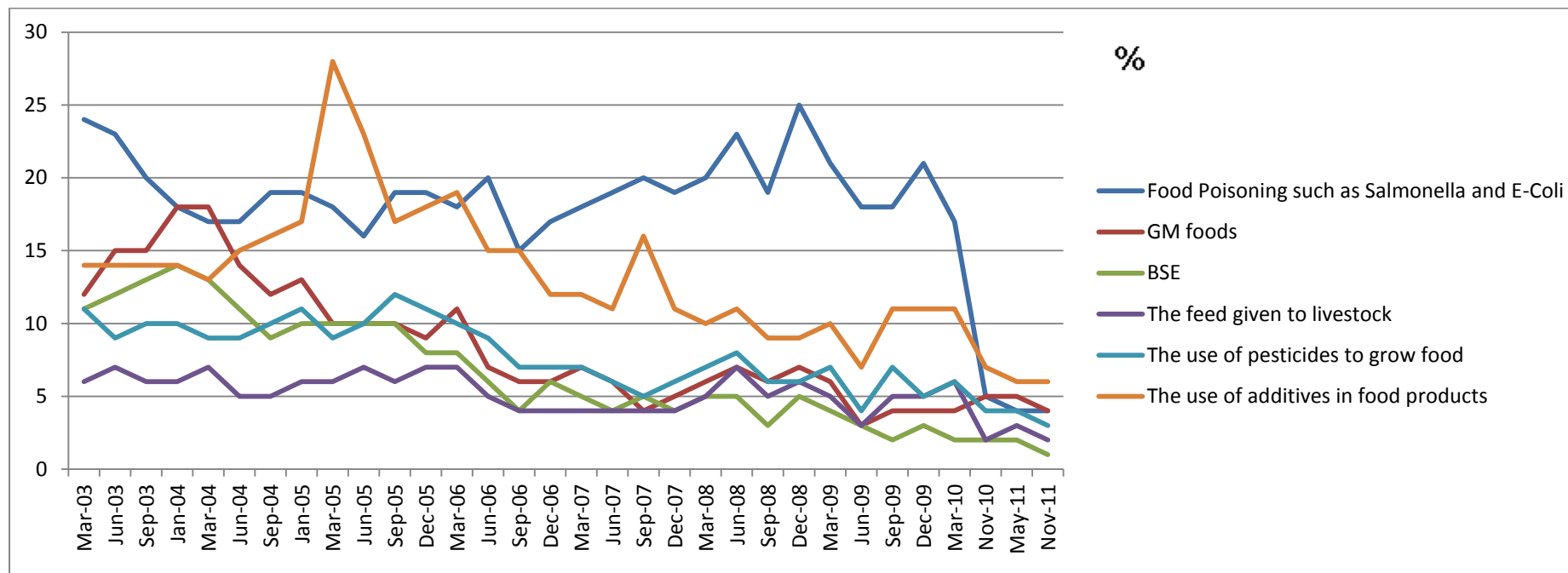
E

- Approximately 11% of the total population
- All those entirely dependant on the state long term, through sickness, unemployment, old age or other reasons. Those unemployed for a period exceeding 6 months (otherwise classify on previous occupation)
- Casual workers and those without a regular income
- Only households without a chief wage earner will be coded in this group

Annex D. Time series data

Figure 5. Spontaneous concerns for food safety issues since March 2003 ²⁴

Spontaneous concern for the following food safety issues has been tracked since March 2003

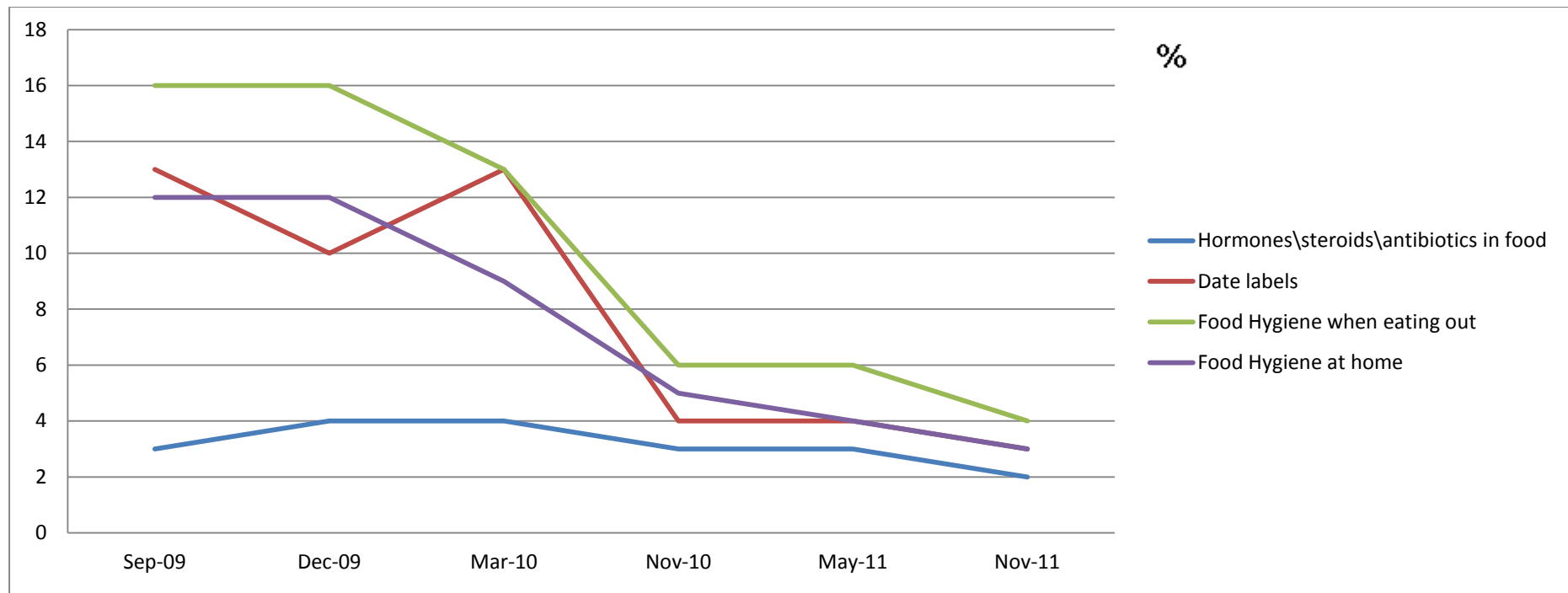


Base: All UK respondents excluding those 'totally unconcerned' about food safety issues (March 2003 to March 2010); All UK respondents from November 2010 onwards

²⁴ Caution should be applied when interpreting this data. The food issues question has changed several times since the tracker started in March 2001. The respondent base has also changed. Please contact us for further details on the cautions surrounding this data.

Figure 6. Spontaneous concerns for food safety issues since September 2009²⁵

Spontaneous concern for the following food issues has been tracked since September 2009

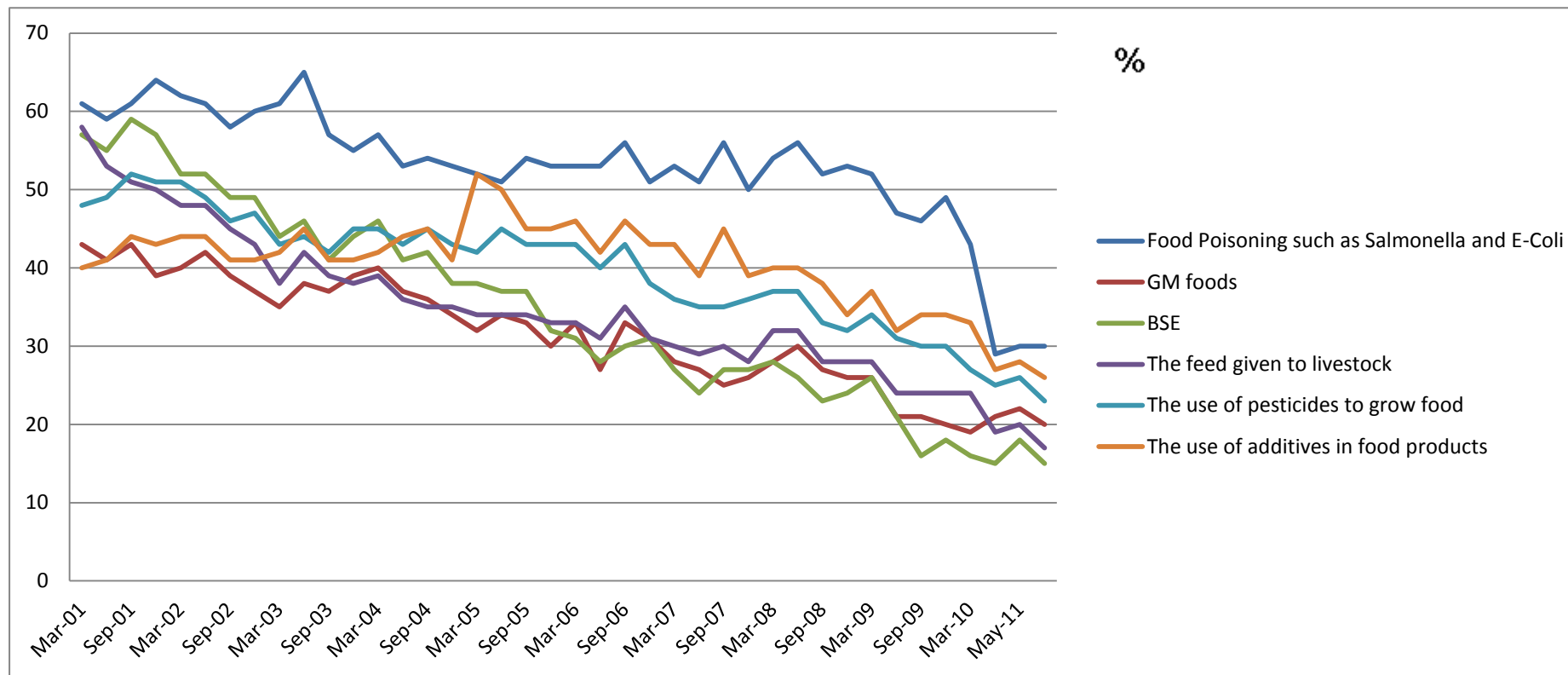


Base: All UK respondents excluding those 'totally unconcerned' about food safety issues (September 2009 to March 2010); All UK respondents from November 2010 onwards

²⁵ Caution should be applied when interpreting this data. The food issues question has changed several times since the tracker started in March 2001. The respondent base has also changed. Please contact us for further details on the cautions surrounding this data.

Figure 7. Total concerns for food safety issues since March 2001 ²⁶

Total concern for the following food issues has been tracked since March 2001

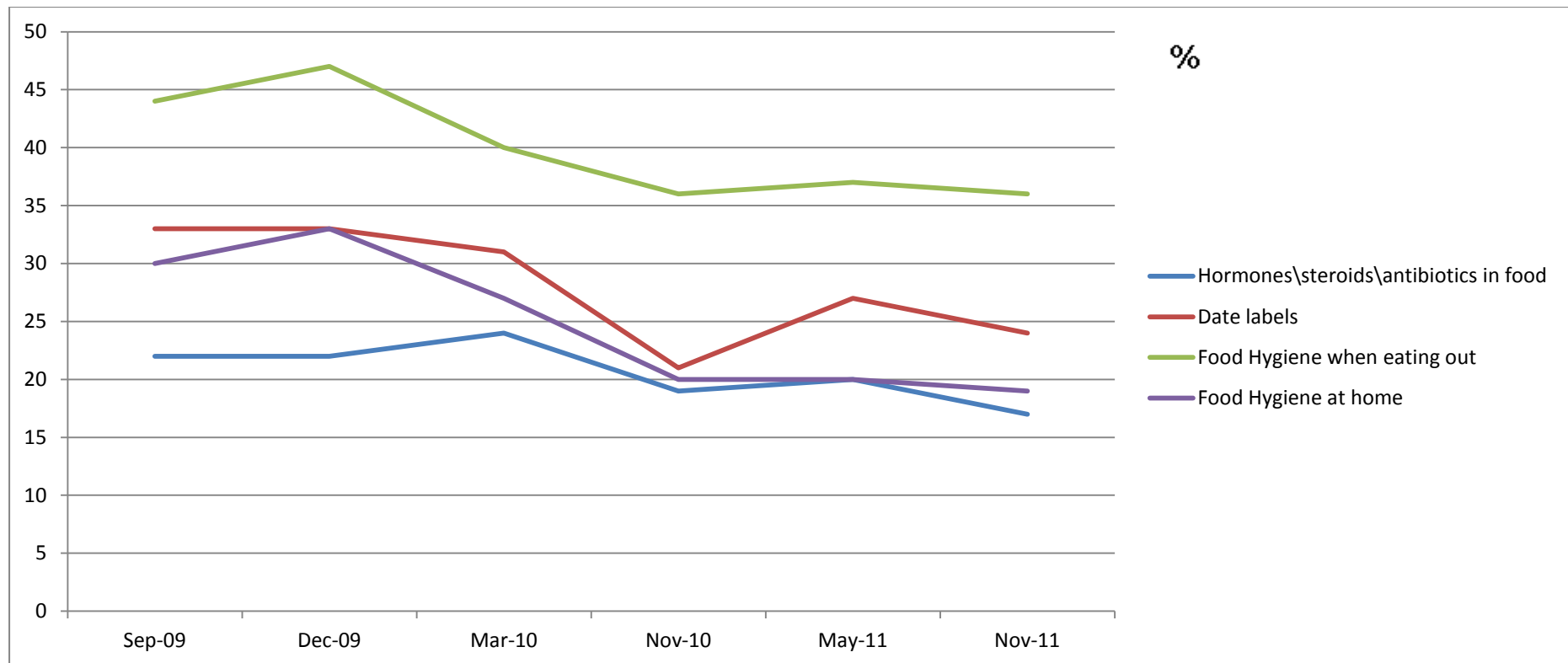


Base: All respondents, UK

²⁶ Caution should be applied when interpreting this data. The food issues question has changed several times since the tracker started in March 2001. Please contact us for further details on the cautions surrounding this data.

Figure 8. Total concerns for food safety issues since September 2009 ²⁷

Total concern for the following food issues has been tracked since September 2009

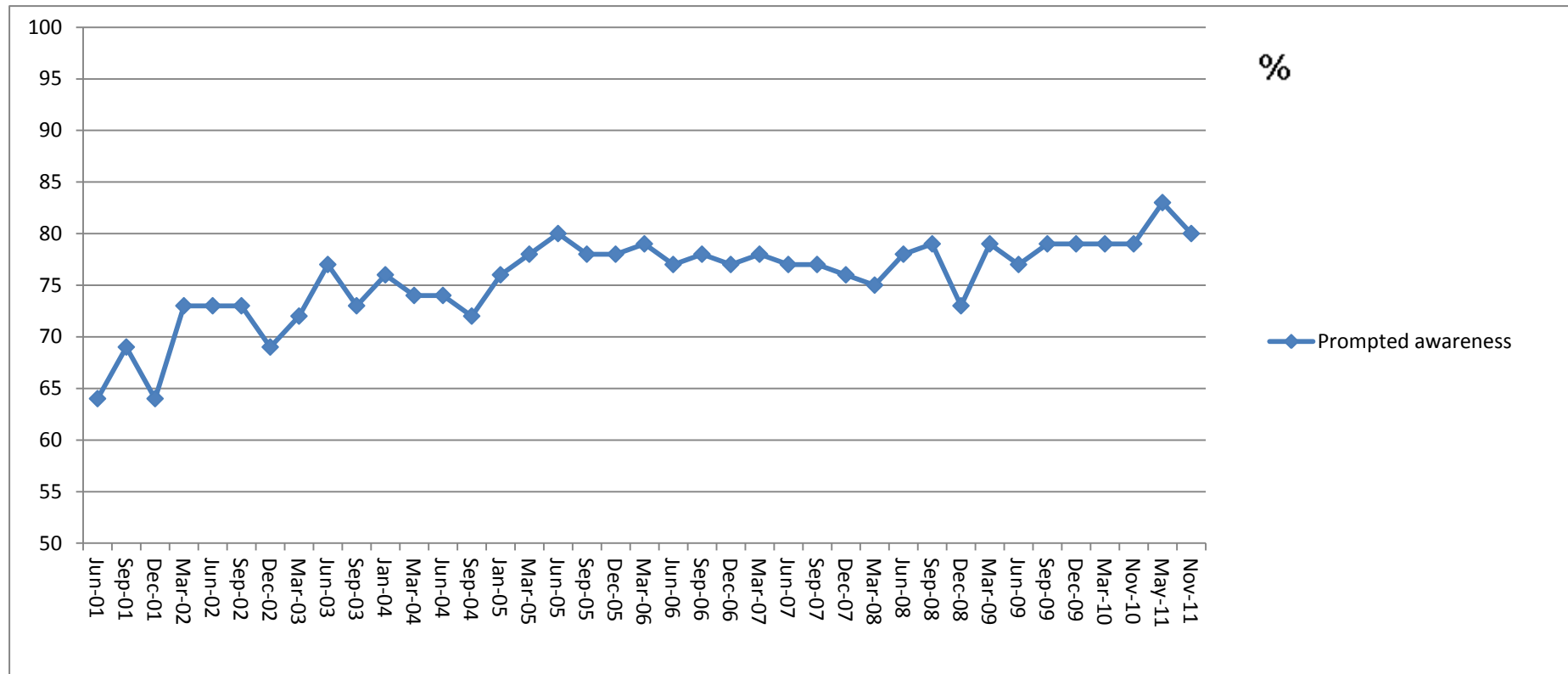


Base: All respondents, UK

²⁷ Caution should be applied when interpreting this data. The food issues question has changed several times since the tracker started in March 2001. Please contact us for further details on the cautions surrounding this data.

Figure 9. Awareness of FSA since June 2001 ²⁸

Awareness of the FSA has been tracked since June 2001



Base: All respondents, UK

²⁸ Caution should be applied when interpreting this data. The awareness question has changed several times since the tracker started in March 2001. Please contact us for further details on the cautions surrounding this data.