



APPENDIX 3

Regional Analysis

Notes on Tables

Significant differences (at 5% confidence limit) are denoted by the letters representing each region. Where data is not shown for a particular question this is due to low base sizes at a regional level.

SECTION 1 – EATING HABITS

Table 1 – Attitudinal Statements

Agreement with statements - %Agreeing. Base: All respondents. Source: Q15.

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
	a	b	c	d	e	f	g	h	i	
	1093	110	143	102	86	113	115	159	159	106
	%	%	%	%	%	%	%	%	%	%
Eating healthily is very important to me	88	81	84	86	89	86	89	93ab	89a	88
Even if you are on a limited budget you can still eat healthily	87	82	82	93ab	90	89	85	86	92ab	87
Parents should be strict with children and make them eat healthy food	86	80	82	91a	85	81	89	89a	89a	85
When trying to eat healthily the most important thing is to cook with high quality ingredients, which don't have additives or preservatives	78	72	79	80	76	69	77	82e	78	79
I'll make time so I can cook proper	77	73	79	76	73	75	81	78	77	76
I'm really concerned about food safety and hygiene	73	52	76a	74a	76a	75a	66a	76a	73a	74a
I really enjoy cooking	67	69	66	63	66	67	67	69	69	66
I try to encourage other people to eat healthily whenever I can	62	59	68	63	62	59	58	74aefhi	57	58
I would like to have more information about the food that I buy	55	41	60ah	57a	63ah	55a	52	66afhi	46	50
I really enjoy watching cooking programmes on TV	54	45	56	54	53	58a	50	52	58a	54
There is nothing wrong with natural ingredients like butter and cream, even if they are high in fat, sugar or salt	53	55	48	53	56	51	47	53	55	57

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
	a	b	c	d	e	f	g	h	i	
	1093	110	143	102	86	113	115	159	159	106
	%	%	%	%	%	%	%	%	%	%
I find it difficult to know if a food product is healthy from the labelling	45	38	46	41	43	49	52ah	49	39	45
It's difficult to find healthy alternatives that taste nice	34	35	40	36	29	31	32	37	30	31
Convenience food is not that bad for you	25	23	23	28	27	25	21	24	29	25
It's too expensive to cook healthy meals	20	24d	30dhi	19	12	20	21	22	16	16
These days it's not that important that families sit down together for meals	18	22d	16	18	11	14	19	20	18	21

Table 2 – Responsibility for food shopping

Base: All respondents. Source: Q9

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
	a	b	c	d	e	f	g	h	i	
	1093	110	143	102	86	113	115	159	159	106
	%	%	%	%	%	%	%	%	%	%
Responsible for all/most food/grocery shopping	55	54	58	54	62	59	53	50	50	60

Table 3 – Responsibility for cooking in household

Base: All respondents

Source: Q14

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
	a	b	c	d	e	f	g	h	i	
	1093	110	143	102	86	113	115	159	159	106
	%	%	%	%	%	%	%	%	%	%
Myself only	39	33	35	41	40	45	41	37	38	44
Myself mainly	15	14	19g	12	17	13	14	9	18g	16
Someone else only	7	7	10i	9	7	6	7	10hi	4	3
Someone else mainly	20	19	17	13	18	17	19	27bce	23c	22
Myself and someone else equally	19	27gi	19	25	19	19	19	16	17	15

Table 4 – Diet of individual

Base: All respondents

Source: Q16

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
	a	b	c	d	e	f	g	h	i	
	1093	110	143	102	86	113	115	159	159	106
	%	%	%	%	%	%	%	%	%	%
I avoid certain food for medical reasons	16	15	16	20gh	19	24gh	14	10	11	17
I am on a diet trying to lose weight	14	14	15	19gh	19gh	18gh	13	8	8	21gh
I am partly vegetarian	5	2	4	3	9	4	5	10abc	5	5
I am allergic to certain food	5	3	4	4	9f	9f	3	4	5	5
I am completely vegetarian	3	-	2	6adf	-	2	1	5adf	3	1
I avoid certain food for religious reasons	3	2	3	3	-	2	3	12abcdefhi	2	1
I am a vegan	*	2g	-	-	-	1	-	-	1	-

Table 5 – Foods or drink trying to avoid or reduce

Base: All respondents

Source: Q21

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
	a	b	c	d	e	f	g	h	i	
	1093	110	143	102	86	113	115	159	159	106
	%	%	%	%	%	%	%	%	%	%
Foods containing fat	25	20	24	21	35acg	32g	27	21	25	24
Foods containing sugar	20	19	18	20	31beh	15	19	24h	14	24h
Drinks containing sugar	14	12	14	15	15	13	13	20h	12	12
Salt	13	12	14	16	13	12	17	13	11	12
Alcoholic Drinks	10	8	9	11	12	7	11	16ehi	8	7
Ready meals	7	5	8	9	4	4	5	11	11	5
Foods high in additives	6	7de	9dei	6	1	2	6	9dei	9dei	2
Processed food	5	5	4	5	4	3	6	6	7	5
Drinks containing caffeine	4	5	4	3	3	4	4	7h	2	4
Red meat	4	2	5	3	3	2	7	6	3	2
Foods high in carbohydrates	3	1	7adh	4	-	2	4	2	2	4

Table 6 – Whether making an effort to avoid or reduce the children’s consumption of any types of food or drink

Base: Respondents with children

Source: Q23

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
	a	b	c	d	e	f	g	h	i	
	355	32	45	25	24	32	36	63	65	33
	%	%	%	%	%	%	%	%	%	%
Foods containing sugar	33	43f	33	51	46	37f	14	32	28	37f
Drinks containing sugar	32	27	27	46	24	30	26	39	32	28
Foods containing fat	20	22	17	27	34	14	20	22	13	27
Salt	13	9	17	11	9	6	16	13	11	22
Ready meals	13	14e	21e	27	-	-	7	10	18e	12
Foods high in additives	12	9	20e	18	3	3	8	10	17	17
Processed food	8	15ef	19ef	3	13	-	-	8	6	8
Drinks containing caffeine	8	-	13eh	12	-	-	11h	11h	1	17aeh
Red meat	3	-	11	4	-	3	-	3	3	3
Foods high in carbohydrates	2	4h	7h	-	-	-	-	1	-	3

Table 7 – Foods trying to include/eat more often

Base: All respondents

Source: Q22

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
	a	b	c	d	e	f	g	h	i	
	1093	110	143	102	86	113	115	159	159	106
	%	%	%	%	%	%	%	%	%	%
Fresh fruit	46	37	42	52ah	49	47	46	55abh	37	50h
Fresh vegetables	44	33	39	48a	45	41	39	52abf	43	48a
Fresh salad	16	14	14	17d	6	18d	11	25abdfh	12	26abdfh
Oily fish	10	12	13	11	7	7	9	11	8	12
White fish	9	12h	12h	10	6	12h	10	9	5	11h
Wholemeal\ wholewheat	9	15dh	11d	12d	3	7	8	11d	6	10
Yogurts	9	11dh	6	17bdeh	1	8	11d	12dh	5	11d
Brown (wheatmeal) bread	6	7	7	11eh	5	3	6	8	4	6
Brown Rice or Pasta	5	3	3	10bde	1	2	4	7	5	11bde
Nuts\beans\chickpeas\ lentils	4	5	4	4	1	4	2	9dfh	2	5
Organic food	3	2	4	2	-	1	1	6de	5d	3
Meat\red meat	1	2	3	2	3	-	-	1	1	1
Water\Drink more water	1	2	-	-	-	-	1	1	*	2

Table 8 – Whether making an effort to make children eat more of any types of food

Base: Respondents with children

Source: Q24

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
	a	b	c	d	e	f	g	h	i	
	355	32	45	25	24	32	36	63	65	33
	%	%	%	%	%	%	%	%	%	%
Fresh fruit	51	50	56	59	60	51	41	54	43	52
Fresh vegetables	47	48	41	43	55	42	26	54f	58f	47
Fresh salad	16	15	19	12	4	14	6	25f	16	21
Yogurts	12	15	15	16	-	12	12	17h	6	15
Wholemeal\ wholewheat	11	18	7	13	11	6	6	15	10	13
Oily fish	10	11	8	16	6	6	6	12	12	10
White fish	9	6	9	7	-	6	8	14	11	7
Brown rice or pasta	6	8	4	-	13	9	3	6	5	13
Nuts\beans\ chickpeas\ lentils	5	6	2	15	-	6	3	7	4	5
Brown (wheatmeal) bread	5	6	2	-	5	6	6	9	3	7

Table 9 – Number of portions of fruit and vegetables eaten yesterday

Base: All respondents

Source: Q25

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
	a	b	c	d	e	f	g	h	i	
	1093	110	143	102	86	113	115	159	159	106
	%	%	%	%	%	%	%	%	%	%
None	5	9dfg	7g	6	1	6g	3	2	5	7dg
1-4 portions	36	36	46cfg	32	38g	42g	32	25	34	37g
5 portions	13	11	18h	18h	14	12	12	12	7	16h
6-9 portions	33	28	20	35b	32b	33b	38b	40ab	38b	32b
10+ portions	13	16ei	9	9	15	6	15	21bcei	16ei	7
5 or more portions	59	55	47	62b	61b	51	65be	73abehi	61b	55

Table 10 Correct knowledge of ‘at least 5 portions a day’

Base: All respondents

Source: Q26

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
	a	b	c	d	e	f	g	h	i	
	1093	110	143	102	86	113	115	159	159	106
	%	%	%	%	%	%	%	%	%	%
5 or more portions a day	79	78	77	81	84g	80	75	69	83g	83g

Section 2 – Food Labelling

Table 11 – Frequency of referring to labelling information

Base: All respondents

Source: Q30

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
		a	b	c	d	e	f	g	h	i
	1093	110	143	102	86	113	115	159	159	106
	%	%	%	%	%	%	%	%	%	%
Never	14	17g	14	14	14	18g	15	8	15	13
Rarely	14	17b	9	21bfh	16	11	11	14	9	21bfh
Occasionally	20	22	15	16	23	21	28bcg	17	21	24
Usually	19	7	18a	23a	13	14	17a	24ae	23a	19a
Always	31	35	40cfi	25	29	32	26	35	31	24

Table 12 – Information looked for on labels – key categories

Base: All respondents who refer to labelling information

Source: Q31

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
		a	b	c	d	e	f	g	h	i
	914	89	118	88	70	88	92	143	133	93
	%	%	%	%	%	%	%	%	%	%
Nutritional information	66	67	72	67	67	67	66	64	65	63
Information about ingredients	43	36	42	48	46	39	38	48	48	37
General information	31	25	27	29	33	28	31	43abcehi	27	27
Ethical Information	5	-	2	9abdf	-	6d	1	9abdf	5	3

Table 13 – Information looked for on labels

Base: All respondents who refer to labelling information

Source: Q31

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
	a	b	c	d	e	f	g	h	i	
	914	89	118	88	70	88	92	143	133	93
	%	%	%	%	%	%	%	%	%	%
The amount of fat	42	44	44	40	40	47	44	43	36	40
The amount of salt (sodium)	37	37d	41d	35	23	39d	37	40d	37d	39d
The amount of sugar	30	30	31	29	32	28	35	31	26	26
Additives	23	20	22	25	20	24	17	23	31f	23
The amount of saturated fat	21	32cdh	22d	18d	4	23d	26d	27dh	16d	21d
Calories	19	26e	22	20	24	14	17	18	21	17
The best before\Use by date	15	9	10	14	7	18	16	31abcdefhi	12	10
Country of origin	9	9	3	6	9	8	14b	13b	8	8
The list of ingredients for other reasons	8	3	7	6	13ag	11g	12ag	3	8	7
Quantity of the main ingredients	8	9	8	6	9	4	7	12e	8	5
The list of ingredients for special dietary reasons	7	2	6	5	3	9	9	9a	4	8
The list of ingredients for allergy reasons	6	4	10h	6	3	6	4	12adfh	3	7
Cooking\Storage instructions	6	4	9	6	15aeghi	4	6	4	5	5
Health claims such as 'low fat', or 'good for your heart'	5	2	7	5	1	5	4	4	4	6

Table 14 – Amount of information provided

Base: All respondents

Source: Q32

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
	a	b	c	d	e	f	g	h	i	
	1093	110	143	102	86	113	115	159	159	106
	%	%	%	%	%	%	%	%	%	%
There is generally too much information	9	10	10	10	8	11	14g	6	7	8
The amount of information is about right	64	58	60	62	69	58	61	68	70ae	61
There is not enough information on food labels	21	20	25	20	18	25	21	20	18	21
Don't know	6	12bfh	5	9	5	6	4	6	5	10

Table 15 – Ease of reading print size on labels

Base: All respondents

Source: Q33

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
	a	b	c	d	e	f	g	h	i	
	1093	110	143	102	86	113	115	159	159	106
	%	%	%	%	%	%	%	%	%	%
Very easy to read	17	19b	8	24bi	28bfgi	19b	14	14	18b	11
Quite easy to read	38	40	39	29	33	31	42c	50cdehi	38	33
Quite hard to read	30	22	39agh	28	31	30	29	26	28	36a
Very hard to read	12	14	9	15	8	15	10	9	13	15
Don't know	4	5g	4	4	1	6g	6g	1	4	5g

Table 16 – Comprehension of food labels

Base: All respondents

Source: Q34

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
		a	b	c	d	e	f	g	h	i
	1093	110	143	102	86	113	115	159	159	106
	%	%	%	%	%	%	%	%	%	%
Very easy to understand	19	20	13	24bi	28bgi	20	18	17	23bi	12
Quite easy to understand	48	47	49	43	42	42	50	56cde	48	51
Quite hard to understand	23	21	28c	15	23	28c	23	22	22	24
Very hard to understand	6	7f	7f	14fgh	6f	9f	1	5	4	6f
Don't know	4	5dg	3	3	-	2	8deg	1	4	7dg

Table 17 – Importance of food labels in buying decision

Base: All respondents

Source: Q34a

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
		a	b	c	d	e	f	g	h	i
	1093	110	143	102	86	113	115	159	159	106
	%	%	%	%	%	%	%	%	%	%
Very important	21	21	23	21	15	19	25	18	25	15
Quite important	30	16	30a	28a	31a	27	28	43abcefhi	29a	27
Depends on the type of food	24	27	23	22	23	22	21	25	25	28
Not very important	14	22fgh	15h	19gh	19h	18h	11	10	8	16
Not at all important	10	13g	9	10	10	9	12g	4	12g	10

Table 18 – Correct interpretation of “use by” and “best before” dates

Base: All respondents

Source: Q35/36

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
	a	b	c	d	e	f	g	h	i	
	1093	110	143	102	86	113	115	159	159	106
	%	%	%	%	%	%	%	%	%	%
Use by	54	62i	50	66befgi	58i	52	52	53	56i	42
Best before	53	55	50	51	59	46	51	57	55	49

Section 3 – General Food Safety, Hygiene and Concerns about Food Issues

Table 19 – Major concerns facing you today

Base: All respondents

Source: Q6

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
	a	b	c	d	e	f	g	h	i	
	1093	110	143	102	86	113	115	159	159	106
	%	%	%	%	%	%	%	%	%	%
Healthy eating	19	18	13	20	24be	11	27be	20	18	20
Food safety	11	6	13	9	14	11	16ah	11	7	10

Table 20 – Concerns about issues related to food

Base: All respondents

Source: Q7

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
	a	b	c	d	e	f	g	h	i	
	1093	110	143	102	86	113	115	159	159	106
	%	%	%	%	%	%	%	%	%	%
Additives/ preservatives	8	9	8	10	11	6	6	5	9	13g
Poor, unhealthy diet generally/ children's diet	4	2	5	1	5	4	6c	2	5	5
Net: Any concerns	40	29	44a	34	43a	43a	38	33	44a	46ag

Table 21 – Concerns over food safety issues

Base: All respondents

Source: Q8

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
	a	b	c	d	e	f	g	h	i	
	1093	110	143	102	86	113	115	159	159	106
	%	%	%	%	%	%	%	%	%	%
Very concerned	16	18	18	16	20	18	15	12	15	15
Fairly concerned	41	30	47ae	39	43	32	36	45ae	41	49ae
Neither concerned\nor unconcerned	18	22	14	18	15	20	22	21	16	14
Fairly unconcerned	15	17	12	15	12	17	18	18	13	14
Not at all concerned	9	14g	8	10g	9	11g	7	4	15g	8

Table 22 – Concerns about hygiene (locations)

Base: All respondents

Source: Q37

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
	a	b	c	d	e	f	g	h	i	
	1093	110	143	102	86	113	115	159	159	106
	%	%	%	%	%	%	%	%	%	%
Takeaway/fast food outlets	29	22	33	34	23	30	28	26	30	25
Restaurants \ cafes \ pubs and wine bars	23	14	21	26a	23	22	28a	29a	21	20
Supermarkets	18	5	20ae	17a	16a	10	18a	29acdefhi	16a	18a
Market stalls	10	7	12dh	10	3	15dh	10	14dh	5	11d
Local butchers	7	3	11adh	6	1	5	6	13adefhi	3	5

Table 23 – Concerns about hygiene (who reported to)

Base: All respondents concerned about hygiene in the last 12 months

Source: Q38

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
	a	b	c	d	e	f	g	h	i	
	523	38	64	58	37	49	58	91	74	54
	%	%	%	%	%	%	%	%	%	%
No	78	76	86d	77	69	73	80	79	78	80
Yes, to the local council \ env. health or trading standards officer	18	24b	9	17	23	21	14	18	22b	18
Yes, to the staff at the outlet	3	-	3	6h	8gh	5	3	1	-	2

Table 24 – Concerns about types of food (spontaneous)

Base: All respondents

Source: Q39

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
	a	b	c	d	e	f	g	h	i	
	1093	110	143	102	86	113	115	159	159	106
	%	%	%	%	%	%	%	%	%	%
Raw Chicken	22	19	17	30bfh	20	28b	17	21	19	25
Raw Beef	12	12	11	13	13	14	8	14	10	19fh
Raw Pork	11	12	7	17bfh	10	16bfh	6	11	7	19bfh
Fish	10	7	10	12f	6	8	4	18adefh	10	13f
Raw Lamb	9	8	3	12b	10	13bf	5	8	8	16bf
Meat (unspecified)	8	1	9a	4	10a	4	12ace	8a	14ace	6
Shellfish	7	5	3	12be	5	3	7	9e	7	13be
Cooked Meat\poultry	6	3	6	12adef	4	4	3	5	6	5
Eggs	5	7	6	8	6	4	3	6	4	6
Processed meat\poultry (eg sausages, burgers)	5	2	8f	11afg	4	5	2	4	5	5
Ready made meals	3	2	3	10abdefgh	1	1	3	3	3	4
Milk	3	4	1	2	3	3	4	8bhi	2	2
Dairy Products (unspecified)	3	3	2	6d	-	2	3	7bdeh	2	2

Table 25 – Concerns about types of food – key categories (spontaneous)

Base: All respondents

Source: Q39

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
	a	b	c	d	e	f	g	h	i	
	1093	110	143	102	86	113	115	159	159	106
	%	%	%	%	%	%	%	%	%	%
Any meat	31	26	31	41afh	28	37f	24	29	28	34
Any raw meat	26	23	21	33bf	24	33bf	20	28	22	32
Any fish	15	10	12	20def	9	10	9	22abdef	14	19f
Any dairy	9	10	8	13	8	7	7	14	7	8
Any organic	1	-	3	-	-	-	2	3	2	-
Any	49	42	47	51	44	47	48	56a	50	53

Table 26 – Concerns about specific food issues

Base: All respondents

Source: Q40

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
	a	b	c	d	e	f	g	h	i	
	1093	110	143	102	86	113	115	159	159	106
	%	%	%	%	%	%	%	%	%	%
Any concerns	82	80	79	84	86	76	84	79	84	89beg
The amount of salt in food	51	51	50	59eg	54	40	49	44	57eg	57eg
The amount of fat in food	41	39	38	45	47	39	39	37	39	49g
The amount of sugar in food	40	37	36	50beg	48e	30	42	35	41	49beg
The amount of saturated fat	38	37	40	38	42	35	38	33	38	46g
Food poisoning such as Salmonella and E.coli	36	35	39h	43egh	44egh	29	40h	29	28	48egh
The use of additives in food products	36	29	35	38	40	34	31	29	38	47afg
Foods aimed at children	34	30	37	33	28	38	29	27	34	46adfg
The use of pesticides to grow food	33	23	29	33	36	36	30	31	31	47abcfgh
Conditions in which food animals are raised	29	28	24	36b	31	24	28	25	26	42abefgh
Hormones and steroids in meat	28	19	29	25	38afg	31	21	25	32a	34af

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
		a	b	c	d	e	f	g	h	i
	1093	110	143	102	86	113	115	159	159	106
	%	%	%	%	%	%	%	%	%	%
Bird\Avian flu	21	21	23	14	14	18	19	30cd	19	28cd
GM foods	21	15	16	24e	23	13	16	24e	27abef	22
The way animals are slaughtered	18	17	13	16	19	16	20	22	18	20
Food miles (i.e. the distance food travels)	18	16	16	16	21	19	21g	12	15	31abcegh
Nutritional content of school meals	14	15	16	15	11	13	14	13	15	17
Food allergies and intolerance	14	14	14	11	12	12	15	16	12	20
The addition of folic acid to flour	6	4	8	3	8	7	3	6	6	10cf
None	17	19	19	16	13	23i	15	20	15	11

Section 4 – Sources of Information on Food Safety and Healthy Eating

Table 27 – Sources of information on food safety (Net)

Base: All respondents asked about food safety

Source: Q41a

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
		a	b	c	d	e	f	g	h	i
	557 %	57 %	73 %	54 %	40 %	50 %	59 %	77 %	86 %	61 %
Any TV	58	63	54	62	53	58	57	58	57	60
Any leaflets	22	30g	24	27	29	18	16	15	25	22
Any Radio	14	12	8	21b	11	20	13	11	12	24bg
None	11	7	18i	8	8	12	7	19fi	12	3

Table 28 – Providers of information on food safety

Base: All respondents who get information on food safety

Source: Q41c

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
		a	b	c	d	e	f	g	h	i
	479	51	59	46	37	43	53	60	72	58
	%	%	%	%	%	%	%	%	%	%
The Government	48	53	54	51	47	55	43	55	43	39
Foods Standards Agency	30	28	23	25	36	19	35	44beh	26	31
Supermarkets	27	36	22	37i	29	24	24	30	28	19
Food Manufacturers	25	37fg	22	27	32	28	15	17	23	31
Department of Health	22	20	29	21	28	18	20	15	17	28
DEFRA	14	15	16	10	19	15	23h	11	9	14
Local Council	13	5	13	18	20	12	14	10	12	13
Consumer groups	10	9	7	9	12	16h	11	16h	5	7
NET : Central Government	70	75	74	75	76	63	69	74	66	63

Table 29 – Sources of information on healthy eating

Base: All respondents who were asked about healthy eating

Source: Q43a

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
		a	b	c	d	e	f	g	h	i
	536	53	70	48	46	63	56	82	73	45
	%	%	%	%	%	%	%	%	%	%
Any TV	49	52e	52e	53e	50	33	41	54e	56e	44
Newspapers	26	20	29	14	16	24	26	35cd	30	27
Any leaflets	24	18	31	34	18	22	25	23	19	21
Magazines	23	23	29	29	31	18	17	18	22	19
Friends and family	20	23	22	17	18	21	19	22	17	19
None	49	52e	52e	53e	50	33	41	54e	56e	44

Table 30 – Providers of information on healthy eating

Base: All respondents who get information on healthy eating

Source: Q43c

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
	a	b	c	d	e	f	g	h	i	
	455	38	64	40	39	51	48	79	61	35
	%	%	%	%	%	%	%	%	%	%
Government	42	52h	39	42	52h	47h	37	48h	25	43
Supermarkets	36	31	33	46	29	43	41	39	31	30
Foods Standards Agency	24	27	18	20	12	32d	18	25	40bcdfi	14
Food Manufacturers	23	33h	26	16	19	37cfh	17	25	15	26
Department of Health	22	26d	18	32d	6	25d	18	28d	23d	28d
Dieticians\ Nutritionists	18	33fg	21g	18	17	27fg	9	7	17	31fg
The media	13	13d	18cd	3	-	10	23cd	15d	17cd	14d
Consumer groups e.g. Consumers' Association\ Which?	9	9d	7	8	-	9	11d	13d	11d	17d
Local Council	9	10	13h	8	13	16h	7	5	3	13
NET: Central Government	60	62	56	61	60	69	53	65	58	59

Section 5 – Awareness and Perceptions of the Food Standards Agency

Table 31 – Awareness of Food Standards Agency

Base: All respondents

Source: Q44a

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
	a	b	c	d	e	f	g	h	i	
	1093	110	143	102	86	113	115	159	159	106
	%	%	%	%	%	%	%	%	%	%
Aware of FSA	82	83g	87g	83g	84g	86g	84g	71	82g	84g

Table 32 – Perceived role of Food Standards Agency

Base: All respondents aware of FSA

Source: Q45

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
	a	b	c	d	e	f	g	h	i	
	899	90	125	84	73	97	97	113	130	90
	%	%	%	%	%	%	%	%	%	%
To monitor\ check food standards	19	21	16	21	17	16	17	26h	15	26
Making sure food is fresh\not out of date	15	18	16	19	14	13	12	12	18	15
To govern\ control\set food health and safety standards	14	11	18i	12	19i	15	10	21fi	14	6
To maintain\ keep standards \maintain high quality of food	13	16d	8	14	6	10	15	17bd	13	15
To provide information\ awareness\ advice about the health and safety of food	12	8	9	10	15	11	8	10	19abf	13

Table 33 – Rating: Clarity of information and advice

Base: All respondents aware of FSA

Source: Q46a

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
	a	b	c	d	e	f	g	h	i	
	899	90	125	84	73	97	97	113	130	90
	%	%	%	%	%	%	%	%	%	%
% rating 6 or 7 out of 7	27	27	30	24	24	18	28	31e	31e	23
Mean Score	4.78	4.70	4.91	4.63	4.83	4.53	4.82	4.85	4.91	4.61

Table 34 – Rating: Level of trust

Base: All respondents aware of FSA

Source: Q46b

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
	a	b	c	d	e	f	g	h	i	
	899	90	125	84	73	97	97	113	130	90
	%	%	%	%	%	%	%	%	%	%
% rating 6 or 7 out of 7	31	17	29a	32a	33a	28	31a	33a	38a	27
Mean Score	4.94	4.57	4.92	5.02	4.92	4.93	4.89	4.93	5.11	4.85

Table 35 – Rating: Attitude to consumers

Base: All respondents aware of FSA

Source: Q46d

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
	a	b	c	d	e	f	g	h	i	
	899	90	125	84	73	97	97	113	130	90
	%	%	%	%	%	%	%	%	%	%
% rating 6 or 7 out of 7	27	22	27	22	27	17	25	30e	38ac	25
Mean Score	4.77	4.71	4.83	4.72	4.67	4.55	4.75	4.91	5.03	4.54

Table 36 – View of the FSA

Base: All respondents aware of FSA

Source: Q47

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
	a	b	c	d	e	f	g	h	i	
	899	90	125	84	73	97	97	113	130	90
	%	%	%	%	%	%	%	%	%	%
Reflects views of Government	35	34	32	32	43	33	31	31	39	38
Independent/ unbiased	30	30	33c	19	41cfg	30	23	25	34c	30
Reflects views of food industry	26	14	24	25	24	36ag	30a	22	25	24
Reflects views of consumers	21	24f	17	27fi	22	19	12	34befi	24f	14

Table 37 – Confidence in current measures, all organisations

Base: All respondents

Source: Q42

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
		a	b	c	d	e	f	g	h	i
	1093	110	143	102	86	113	115	159	159	106
	%	%	%	%	%	%	%	%	%	%
% saying 'Confident'	59	58	63e	62	67e	49	54	64e	56	64e

Table 38 – Confidence in role played by FSA in protecting health with regard to food safety

Base: All respondents

Source: Q49a

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
		a	b	c	d	e	f	g	h	i
	1093	110	143	102	86	113	115	159	159	106
	%	%	%	%	%	%	%	%	%	%
% saying 'Confident'	64	53	66a	64	66	57	59	69ae	67a	68a

Table 39 – Information requirements from FSA

Base: All respondents

Source: Q50

	Total	North East	North West	Yorks Hum	East Midlands	West Midlands	East England	London	South East	South West
	a	b	c	d	e	f	g	h	i	
	1093	110	143	102	86	113	115	159	159	106
	%	%	%	%	%	%	%	%	%	%
Put their message across better	12	12	10	15h	15h	13	15h	9	7	14
Better/ clearer food labelling	10	9	11	13	12	13	9	8	6	11
Don't know	57	60	59	58	60	48	55	57	67efi	48