FOOD STANDARDS AGENCY

Consumer Attitudes to Food Standards 2005

Contents: Shopping and eating habits, Concerns about hygiene in catering outlets, food retail outlets and in the home, Healthy eating and nutrition, General food safety and hygiene, Food safety and hygiene in the home, Incidence of foodborne disease and responses to it, Food labelling, Sources of information and perceptions of responsibility for food standards, Awareness of the Food Standards Agency.

Country of origin:
Wales

CONSUMER ATTITUDES TO FOOD STANDARDS WAVE 6

WALES REPORT

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and
COI

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1 Introduction

1.1 Background

The UK Food Standards Agency was established on 1 April 2000 by Act of Parliament. The Agency aims to protect public health from risks which may arise in connection with the consumption of food, and otherwise to protect the interests of consumers in relation to food.

The Agency's core values are:

- to put the consumer first
- to be open and accessible
- to be an independent voice

The Agency's role is to:

- Provide advice and information to the public and to the Government on food safety, nutrition and diet
- Protect the public through effective enforcement and monitoring
- Support consumer choice through accurate and meaningful labelling

At the time when the brief for this study was written the FSA's Key Aims were to:

- Reduce the incidence of foodborne illness by improving food safety throughout the food chain
- Help people to eat more healthily
- Promote honest and informative labelling to help consumers
- Earn people's trust by what we do and how we do it

The survey was designed with these aims in mind. The FSA's Strategic Plan for 2005-2010 has since been published. The Agency is committed to conducting research on consumer attitudes towards food safety and food standards in order to inform future activity and monitor changes on an annual basis. Whilst maintaining continuity to assess trends, future surveys may be refined to assess attitudes, knowledge, behaviour and awareness linked to the key aims of the 2005-2010 Strategic Plan:

- To continue to reduce foodborne illness
- To reduce further the risks to consumers from chemical contamination including radiological contamination of food
- To make it easier for all consumers to choose a healthy diet, and thereby improve quality of life by reducing diet-related disease
- To enable consumers to make informed choices

This report covers the sixth annual wave of research, conducted by TNS between September and October 2005.

It should be noted when reading this report, that during part of the fieldwork period there was a high level of publicity about an E.coli outbreak in South Wales, in which 168 cases were reported and one child died.

1.2 Research objectives

The overall aim of the research is to provide the Food Standards Agency with an understanding of consumer attitudes, knowledge, behaviour and awareness with regards to food safety and food standards. The 2000 study enabled benchmarks to be set against which future change could be measured.

It should be noted that large shifts in behaviour should not necessarily be expected five years on from the original (2000) survey as attitudes tend to shift first and behaviour typically follows some way behind.

More specifically, the research aims to:

- Track changes in attitudes, knowledge, behaviour and awareness over time

- Improve knowledge and understanding of consumer attitudes in those areas for which the Agency has responsibility

- Help the Agency develop effective communications

- Gauge public confidence and understanding of national food safety and standards arrangements

1.3 Research methodology

The approach to the benchmark research was governed by a number of key factors:

- The requirement for a representative sample of adults aged 16+ in each country (England, Scotland, Wales and Northern Ireland) yielding sufficient numbers in critical sub-groups for independent analysis

- The interview length

- The requirement for the methodology to be fully replicable, allowing changes in attitudes, awareness, knowledge and behaviour to be tracked over time

In order to be able to track changes in awareness and attitudes over time modifications to the questionnaire have been kept to a minimum. However, it should be noted that a number of changes were made to the questionnaire in 2001 to improve the 'flow' of the interview from the respondents' perspective and to clarify certain issues. A number of new questions were also added at that time.

Relatively few changes were made to the questionnaire in 2002, but in 2003 there were again some modifications and a new section was added covering cooking and eating in the home. In 2004 some of the questions added in 2003 and some of the original questions were removed from the questionnaire in order to keep the interview length manageable and reduce the risk of respondent fatigue.

The 2005 questionnaire was identical to the one in 2004.

As a result of these changes to the questionnaire, some findings are not comparable with previous years – instances where this occurs are detailed in the main body of the report.

Interviewing was conducted face-to-face with respondents in their home using CAPI technology (Computer Assisted Personal Interviewing). The interview length was approximately 30 minutes. Copies of the questionnaire and the paper-based stimulus material used can be found in Appendix One.

Respondents in Wales were offered the opportunity to be re-contacted and interviewed in Welsh. However, none requested this.

The sample size was required to be robust at a country level. A total of 719 interviews were conducted in Wales (target 700) in 2005. The structure of the sample was designed to be representative of the population of Wales.

The sample profile is shown in Appendix Two.

Random location sampling was used to ensure that the sample achieved was representative of the universe. Sample points were selected from the TNS sampling frame, which utilises census small area statistics and the Post Office Address File to divide the country into areas of equal population. Sample points for all subsequent years were matched to those selected in 2000 to ensure a comparable sample. Quotas were set on gender and working status.

The data was weighted at the analysis stage to ensure that the final sample in each country was representative of their respective universes.

The rural/semi-rural/urban analysis break was defined using population density at the postcode sector level.

The interviewing took place between 5 September and 16 October 2005.

All year on year increases/ decreases or sub-group differences referred to in the report are statistically significant at a 95% confidence level unless otherwise stated. Due to the fact that a representative sample, rather than the entire population, was interviewed the results are subject to sampling tolerances. For example where 50% of the people in our sample respond with a particular answer, the probability is 95% that this result would not vary more than 2% from the result that would have been obtained from a census of the entire population. Sample tolerances or 'confidence limits' vary by the percentage response and sample size, hence why the percentage difference required to produce a significant result will vary throughout this report.

Where percentages do not add to up to 100% this can be due to a variety of factors – such as the exclusion of 'Don't Know' or 'Other' responses, multiple responses or rounding up of individual percentages. Where coded responses are combined, the figure may differ from the sum of all codes; this is due to rounding up.

2 Executive summary

2.1 Research methodology

Six waves of this study have been conducted on an annual basis from 2000 to 2005. Interviewing was conducted face to face with respondents using CAPI technology, with the interview length approximately 30 minutes. A representative sample of 719 adults in Wales were interviewed for the 2005 study between September and October 2005

More details of the research methodology and background to the study can be found in the main body of the report.

2.2 Key highlights

Evidence of healthier eating

- Respondents in Wales claimed an increased consumption of fresh fish and organic foods. Almost all respondents claimed to consume fresh vegetables, salad and fruit.

- There was an increase in those saying that they 'never' eat convenience food and ready made meals.

- Around two-fifths of respondents claimed to eat a more healthy diet than they did a year previously.

Some increased concern over food safety issues

- This year there was an increase in the proportion who claimed to be 'very concerned' about food safety issues (28%). Moreover, respondents were more likely to feel that food safety have got worse over the last year.

- This increase in concern may have been driven to an extent by more concerns over meat related issues (up 4 percentage points to 14%) although concerns about a number of specific food types have actually dropped since 2004.

- The increase in concern over food safety (and in particular meat) may have been driven in part by the publicity regarding the E.Coli outbreak in South Wales during the time of interviewing, although a proportion of the interviews were conducted before the outbreak occurred.

Increase in traditional eating habits observed in 2004 has been maintained

- Over half of respondents (52%) claimed to prepare at least one meal a day from raw/fresh ingredients. There was consistent with the previous year (52%) but shows an increase from 2003 (46%).

- 70% of respondents claimed to sit down to a meal with the whole household at least once a day, which compares with 66% in 2004.

Improving awareness of the FSA and FSA Wales

- Awareness of the FSA and FSA Wales both increased this year, with awareness levels of 82% and 29% respectively. Again, this may have been influenced in part by the E-Coli outbreak with greater publicity concerning the organisations which protect public health during the time of interviewing, although a proportion of the interviews were conducted before the outbreak occurred.

- This year respondents mentioned more organisations that they would use for information compared with previous years. In particular, the Food Standards Agency has become more top of mind – being cited by a quarter of respondents as a possible source of information.

- The FSA and Supermarkets were the two most used sources of information. The vast majority of those who have used the FSA regarded it as reliable.

- The FSA and FSA Wales combined represented the organisation people felt was the most reliable source of information in the case of a food scare – being mentioned by one-fifth of respondents.

3 Shopping, cooking and eating habits

At the start of the interview respondents were asked about grocery shopping habits in general. The questionnaire covered the composition of the household, respondents' responsibility for food or grocery shopping and how food shopping is done.

Key findings:

- The vast majority (95%) continue to use supermarkets for most of their food shopping.

- However, local shops play an important role in 'top-up' shopping, being used by 78% of the sample for some of their food purchases - though this represents a decline in use of local shops since 2004. The use of markets, for any food shopping, has increased since 2003 (to 28%).

- Over half the sample (52%) claimed to prepare/cook a meal from raw or fresh ingredients at least once a day, which is consistent with the previous year.

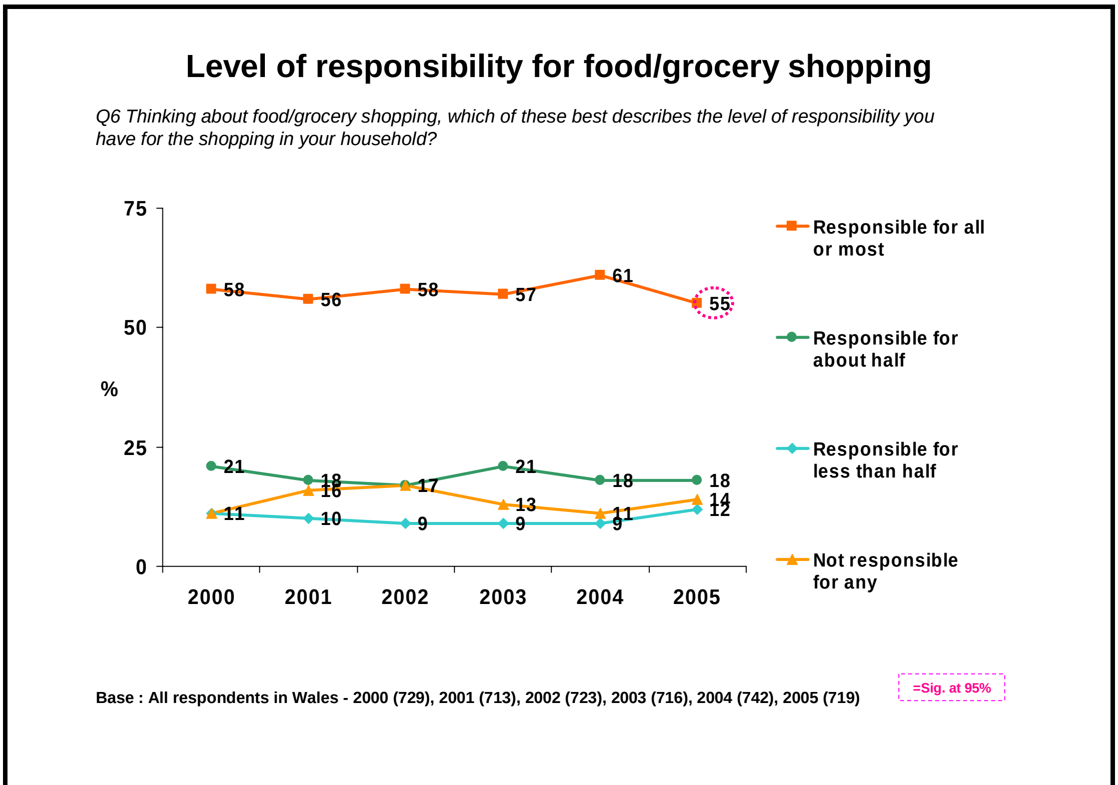
- The key reasons given for not preparing or cooking a meal more frequently from raw or fresh ingredients are that someone else cooks or lack of time.

- Seventy percent of households claim to sit down together for a main meal at least once a day, this is consistent with 2004.

3.1 Responsibility for food/grocery shopping

Respondents were presented with four options, ranging from being “responsible for all or most of the food/grocery shopping” to “not responsible for any of the food/ grocery shopping”.

Chart 1



Among the sample in Wales, just over half (55%) claimed to be responsible for all or most of the household’s food/grocery shopping, and just under a fifth (18%) claimed to be responsible for about half.

In total, 73% claim to be responsible for at least half of the household’s food/grocery shopping, a decrease of 7 percentage points from 80% in 2004

This year, as they have been consistently throughout the period of the study, women (74%) were more likely to take all/most of the responsibility for household food shopping compared to men (35%).

The youngest age group (16-25 year-olds) remained, not surprisingly, least likely to be fully responsible for food/grocery shopping. Only 28% of this group claimed they were responsible for all or most of it, compared to 55% or more among all other age groups.

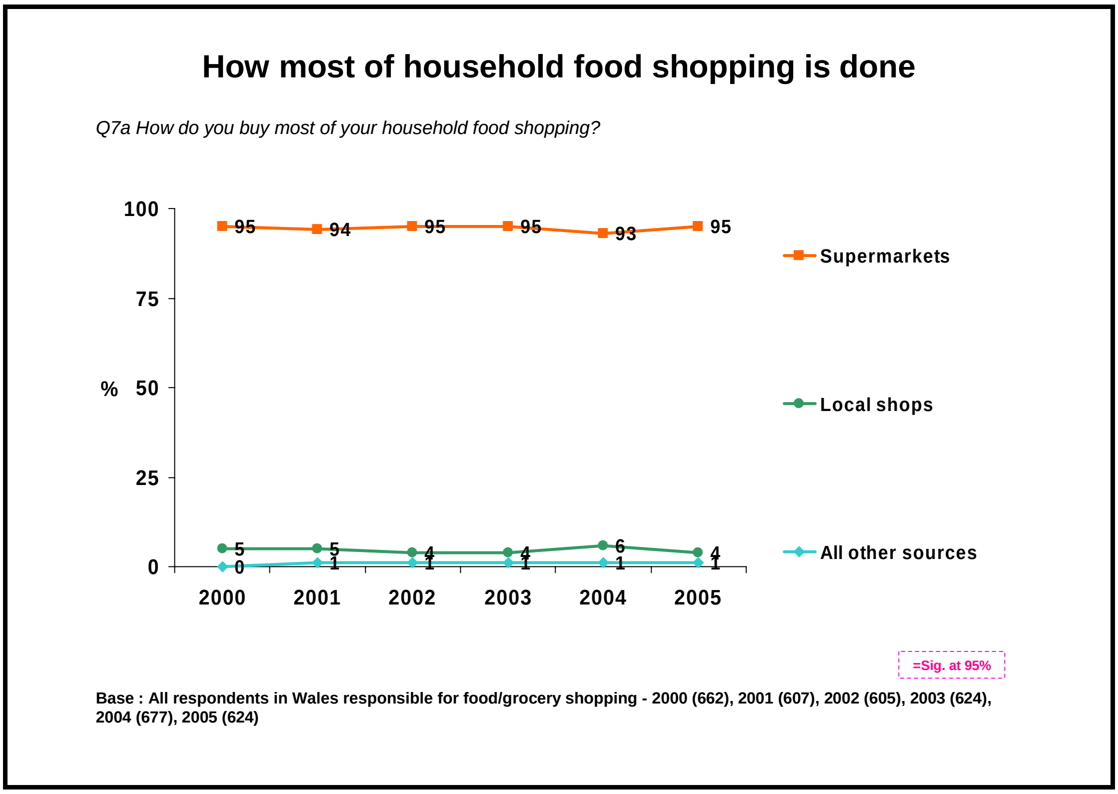
Those of DE social grade (62%) were more likely to be responsible for all or most of the food shopping versus both AB’s (49%) and C1C2’s (52%). Predictably, those working full-time (46%) were the least likely of the working status groups to be responsible for all/most food and grocery shopping. Part-time workers (73%) and those not in employment (60%) were more likely to have full responsibility for this type of shopping.

3.2 How household food shopping is done

Food shopping continues to be dominated by supermarkets – more than nine out of ten of those interviewed who were responsible for food shopping bought most of their food from this source.

A minority (4%) used local shops for most of their food shopping and a very small proportion of respondents (1%) used other sources (e.g. local markets or the internet, telephone, or mail order). The proportion using each of these sources has remained broadly stable throughout the six years of the study.

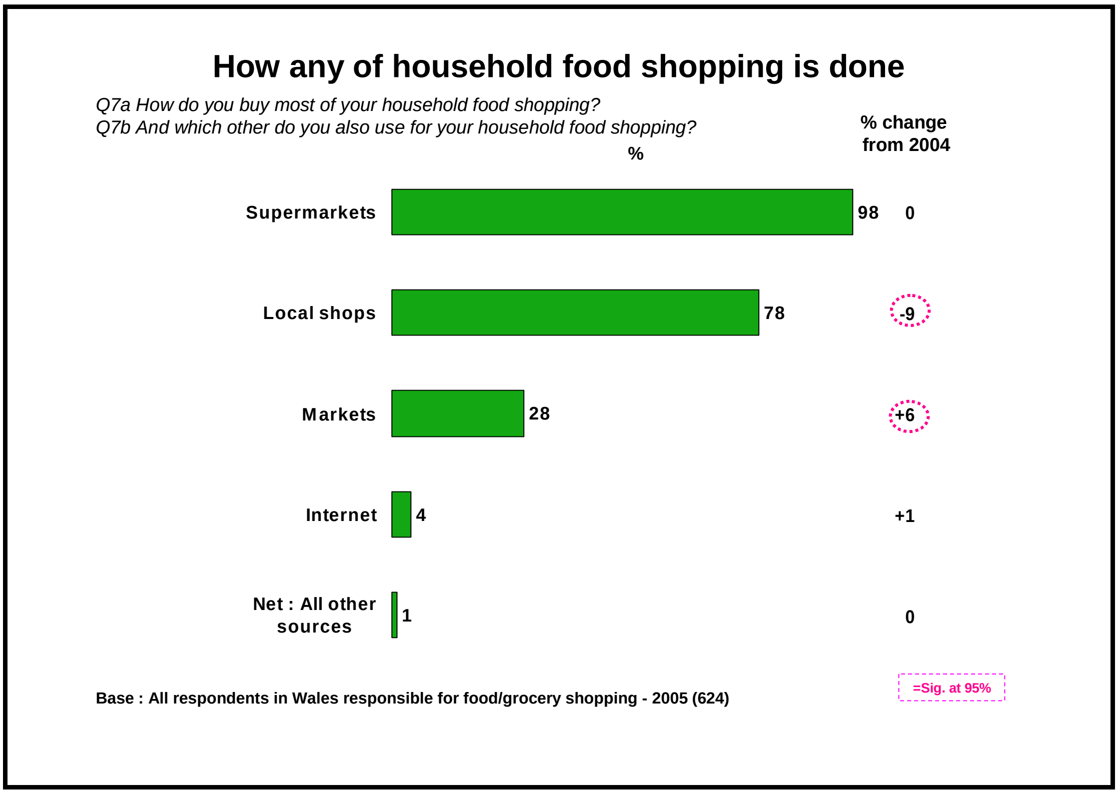
Chart 2



Looking at the demographic sub-groups – women (98%) were more likely to use supermarkets than men (91%), but less likely to use local shops (1% versus 6% for men). Those with children (98%) were more likely to use supermarkets than those with no children (93%).

A new question was added in 2003 to gain an understanding of the broader pattern of outlets used for food shopping. Those responsible for food and grocery shopping were asked which other outlets they used (as well as the outlet used most). These two questions are combined in Chart 3 to give an overall picture of outlet usage.

Chart 3



This illustrates that local shops do play an important secondary role for the majority of respondents, with 78% using this outlet type for some food purchases (compared to only 4% using them for most of their food shopping). This does however represent a decline in usage of local shops since 2004, when they were used for some food purchases by 87% of respondents, but returns usage levels to those seen in 2003 (80%).

Local markets were used by just over a quarter of respondents (28%) on some occasions, an increase of 6 percentage points from 2003 and 2004 (22%).

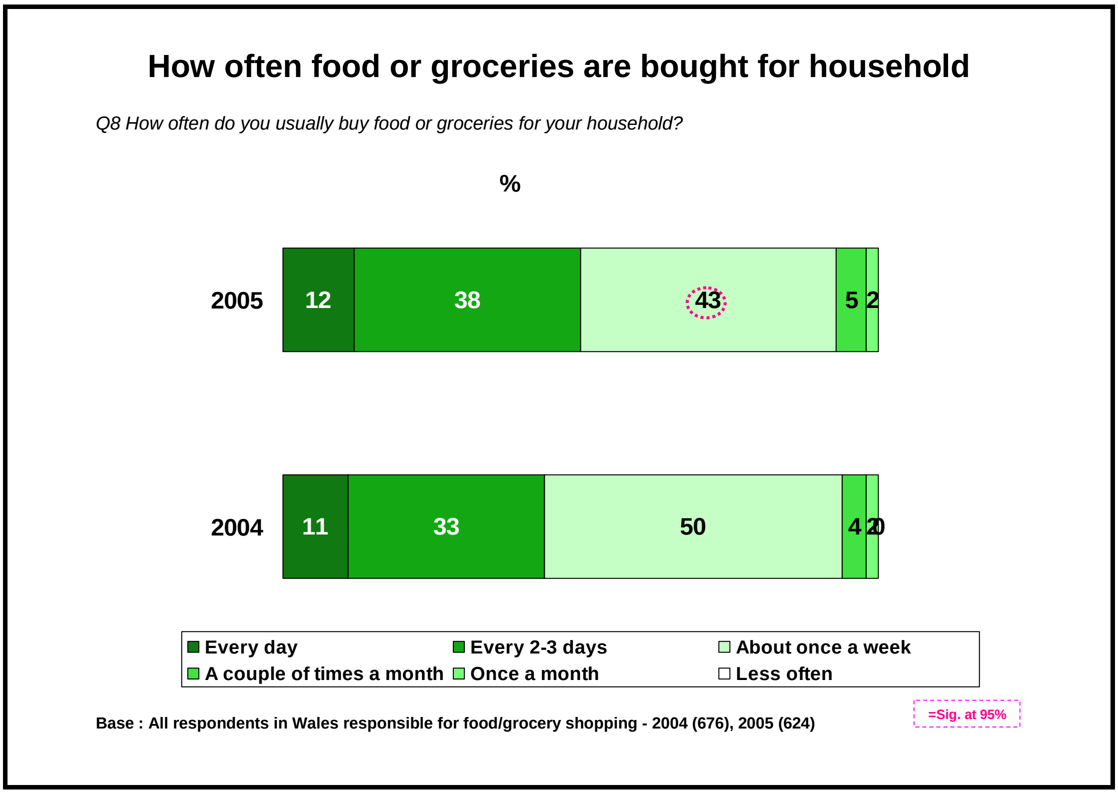
While only 1% of respondents undertook most of their food shopping via the internet, as many as 4% of them did some food shopping via this route. This level has remained consistent since 2003.

Across the sub-groups, females were once again more likely than men to use supermarkets (99% and 96% respectively), and those in the oldest age group (66+ - 70%) were less likely to visit local shops than those in the 36-49 and 50-65 age groups (both 80%).

3.3 Frequency of purchasing food/groceries

Respondents were asked how often they usually shopped for food and groceries for their household. They were asked to include both large main shopping trips and also smaller top-up shops.

Chart 4



The majority of respondents (93%) shopped at least once a week, with the largest single group (43%) claiming to do so about once a week and a similar proportion (38%) claiming to shop every 2 to 3 days.

The proportion of respondents claiming to shop once a week showed a decrease of 7 percentage points from the previous year, with more respondents claiming to shop 2-3 days or more often.

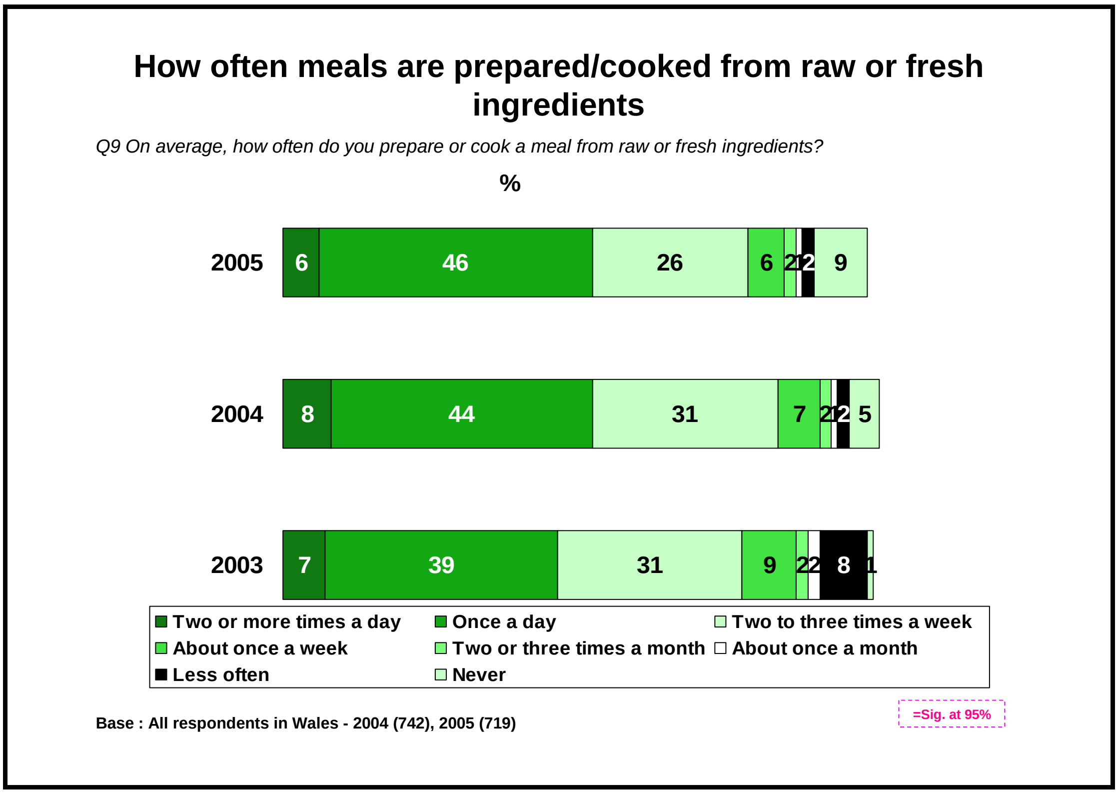
There was little variation in shopping frequency among the sub-groups, though the youngest (16-25 83%) were less likely to claim that they shopped at least once a week than those aged 26-65 (all at least 94%).

3.4 Frequency of preparing/cooking meals from raw or fresh ingredients

Also new in 2003 was a question on how often respondents prepared or cooked a meal from raw or fresh ingredients. They were asked 'on average' how often they did this and shown a list of possible responses to choose from.

A code for 'never' was added to this question in 2004. Previously those who never prepared or cooked a meal from raw or fresh ingredients would have been included within the 'less often' code. The 'less often' and 'never' responses given in 2004 and 2005 are therefore comparable with the 'less often' response in 2003.

Chart 5



Consistent with 2004, just over half the respondents in Wales (52%) claimed they prepared/cooked a meal from raw or fresh ingredients at least once a day. Just over a quarter (26%) stated they cooked with raw or fresh ingredients two to three times a week, and 6% claimed to do so about once a week.

There was considerable variation across demographic sub-groups on this question. As in previous years more women claimed to prepare or cook a meal from raw/fresh ingredients once a day (56%) compared to men (36%), although this is likely to be due to a lower propensity to cook overall for males, as demonstrated by the fact that they are more likely to say that someone else in the household does the cooking (see chart 6 on page 13).

Among the youngest age group (16-25 year-olds) there was a lower claimed frequency of preparing/cooking with fresh ingredients compared to all the older groups (as can be seen in Table A below). This pattern has also been observed in previous years. Clearly, though, some young respondents will be living with their family and therefore will not be the main 'cook' in their household and so this may under-represent their consumption of home-cooked meals from fresh ingredients.

Table A

KEY SUB-GROUPS - FREQUENCY OF PREPARING/COOKING MEALS FROM RAW OR FRESH INGREDIENTS (2005)

	16–25	**26-35**	**36-49**	**50-65**	**66+**
	(103) %	(93) %	(153) %	(193) %	(177) %
About once a week/more often (net)	62	**88**	**90**	**92**	**85**
Two or more times a day	2	**10**	**8**	5	5
Once a day	27	38	**45**	**55**	**60**

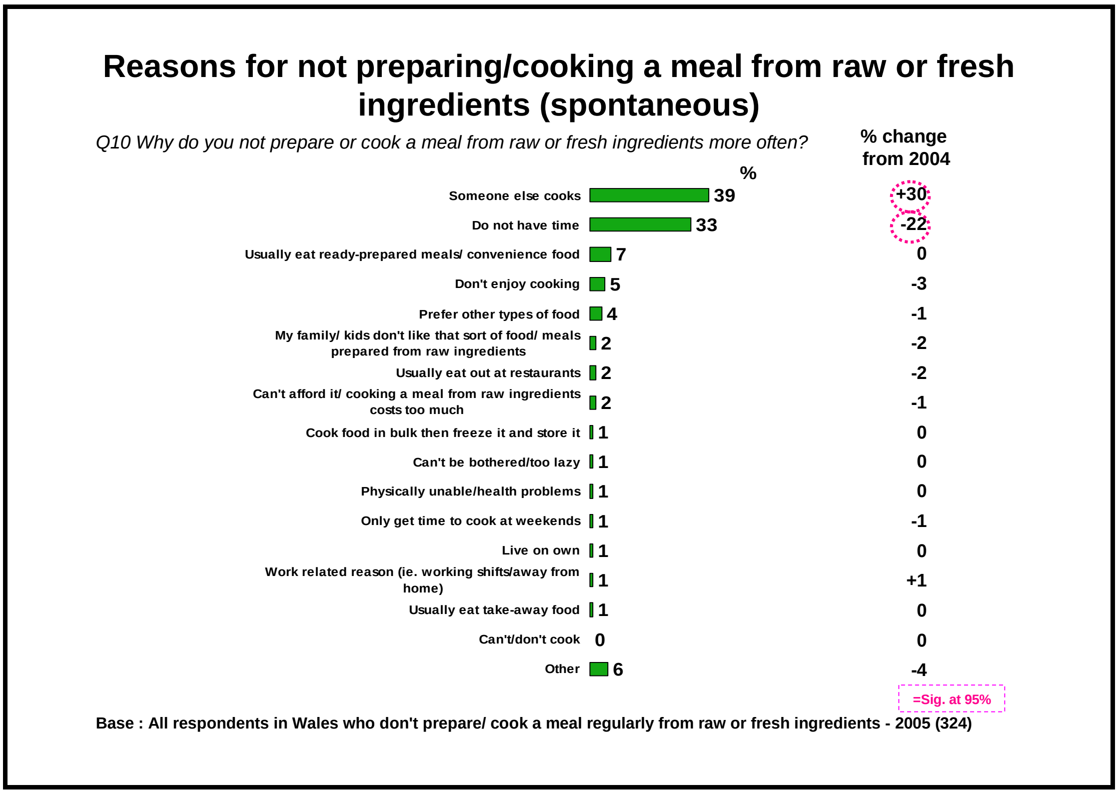
Base: All respondents

Bold indicates a finding that is significantly different from at least one other age group

Fewer of those working full-time cooked from fresh ingredients once a day (40%) than did those not working (50%).

Those who prepared/cooked from raw/fresh ingredients less often than once a day were asked why they did not cook more often. Chart 6, on the following page, shows the reasons given (spontaneously) for not doing so.

Chart 6



The most frequently stated reason for not preparing/ cooking a meal from raw or fresh ingredients more often was that someone else cooks, mentioned by around two-fifths (39%) of those who did not cook regularly. This showed an increase of 30 percentage points from the previous year, when it was just 9%. The second most commonly mentioned reason was lack of time (33%), which had been the most mentioned reason the previous year (55% in 2004).

There was considerable variation by sub-group in the reasons given. Men were much more likely to claim that it was because someone else cooked (50% versus 23% for women), as were the youngest age group (16-25 – 66% compared to 39% or less for any other age group). Unsurprisingly, the oldest age group were the least likely to claim that they did not have time (4% compared to at least 20% for all other age groups).

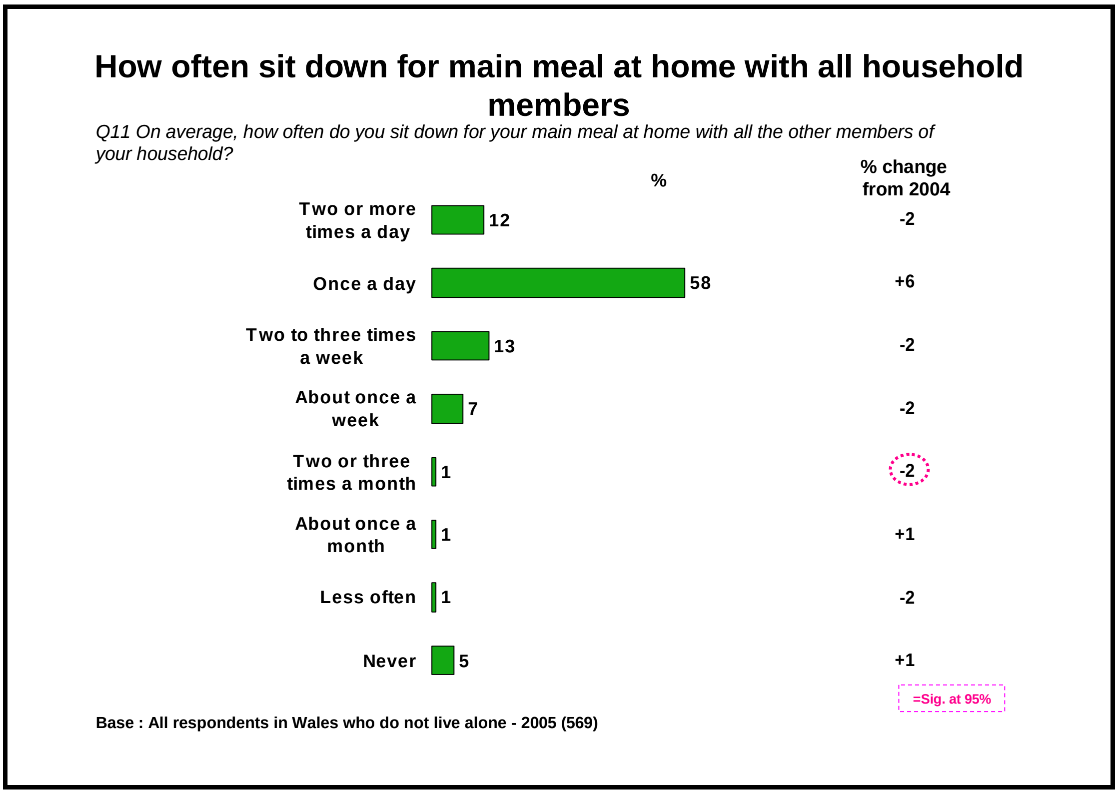
Looking at the social grades, AB's (51%) were more likely to cite someone else cooking for them as a reason than DE's (33%), and both AB's (37%) and C1C2's (41%) were more likely to claim that they had no time to cook from raw or fresh ingredients more often than DE's (19%).

Those with children in the household (42%) were more likely to claim lack of time as a barrier compared to those with no children (27%), as were those who felt that their diet was less healthy than a year before (45%) compared to those who felt their diet was unchanged (28%).

3.5 Frequency of eating main meal at home

All those who did not live alone (81% of the total sample) were asked on average how often they sat down for their main meal at home with all the other members of their household. They were shown a frequency scale from which to choose their response.

Chart 7



Seventy percent of households claimed to sit down together for a main meal at least once a day.

The majority of those interviewed claimed to eat with the rest of their household at least once a week (90%), and within this, the largest single group (58%) did so once a day. This was consistent with 2004.

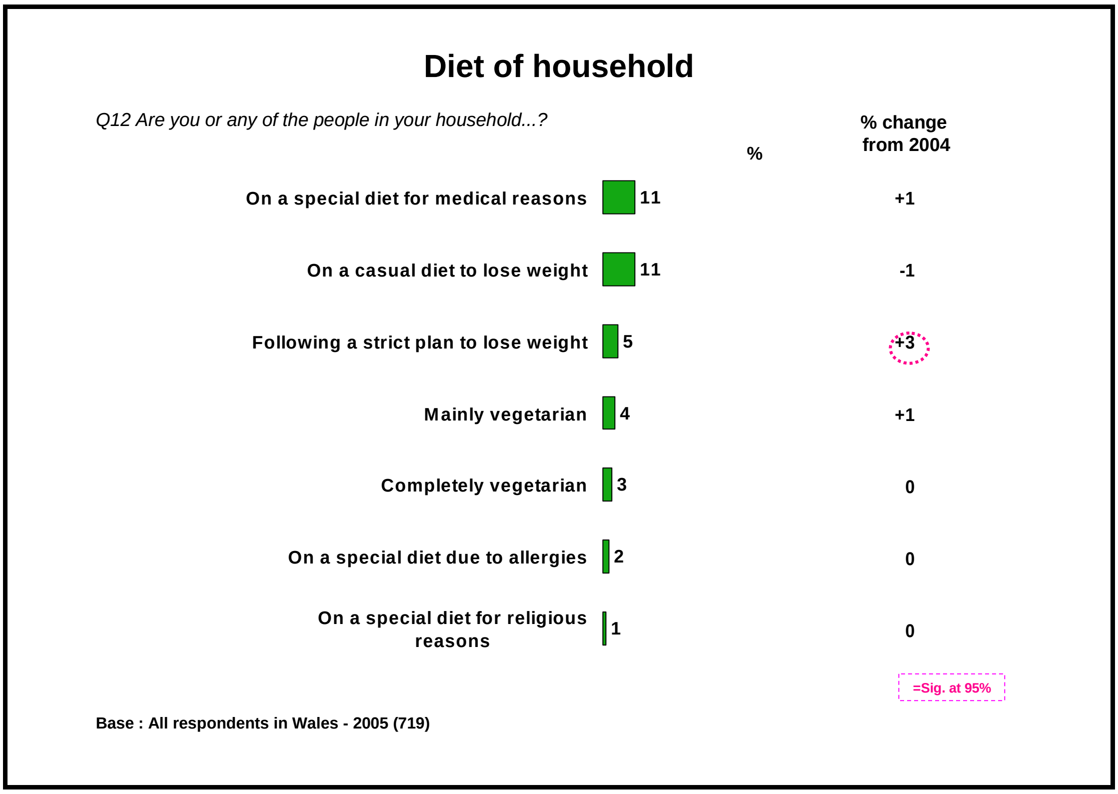
Looking at the sub-groups, those in the youngest age group (16-25 - 82%) were less likely to claim to eat with the rest of their household at least once a week than the over 36 year-old age groups (all at least 92%).

Those respondents who felt that their diet was less healthy than a year before were less likely to claim to eat with the rest of their household at least once a week (74%) than those who felt their diet was unchanged (91%) or more healthy (93%).

3.6 Diet of household

The questionnaire asked whether any member of the household had any special dietary requirements. This question was modified in 2003 to clarify the issue of 'special diets' and dieting to lose weight.

Chart 8



Just over one in ten said that they or someone in their household was on a special diet for medical reasons. The same number claimed someone in their household was on a casual diet to lose weight. Both figures were similar to those seen in 2004.

Five percent claimed that someone was following a strict plan to lose weight, representing an increase of 3 percentage points from the previous year.

There were much lower levels of mentions for the other special diet codes.

Three percent claimed their household contained someone who was completely vegetarian (do not eat meat or fish) and a further 4% said someone in their household was mainly vegetarian (eating fish but not meat).

These figures have remained broadly stable across the six years of the study.

Those in the oldest age group (66+ - 4%) were less likely to be on a casual diet to lose weight than 16-25 (15%), 36-49 (13%) and 50-65 year-olds (12%). Older respondents (66+ 18%) were also more likely to be on a special diet for medical reasons than the youngest age groups (16-25 - 7% and 26-35 year-olds - 4%).

Women (14%) were more likely to be on a special diet for medical reasons than men (8%), and those in social grade DE (14%) more likely to be than those in social grade AB (6%).

4 Concerns about hygiene in catering outlets, food retail outlets and the home

Respondents were asked whether they had concerns about food hygiene in a variety of catering outlets, including whether they reported any concerns and if so, to whom. Concerns about food hygiene in retail outlets (such as shops and markets) and the home were then examined.

Key findings:

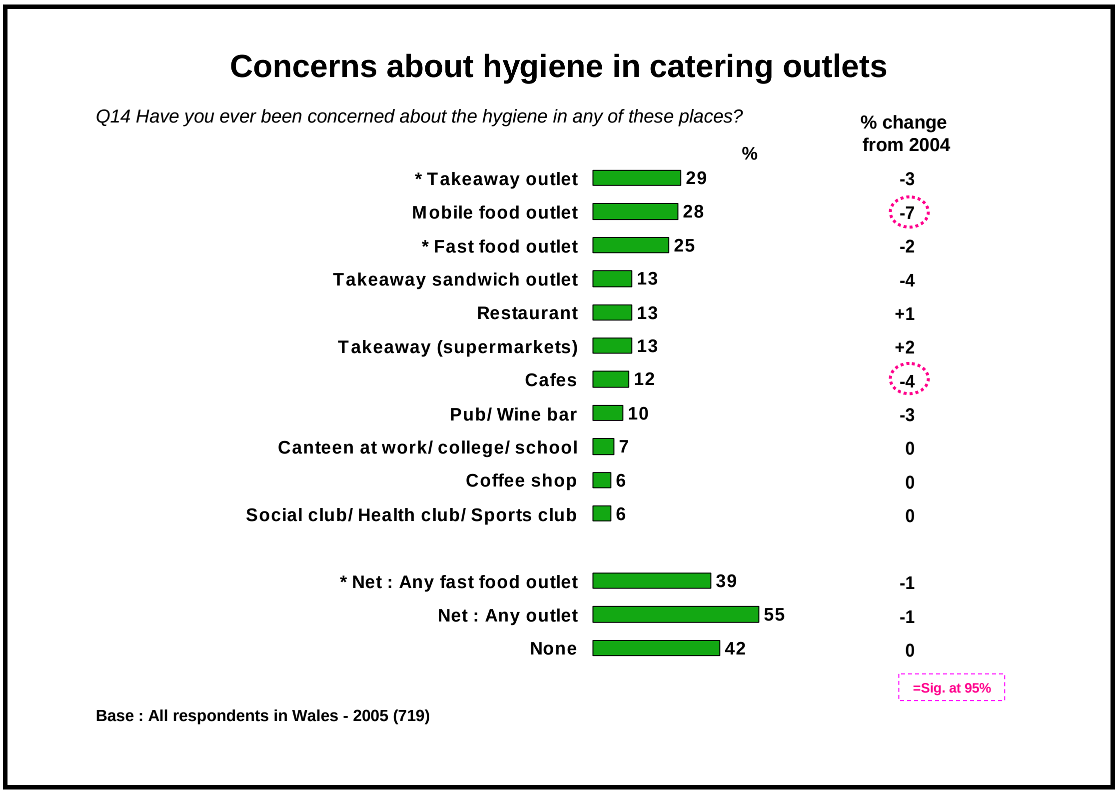
- Concern about general hygiene in catering outlets remained at the same levels observed in 2004. Fast food outlets dominated concern, being mentioned by two-fifths of respondents.
- Concerns were generally not reported and the levels of reporting remained at those observed in 2004.
- Overall concern about food hygiene in supermarkets and in the home increased from levels observed in 2004.

Until 2003 this section of the interview began with questions concerning the types of catering outlets respondents used and their frequency of using each type of outlet. Respondents were then asked whether they had ever been concerned about the hygiene in any of these places. In 2004 the first two questions were omitted. As a result of this change direct comparisons with the previous years' (2000-2003) findings cannot be made.

4.1 Concern about hygiene in catering outlets

Respondents were shown a list of catering outlets and asked if they had ever been concerned about hygiene in any of them.

Chart 9



A new code was added in 2003 to include takeaway food from supermarkets. Note that the 'Net: Any fast food outlet' figure at the bottom of the chart combines 'fast food' and 'takeaway' outlets as indicated by the single asterisk in the full outlet list.

Over half of those interviewed (55%) stated a concern about hygiene in one or more types of catering outlet. Within this, some 39% expressed a concern about any type of fast food outlet. This is broadly in line with the position in 2004.

As in 2004, concern was most likely to be focused on takeaway outlets, mobile food outlets and fast food outlets. The number expressing a concern about most of the outlet types was broadly similar to that seen last year, with two significant decreases - for mobile food outlets (down 7 percentage points to 28% this year) and cafes (down 4 percentage points to 12% this year).

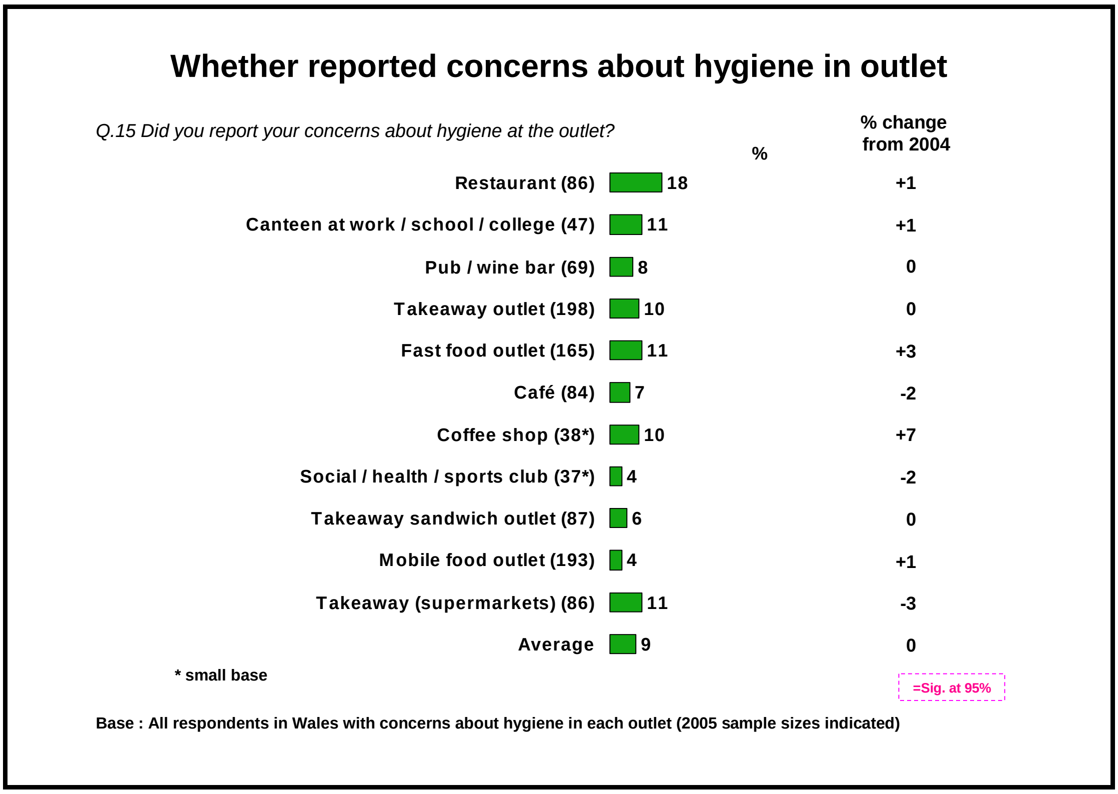
As in previous years, fewer of those aged 66+ had any concerns about catering outlet hygiene (35%, compared to 53% or more among all other age bands).

In terms of social grade, those in the DE (46%) social grades were less likely to express a concern than their C1C2 (61%) counterparts.

As was observed last year, those with children in their household were more likely to have concerns about hygiene in one or more of these outlet types (63%, versus 51% of those without children).

All those with concerns about a particular outlet type were then asked if they had reported their concerns – and if so, to whom. As Chart 10 shows, only a minority of those with concerns about hygiene standards actually reported them - on average just under one in ten (9%) across all outlet types. This is identical to the level of reporting seen in 2004.

Chart 10



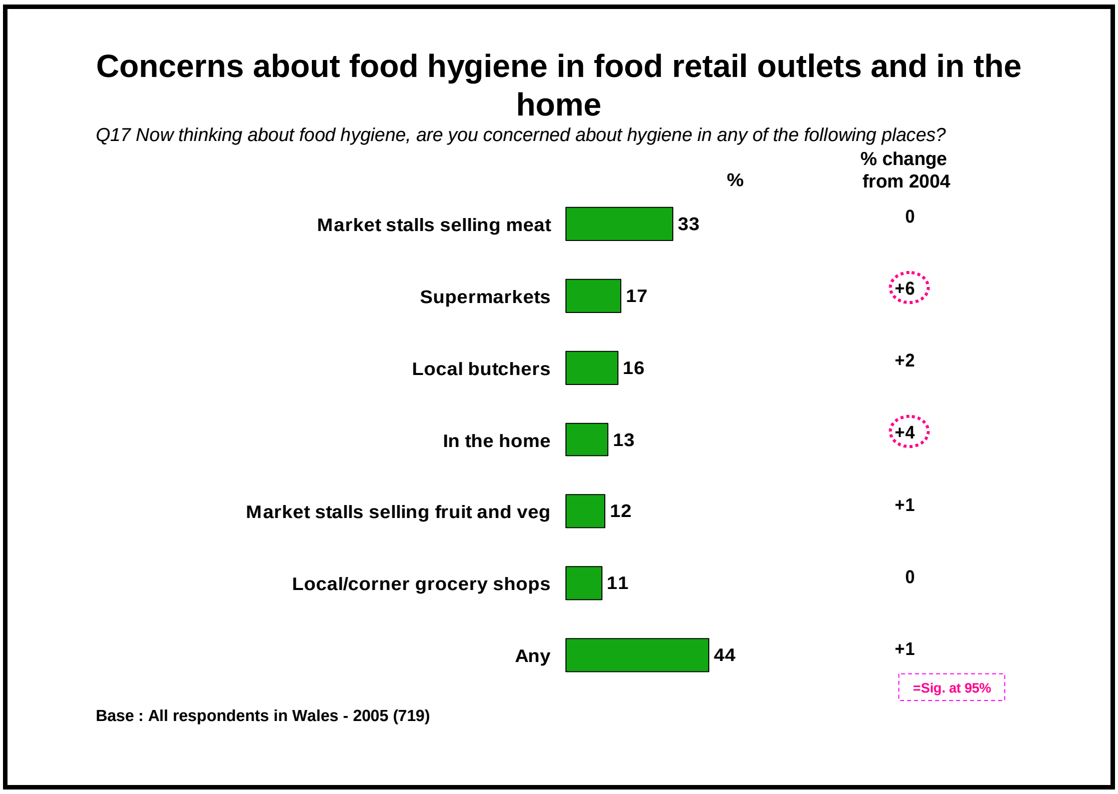
Looking across the outlet types, reporting a concern was least common this year where the concern was caused by a social/health/sports club (4%) or a mobile food outlet (4%). The highest level of claimed reporting was for restaurants at 18%.

Those who did report concerns were asked who they reported them to. The base sizes for each outlet were particularly small; however, generally speaking, as in previous years the majority of respondents claimed to direct complaints to staff at the outlet, with lower levels of mentions for claimed reporting to their local council/environmental health/trading standards officer.

4.2 Concerns about food hygiene in retail outlets and the home

Respondents were shown a list of places and asked whether they were concerned about hygiene in any of these locations. Almost half the sample (44%) expressed concern about food hygiene in one or more of these locations. This is very similar to the levels observed in previous years.

Chart 11



As in all previous years, market stalls selling meat were most frequently mentioned as causing concern (33%), followed at a somewhat lower level by supermarkets (showing an increase of 6 percentage points from 2004 at 17%) and local butchers (16%).

Mentions of concern about hygiene in the home (13%) also showed an increase from 2004 (up 4 percentage points).

There was little variation across the sub-groups, although those in the oldest age group (66+) were less likely to express concern about hygiene in any of these locations than those aged 26-65 (32% compared to at least 47% for the other age groups).

5 Healthy eating and nutrition

Respondents were asked about the food that they ate and the frequency of eating different types of food. They were then asked about their eating habits and whether these had changed since a year ago. In addition, they were asked which types of food they thought they should eat more or less of.

They were then presented with definitions of portion sizes for different types of fruit and vegetables and asked how many portions they had eaten the day before, and the number of portions they should eat each day.

Key findings:

- Claimed consumption of vegetables/salads/fruit and dairy products is very high (95%). There was increased consumption of some fresh and Organic foods, and an increase in those claiming never to eat ready-made meals and convenience foods. There was generally high awareness of the food types that *should* be more or less frequently consumed.

- The proportion of respondents who claimed to be eating a more healthy diet compared to a year ago remains consistent with previous years at approximately two-fifths of the sample (38%). Few respondents (less than one in ten) felt that their diet was less healthy.

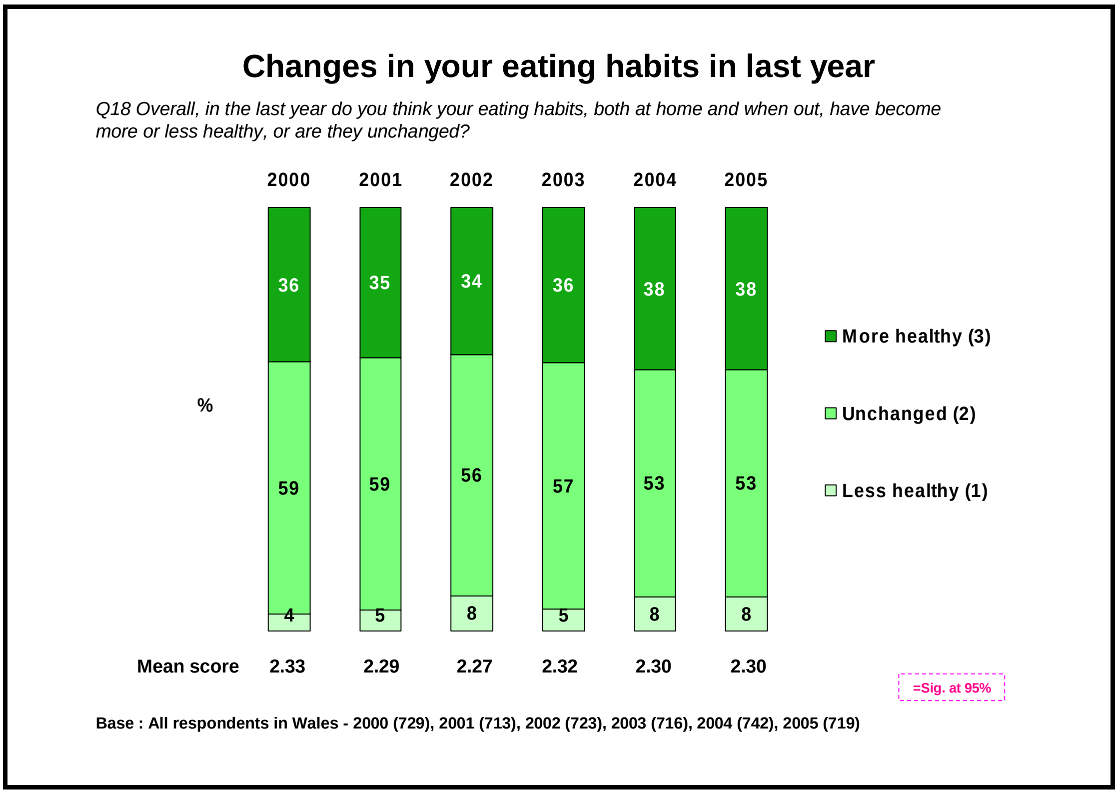
- When asked how many portions of fruit and vegetables they thought should be eaten every day, two-thirds (68%) correctly responded with at least five portions. Whilst not a significant difference over the 2004 level, this does continue a trend of increased awareness since the start of the study in 2000, when only 47% answered correctly.

- There was a discrepancy between what respondents knew to be the right number of portions and the actual number that they consumed. Less than a third (30%) consumed five or more portions, hence the level of consumption remains broadly the same level as in 2000.

5.1 Changes in eating habits

All participants were asked whether they thought their eating habits, both at home and when out, had become more or less healthy over the last year, or whether they were unchanged.

Chart 12



As in all the previous surveys, the majority of respondents (53% this year) described their eating habits as unchanged. The overall distribution of responses year-on-year, and hence the mean scores, were also unchanged.

A substantial proportion (38% in 2005) felt that they were now eating more healthily, but this proportion has changed very little since the start of the survey in 2000.

As in previous years, the oldest age group (66+ - 64%) were more likely to say their diet remained unchanged when compared to most other age groups (16-25 - 49%, 36-49 - 49% and 50-65 - 52%).

Those of AB social grade were more likely to claim to be eating more healthily (48%) than were DE's (34%). Those with children (12%) were more likely to say their diet had changed to become less healthy, than those without children (7%).

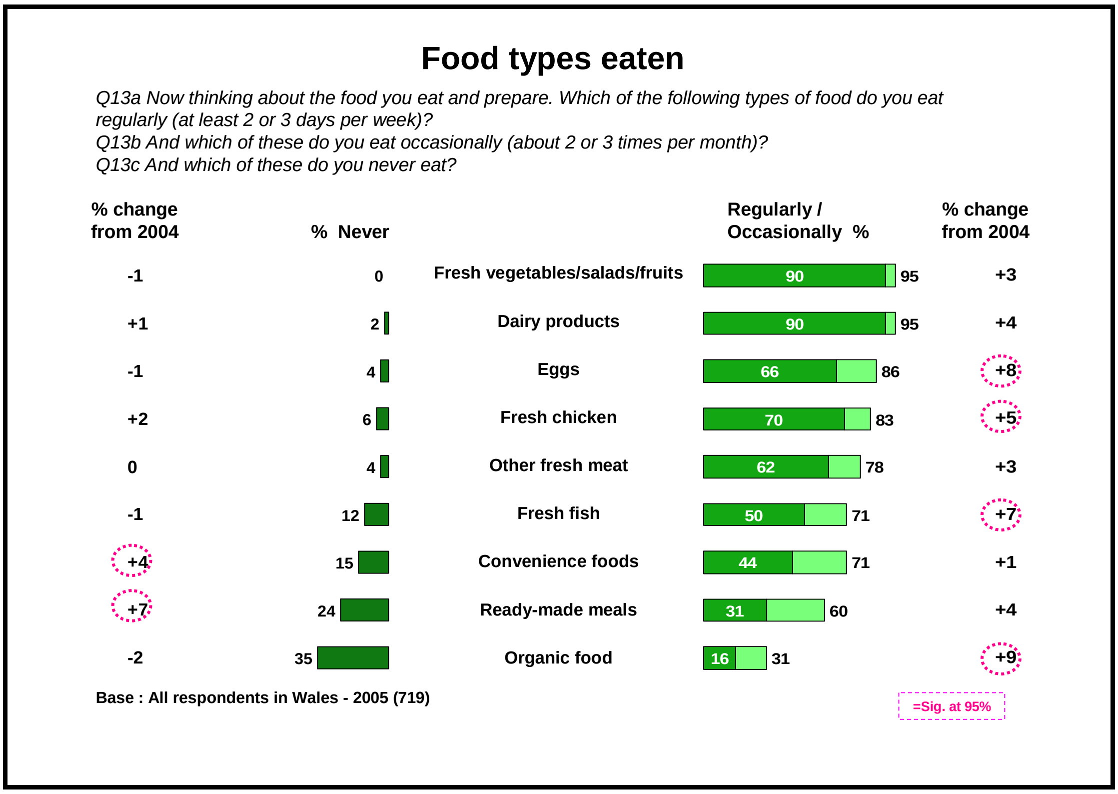
5.2 Types of food eaten

Respondents were shown a list of food types and asked which they 'regularly', 'occasionally' or 'never' ate.

Chart 13 summarises the types of food never eaten, eaten regularly and eaten occasionally. 'Regular' eating was defined as at least two or three days per week and 'occasional' eating as about two or three times a month. The right-hand side of the chart shows those claiming to eat each food type 'regularly' or 'occasionally' and the left-hand side those who say they 'never' eat it.

Respondents have not answered this set of questions as logically as could be expected. Combining the 'regular', 'occasional' and 'never' figures for each food should in theory produce a total of 100%, but in fact this is never the case. They select food items from a list, but obviously do not naturally place each food into one of the frequency categories.

Chart 13



The general pattern of food types eaten this year was similar to that seen in previous years. All the main food types in the list, with the exception of fresh fish, were eaten (regularly or occasionally) by at least three quarters of the respondents. The majority of the sample claimed to eat fresh vegetables/salads/fruit (95%) or dairy products (95%).

However, there were some changes this year, with a higher proportion of respondents claiming to eat several food types regularly/occasionally. Eggs (up 8 percentage points to 86%), fresh chicken (up 5 percentage points to 83%) and fresh fish (up 7 percentage points to 71%) all showed increases in the number claiming to eat them regularly or occasionally. The same was true of Organic food, which was up 9 percentage points this year, with 31% claiming regular/occasional eating.

Several differences emerged regarding regular consumption of food types by various sub-groups. Women were more likely than men to claim they regularly ate fresh vegetables/salads/fruits (94% compared to 86%), and less likely to claim to regularly eat ready-made meals (25% compared to 38% for men) or other convenience foods (48% compared to 40% for men).

Fewer DE's claimed they regularly ate dairy products compared to C1C2's. Fewer AB's stated they ate other convenience foods regularly compared to C1C2's, and far more of the AB's claimed regularly to eat organic food than both C1C2's and DE's.

Differences by social grade are shown below in table B.

Table B

KEY SUB-GROUPS - FOOD TYPES EATEN….. (2005)

	AB	**C1C2**	**DE**
	(143)	(300)	(276)
	%	%	%
Fresh vegetables/salad/fruit	92	91	87
Dairy products	91	**92**	86
Fresh chicken	73	71	67
Eggs	68	66	64
Other fresh meat	65	62	61
Fresh Fish	57	51	48
Other convenience food	34	**48**	42
Ready meals	26	34	29
Organic food	**27**	17	11

Base: All respondents

Bold indicates a finding that is significantly different from at least one other social grade classification

Across the age spectrum, the youngest group (16-25 year-olds) were less likely than any of their older counterparts to say they ate fresh fruit/vegetables/salad regularly and less likely than almost every other age band to eat fresh fish regularly. They were also more likely than any other age group to say they regularly ate ready-made meals, and along with the 26-35 and 36-49 age groups, were more likely to claim to eat other convenience food than the 50+ age groups.

Differences by age are shown on the following page in table C.

Table C

KEY SUB-GROUPS - FOOD TYPES EATEN….. (2005)

	16–25	**26-35**	**36-49**	**50-65**	**66+**
	(103)	(93)	(153)	(193)	(177)
	%	%	%	%	%
Fresh Vegetables/salad/fruit	77	**92**	**93**	**92**	**91**
Dairy products	88	**96**	89	87	89
Fresh chicken	68	76	**76**	67	64
Eggs	69	71	66	63	60
Other fresh meat	53	57	66	64	**66**
Fresh Fish	31	43	**49**	**54**	**70**
Other convenience food	**67**	**55**	**54**	29	22
Ready meals	**47**	32	**35**	25	21
Organic food	12	19	20	14	15

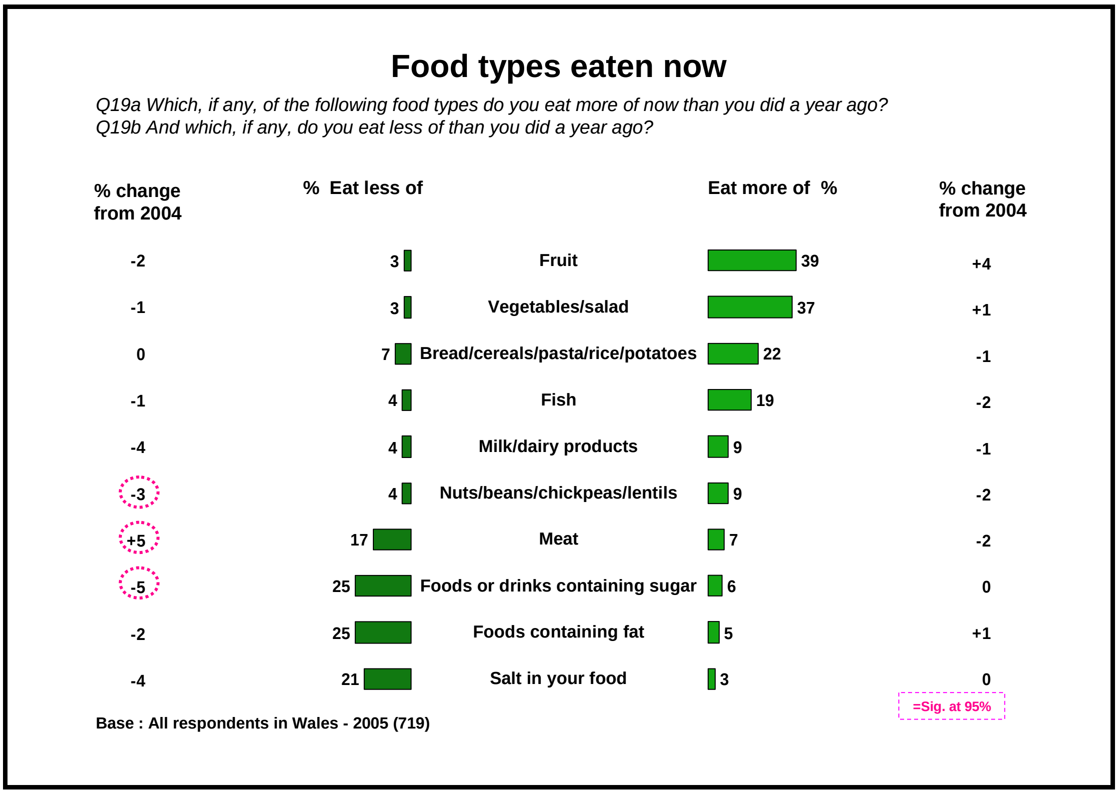
Base: All respondents

Bold indicates a finding that is significantly different from at least one age group

The number of respondents claiming never to eat each food type was very similar to that seen in 2004. There was however, a change for ready-made meals, with an additional 7% of respondents in Wales claiming not to eat them this year, taking the overall number who claim never to consume this food type to 24%; and a 4 percent point rise for convenience foods, taking the overall number who claim never to consume this food type to 15%.

Chart 14 shows what respondents felt they were eating more or less of compared to a year ago. The right-hand side of the chart shows what they claimed to be eating more of and the left-hand side what they stated they were eating less of.

Chart 14



There was no change in the proportion of respondents claiming to eat more of the various food types.

There were however, several changes in the foods that respondents claimed they were eating less of. An additional 5% of the sample claimed this year that they were eating less meat (17%). However, this change is evident just for the current year, rather than being part of an ongoing trend.

There was a decrease in the number of people claiming to eat less Nuts/beans/chickpeas/lentils (down by 3 percentage points to 4%), and foods or drinks containing sugar (down 5 percentage points to 25%). These are not ongoing trends, and take both food types back to levels similar to those observed before the increase in 2004.

Whilst there was no increase in the proportion of respondents saying they eat less salt (21%), 2004 did see an increase to 25% (from 16% in 2003) a level which has been maintained this year.

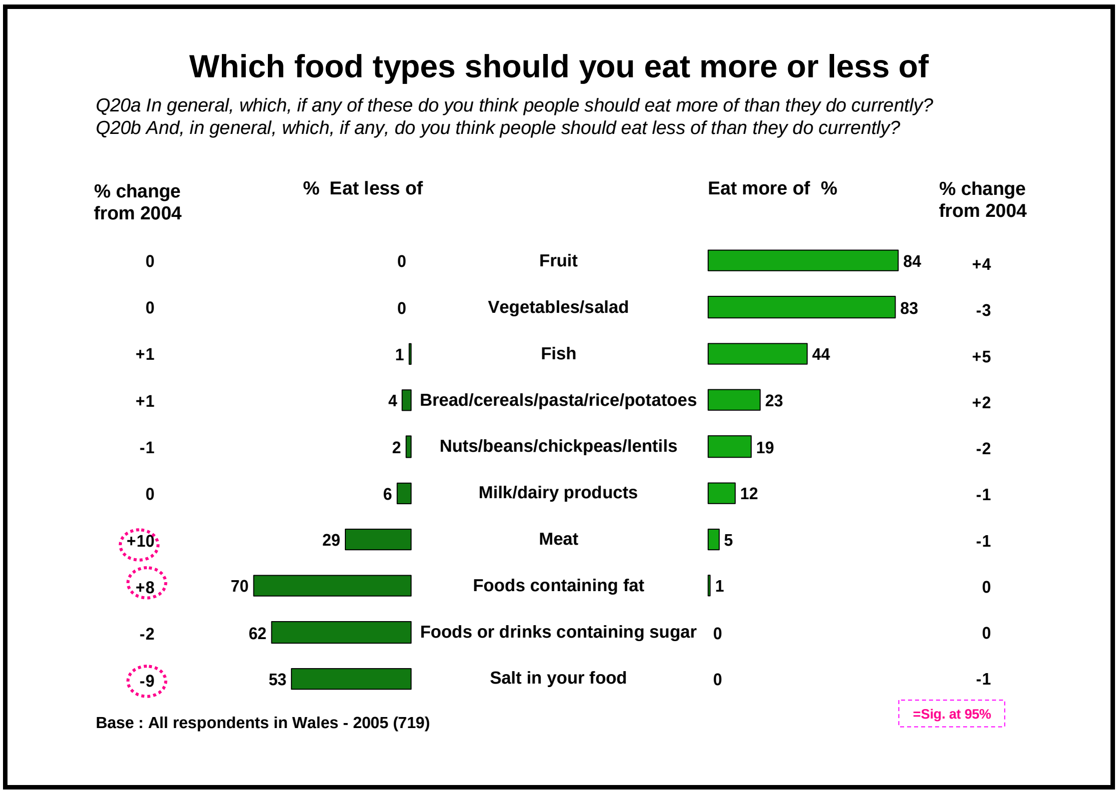
Relatively few differences emerged across the various sub-groups. Older respondents (those aged 50-65 and particularly those of 66+ years) were less likely to claim that their eating habits had changed in terms of food types they eat more of compared to respondents in the other age groups.

Compared to those who said their general eating habits were unchanged or had become less healthy, a greater proportion of those who considered they were eating more healthily nowadays said they were consuming more fruit and vegetables/salad.

5.3 Awareness of healthy eating patterns

Respondents were asked what in general terms they felt people should eat more or less of. Chart 15 shows the results on these measures, with the right-hand side listing what respondents thought they should eat more of (in descending order) and the left-hand side what they thought they should eat less of.

Chart 15



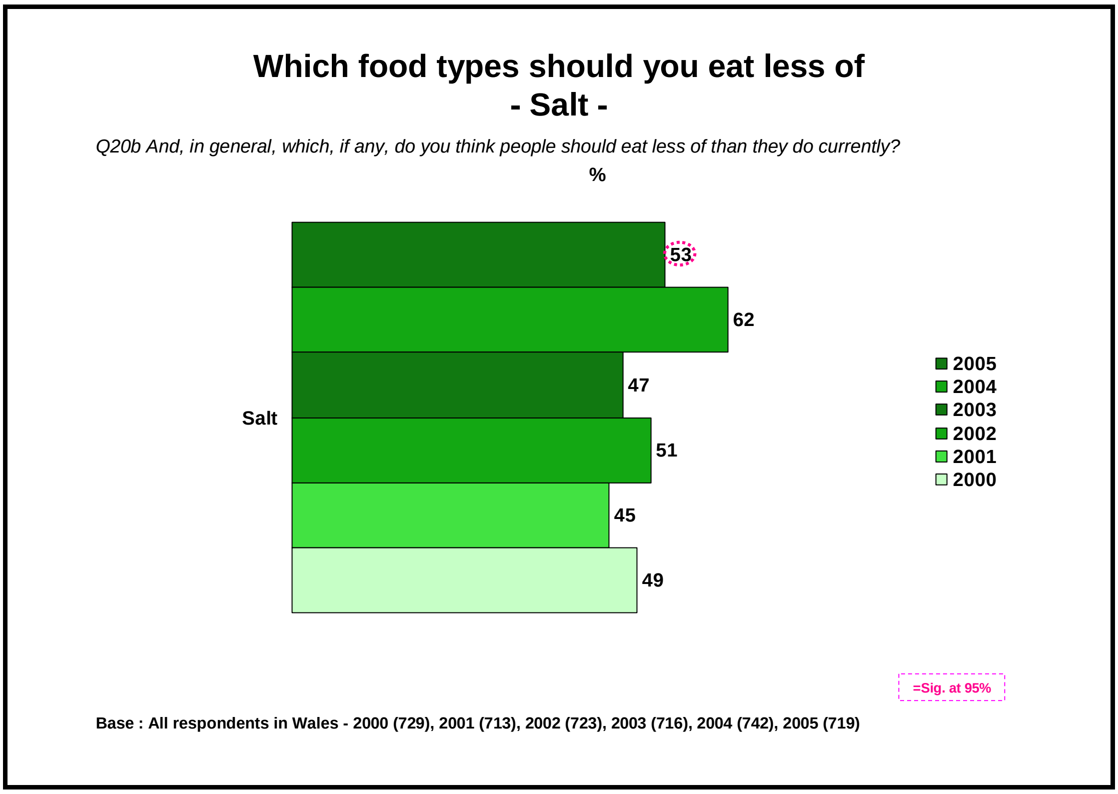
As seen in previous surveys there was overwhelming agreement that people should eat more fruit and vegetables/salad, with lower mentions of fish, starchy foods, pulses and dairy products. Very few respondents felt that people should eat more meat or foods containing fat, and no-one felt people should eat more sugary foods or salt in their food.

There was also an increase in perceptions of meat and fatty foods as foods one should eat less of. An additional 8% of respondents this year placed fatty foods in this category (bringing the total number to just over two-thirds of respondents - 70%) and a further 10% of the sample described meat in this way (bringing the total number mentioning meat to 29%). However, neither of these changes appear to be part of an on-going trend.

Little change was evident this year for sugary foods/drinks nevertheless three-fifths of the sample (62%) correctly identified that one should consume less sugar.

There was a 9% decrease in the proportion of respondents who felt that people should eat less salty foods, bringing the total down to 53%. Looking at the trends over time, this decrease adjusts for an increase in 2004, but still represents a significant increase since 2003.

Chart 16



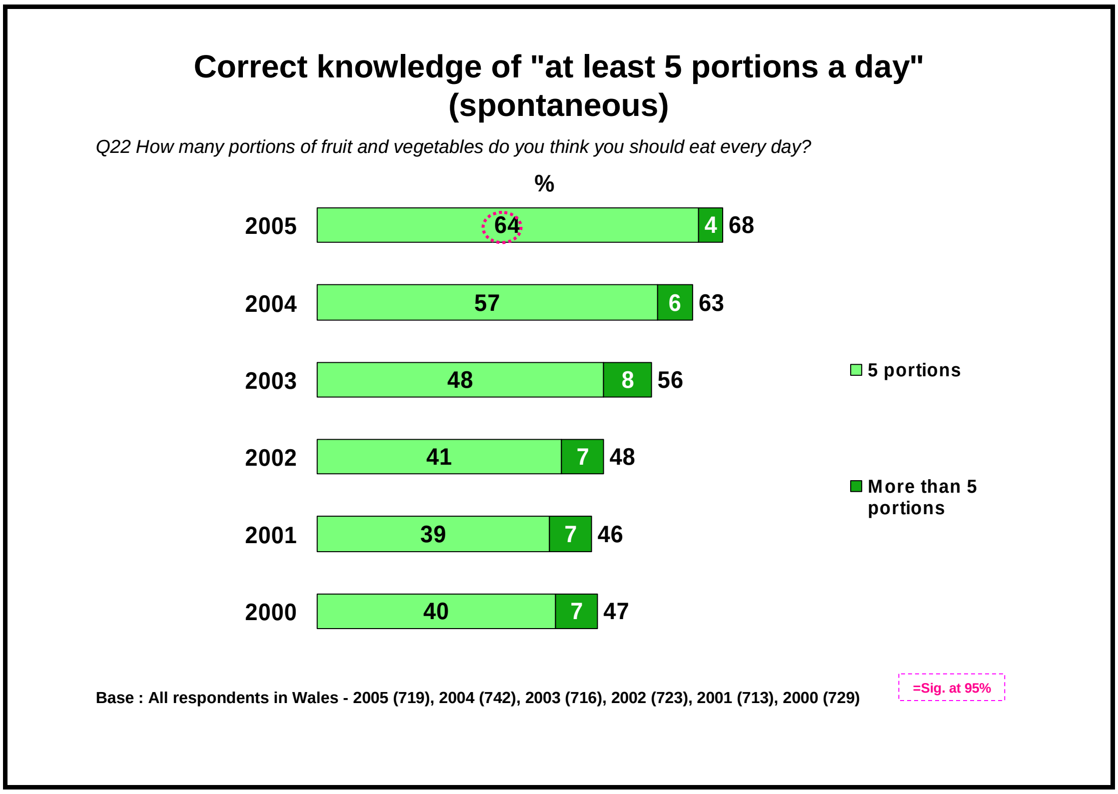
Looking at the demographic sub-groups, there was a gradient of awareness across the social grade groups, with the AB's and C1C2's typically most likely to correctly identify foods that people should eat more or less of and the DE's least likely to do so. Similar differences were evident across the genders, where female respondents were more likely to identify the foods that people should eat more or less of than male respondents.

Across the age spectrum, the oldest groups (66+) appeared somewhat less receptive to some healthy eating messages than the other groups.

5.4 Awareness of portions of fruit/vegetables

Respondents were asked how many portions of fruit and vegetables they should eat every day and how many they had actually eaten yesterday.

Chart 17



Looking first at awareness of the number of portions which should be eaten per day, just over two-thirds of respondents in Wales (68%) correctly answered five or more. The proportion of respondents answering 5 portions (64%) showed an increase from the previous year (57%). As Chart 17 shows, there has been a steady increase in awareness of the recommended number of portions over time.

Women (76%) were more likely than men (60%) to mention at least five portions as the recommended amount. This was also the case in all previous years.

Across the age groups those aged 66+ were least likely to mention ‘at least 5 portions’ (57% compared to at least 69% for all the other age groups).

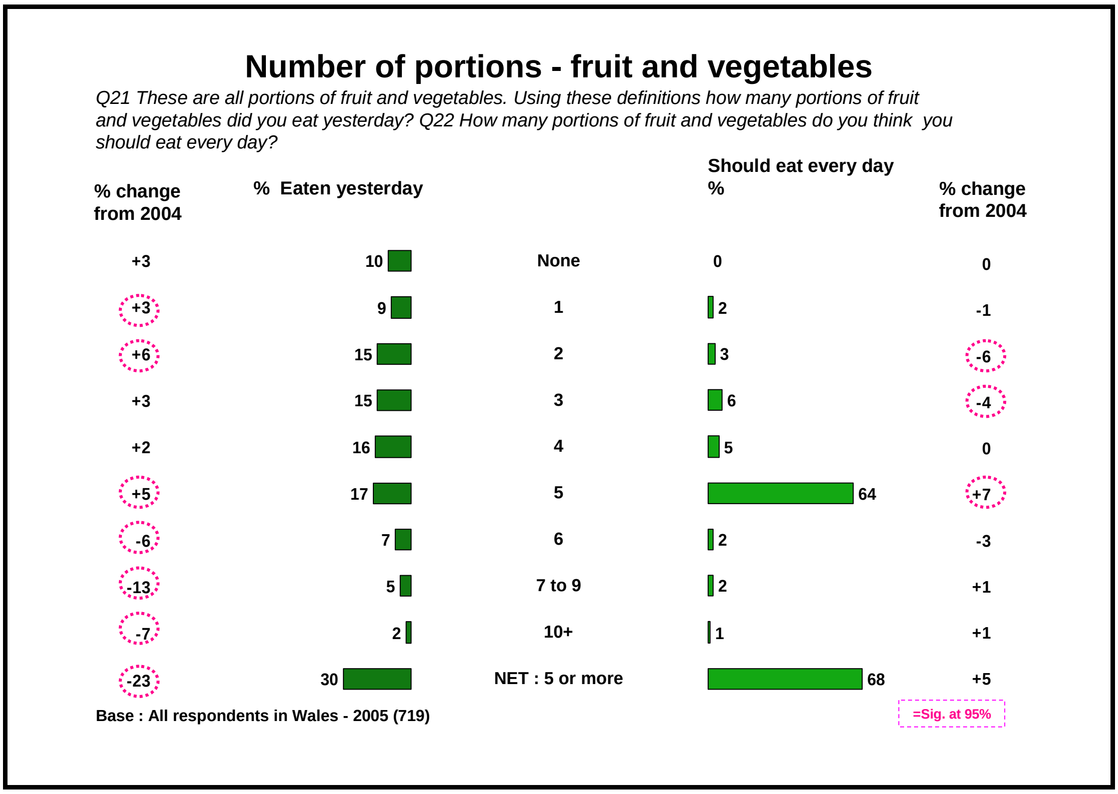
Those of social grade AB (77%) and C1C2 (73%) were more likely to respond correctly than DE’s (57%).

Respondents were also asked the actual number of portions they had eaten yesterday, having been shown full definitions of actual portions of fruit, vegetables, salad and fruit juice.

Chart 18 illustrates the differences between the number of portions that respondents think they should eat and the number that they actually do eat. The right-hand side shows the full distribution of responses for the 'how many portions should you eat' question discussed above. (Thus the figure of 68% at the bottom of the list for 'NET: 5 or more' corresponds to the 2005 figures on the previous chart.)

The left-hand side shows the number of portions respondents claim actually to have eaten yesterday, again showing the total number claiming to eat five or more at the bottom of the list.

Chart 18



The 2005 position of 30% claiming to have eaten at least 5 portions yesterday represents a decrease from the 2004 level (53%), but is in fact broadly similar to the level observed in 2003 (27%), and other previous years.

Looking at claimed consumption of fruit and vegetable portions (as opposed to awareness of 'at least five'), there was some variation across the sub-groups.

Claimed consumption of 'at least five' was higher among groups aged 36 and over (at least 33% compared to 17-18% for 16-35's). As in previous years, there was higher claimed consumption of least five portions for those in social grade AB (44%) versus 30% of C1C2's and only 23% of DE's.

Respondents who felt that their diet was more healthy a year previously (40%) were more likely to claim to have eaten at least five portions that those whose diets were unchanged (25%) or less healthy (16%).

6 General food safety, hygiene and concerns about food issues

The questionnaire included a section on food safety and hygiene. Respondents were asked if they had any concerns about food safety in general terms and whether they had any concerns about particular types of food. They were also asked about concerns with regard to specific food issues (the amount of salt in food, BSE, GM foods etc.).

It should be noted that there was significant publicity regarding an E-Coli outbreak in South Wales during the fieldwork period and results should be interpreted in this context.

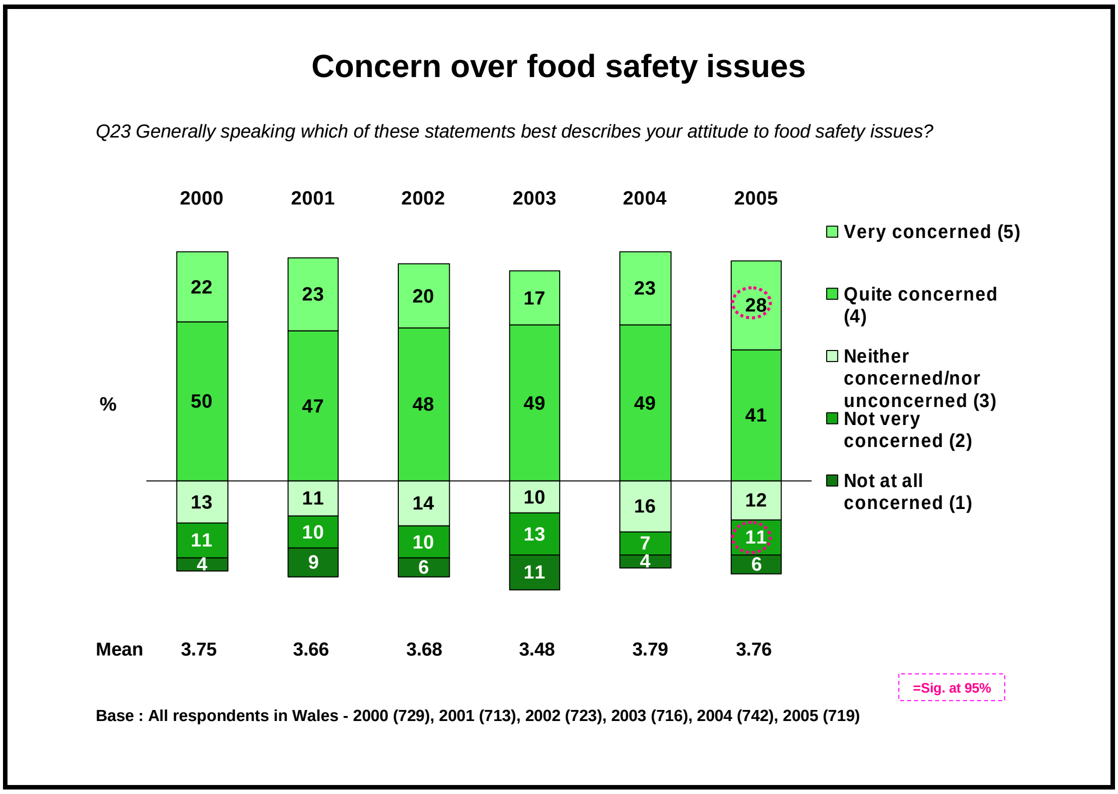
Key findings:

- The general level of concern over food safety issues has remained fairly consistent since the start of the study in 2000, with the majority of respondents in each year (69% this year) expressing some concern about this issue. However, there was an increase in the proportion of respondents who claim to be 'very concerned' (up 5 percentage points to 28% in 2005).
- Consistent with this, respondents were more likely to feel that food safety had got worse over the past year compared with 2004 – although the majority still felt that it had improved or stayed the same.
- The increased concern over food safety and the worsening perception of food safety may be related to the E-Coli outbreak in South Wales during the time of the interviewing, although a proportion of the interviews were completed before the outbreak occurred.
- Whilst food poisoning was most frequently mentioned, concern over the amount of salt, fat and sugar present in food also remained key issues.

6.1 Concern over food safety issues

Participants were first asked to state their level of concern over food safety in general, using a five-point scale as shown in Chart 19.

Chart 19



Clearly, food safety remains a key issue, with the majority (69%) expressing some concern and just over a fifth of the sample in Wales (28%) described themselves as 'very concerned' (an increase from 23% the previous year). It is still only a minority who express little or no concern about this issue; this is in spite of an increase in those who are 'not very concerned'.

The level of concern has remained fairly constant throughout the study period, despite a number of food safety issues having arisen during this time. It would seem that such issues perhaps have a relatively short-term effect, after which concern reverts to a 'baseline' level.

The total level of concern among women (75% 'very or quite concerned') was higher than that of men (64%).

Differences also existed between the age groups, with significantly more of the 50-65 age group (76%) expressing concern than the 65+ group (65%) and the 16-25's (63%).

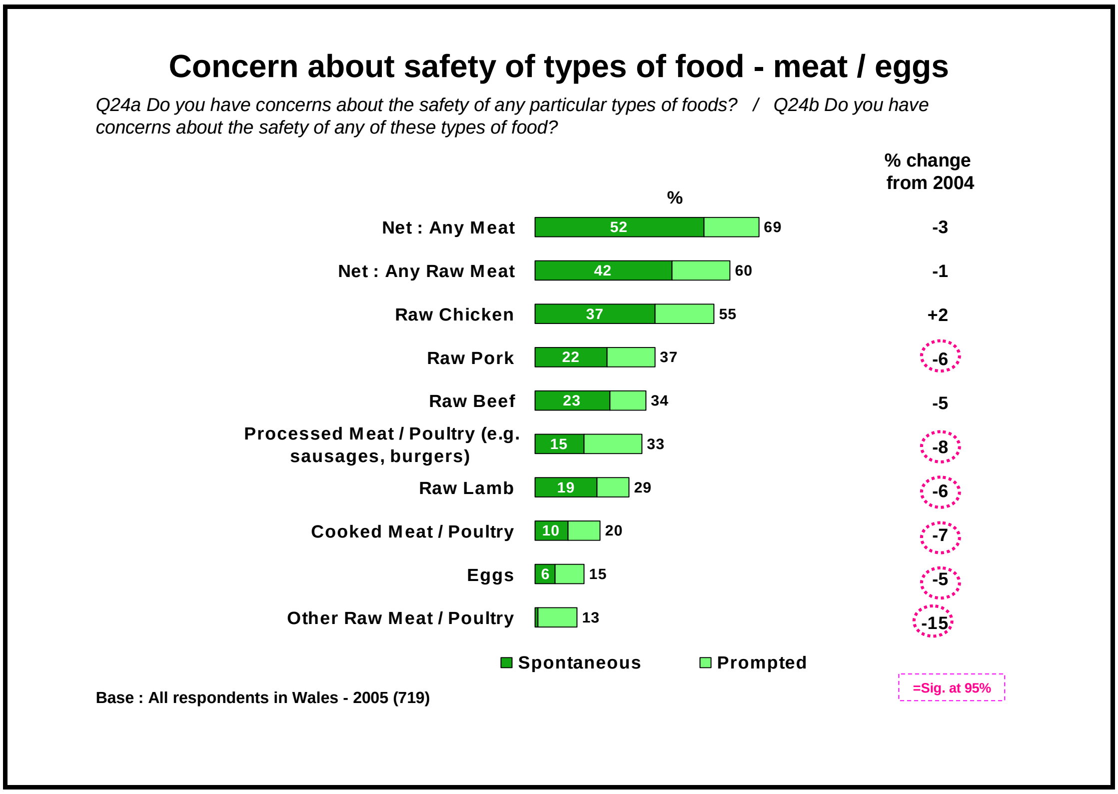
Those who claimed they were trying to eat more healthily were more likely to express concern (79%) than those who felt their diet was unchanged (64%) or had become less healthy (63%). This pattern has also been present in previous years.

6.2 Concerns about specific foods

Firstly participants were asked to state spontaneously which foods, if any, they had concerns about. They were then shown a prompt list of foods and asked the same question again. The order of the foods on the list was varied.

Chart 20 shows the total concern expressed about the various types of meat and eggs. Respondents' spontaneous answers, plus those generated when they were shown a prompt list of foods, are shown.

Chart 20



As was the case in previous years, meat remained respondents' key area of concern (both spontaneously and when prompted). Of all the raw meats, chicken caused the most concern, followed by pork, beef and then lamb.

As Chart 20 shows, there was a decline in 2005 from the previous year in concern for raw pork and lamb, processed meat/poultry, cooked meat/poultry, other raw meat/poultry and eggs (all decreasing by 5-15 percentage points).

As Table D indicates, the level of concern over raw meat has declined since 2000. This has been driven to a large extent by concern over raw beef which has now fallen from 54% in 2000 to just 34% this year. Concern over eggs has also declined from 2001. It should be noted that 2004 saw an increase in concern for meat and eggs, which went against the general decline over time.

Table D

TOTAL CONCERN ABOUT SAFETY OF TYPES OF FOOD – MEAT/EGGS

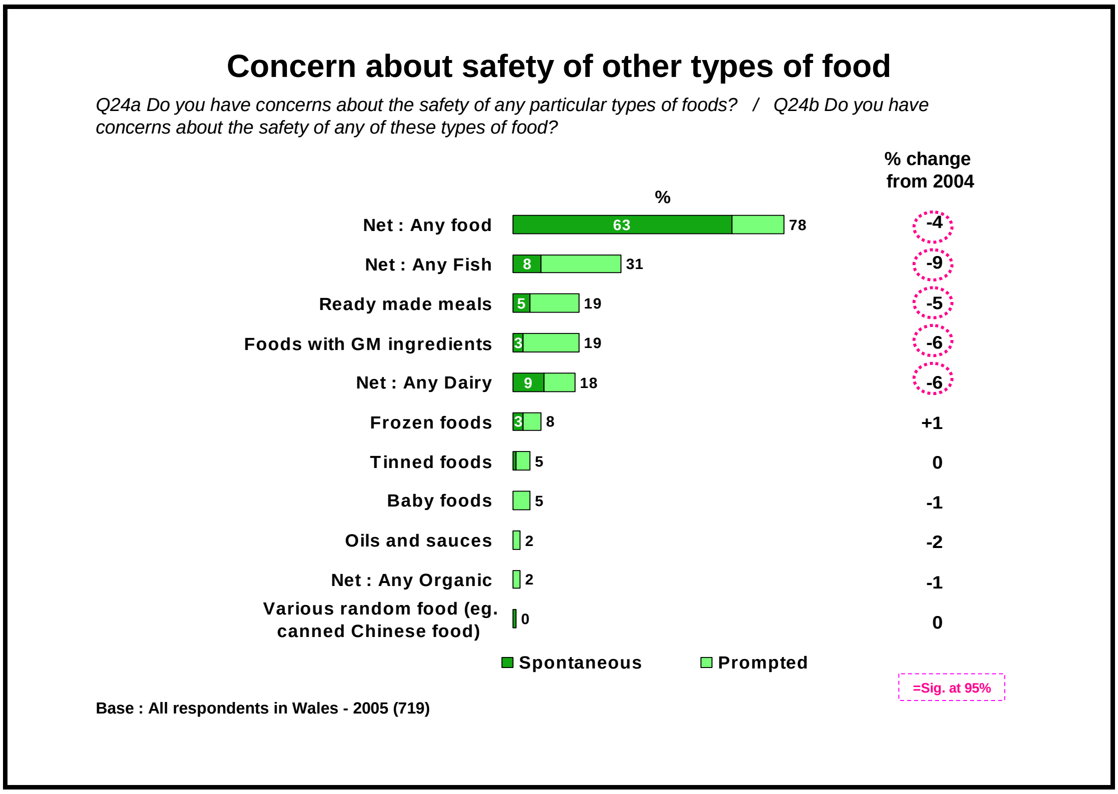
	2000	2001	2002	2003	2004	2005
	(729)	(713)	(723)	(716)	(742)	(719)
	%	%	%	%	%	%
Net: Any meat	**75**	**72**	68	63	**72**	**69**
Net: Any raw meat	**70**	**66**	62	57	61	60
Processed meat/poultry	**34**	**34**	**31**	23	**41**	**33**
Raw beef	**54**	**45**	**42**	33	**39**	34
Raw pork	**47**	**46**	**44**	36	**43**	37
Raw lamb	**37**	**37**	**35**	27	**35**	29
Eggs	**25**	**25**	**22**	18	**20**	15

Base: All respondents

Bold indicates a finding that is significantly different from at least one other year

Chart 21 shows the total level of concern expressed about food types other than meat and eggs. It should be noted that the 'Net: Any food' category takes-in all food types, so it includes meat and eggs, although these foods are not shown on this chart.

Chart 21



Seventy-eight percent of the sample in Wales expressed concern about any food, with fish (mentioned by 31%) causing the most concern after meat.

There were some shifts in 2005 compared to 2004. The proportion of respondents expressing concern over any food, declined by 4 percentage points from the previous year. This was largely driven by a fall in the proportion of respondents claiming they were concerned about any fish (down 9 percentage points to 31%), ready made meals (down 5 percentage points to 19%), foods with GM ingredients (down 6 percentage points to 19%) and dairy products (down 6 percentage points to 18%).

In broad terms, there were no notable trends in concern for any of these types of food through the tracking period – the changes observed this year were not part of an ongoing trend.

Looking at the sub-groups – men (73%) were less likely to express concern about one or more food types than women (82%) following the spontaneous and prompted questions – this was particularly evident in the meat and dairy categories.

Most of the age groups expressed similar levels of concern, except those in the oldest age group (66+ - 68%), who were less likely to express a concern about any food type than those in age groups 26-65 (at least 82%), and those in the youngest age group (16-25 - 70%) who were less likely to express concern than those in age groups 36-65 (at least 82%). A similar pattern was seen in previous years.

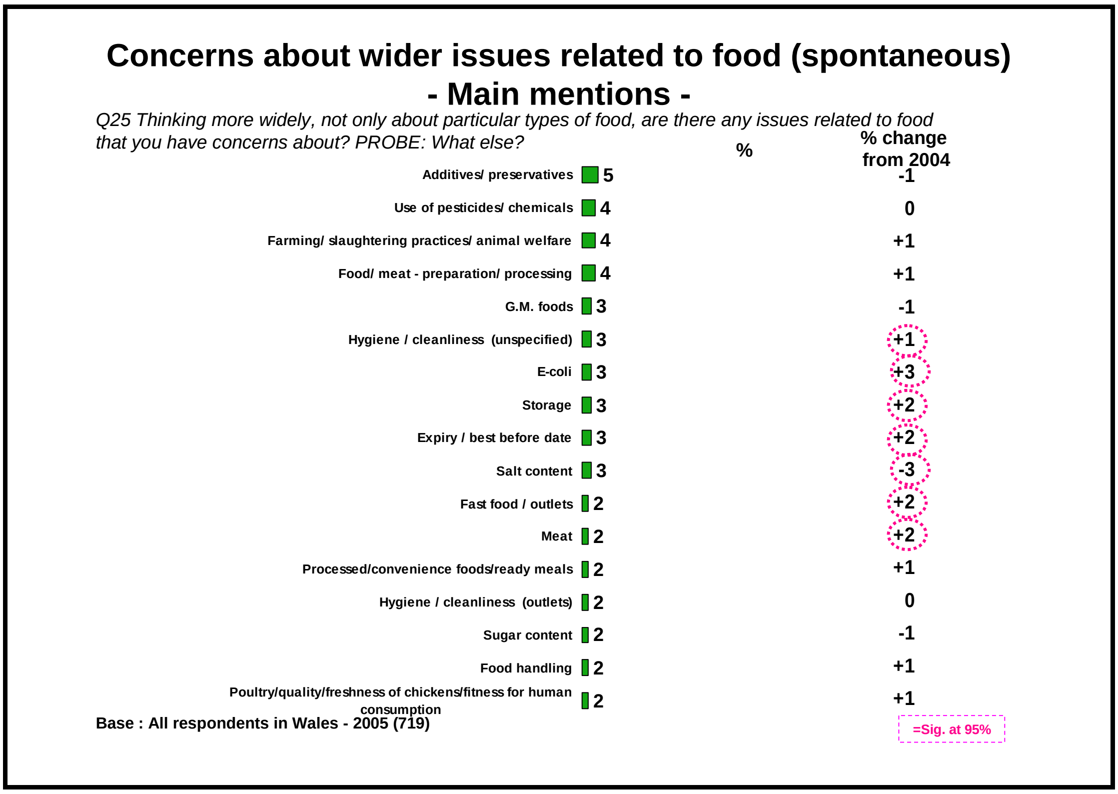
Those of social grade DE (72%) were less likely to express concern about any food type than AB's (82%) and C1C2's (80%), and once again, a similar pattern was observed in previous years.

6.3 Concerns about food issues

After stating their concerns about specific foods, respondents were asked to think more widely and state (spontaneously) any issues related to food that they had concerns about.

Chart 22 shows the spontaneous responses to this question. Clearly, when given this opportunity consumers then raised a wide range of issues, though no particular topic dominated.

Chart 22

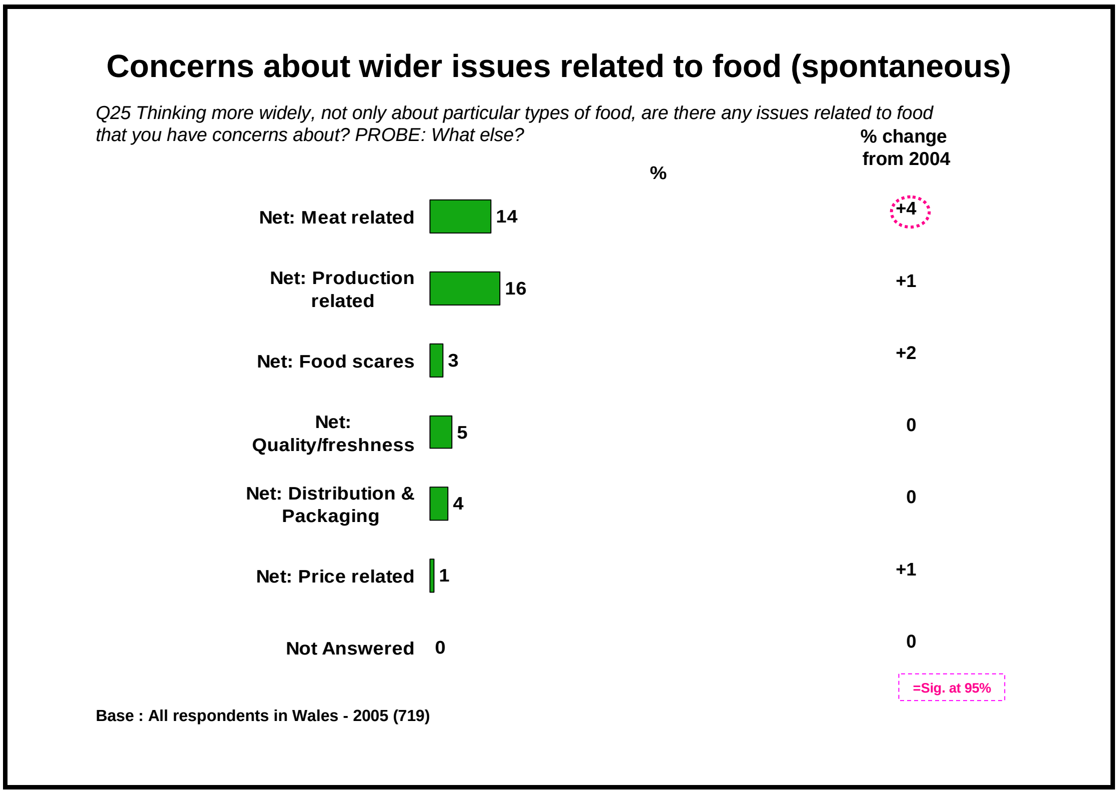


There were a number of shifts this year, with more people mentioning hygiene/cleanliness, storage, expiry/best before date, fast food/outlets and meat.

Perhaps of greatest interest is the emergence of E-Coli as a concern for some, which may have been driven in part with the outbreak of E-Coli in South Wales during the fieldwork period, although a proportion of the interviews were completed before the outbreak occurred.

Chart 23 shows the same responses, but grouped for ease of understanding.

Chart 23



The topic mentioned by the largest number of respondents - around one-in-six - was production-related issues (e.g. use of pesticides/chemicals). Slightly fewer respondents – around one-in-seven - mentioned meat-related issues (e.g. food/meat preparation/ processing, farming, slaughtering practices/animal welfare).

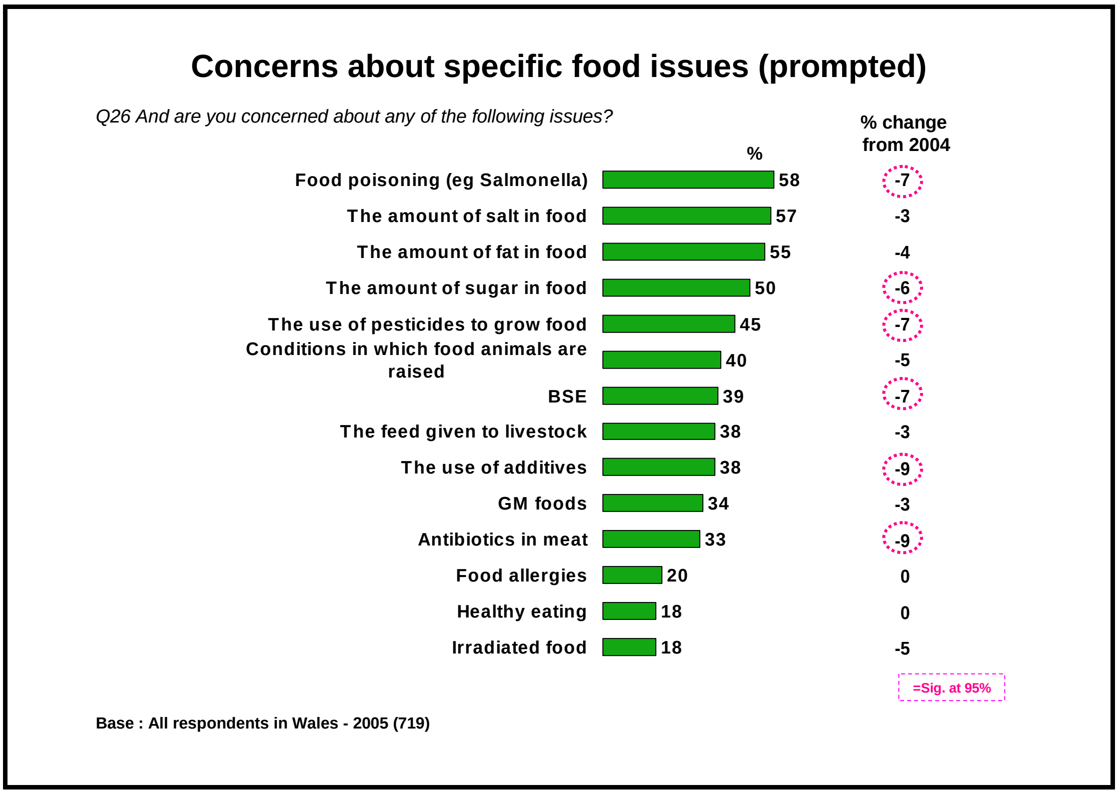
All other issues were mentioned by only a small proportion of respondents.

There was one significant change this year, a 4 percentage point rise, to 14% having any meat related concerns.

Looking at the sub-groups in terms of whether any concern was raised spontaneously, AB's (57%) were more likely to mention something than C1C2's (46%) and DE's (39%). The youngest age group (16-25) and the oldest age group (66+) were less likely to express a concern versus any of the other age groups (34% and 36% respectively compared to at least 50% for other groups).

Respondents were then shown a list of food issues (the order of the list was varied) and asked which, if any, they were concerned about. Three new topics were added to this list in 2003 – the amounts of fat, salt and sugar in food. This should be taken into consideration when comparing data with previous years.

Chart 24



Despite a fall of 7 percentage points, food poisoning remains a concern to the greatest number of people, with over half the respondents in Wales mentioning it each year.

The amount of salt and fat in food remained key concerns, also being mentioned by over half of respondents. Despite significant decreases from 2004, the amount of sugar in food and the use of pesticides retained their position on the list.

A decrease in the level of mentions also occurred for BSE (down 7 percentage points to 39%), the use of additives (down 9 percentage points to 38%) and antibiotics in meat (down 9 percentage points to 33%).

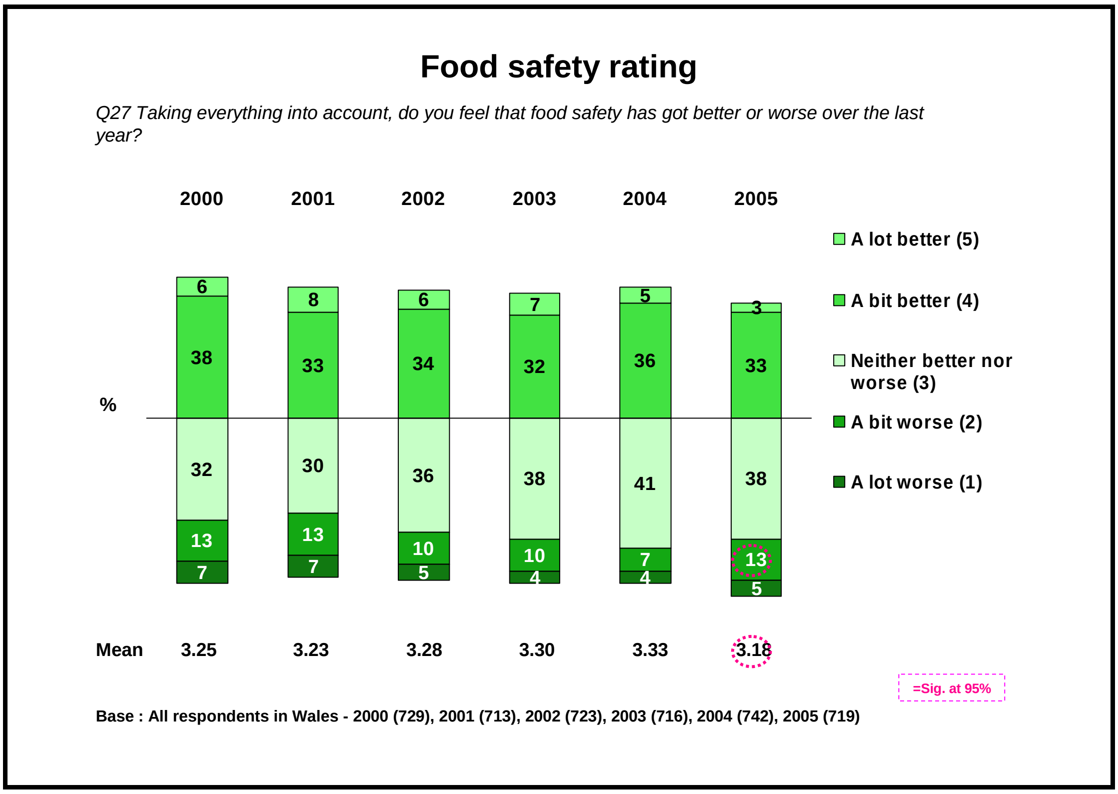
Those at either end of the age spectrum were least likely to show concern about one or more of the issues, and those who felt their diet was more healthy than a year previously (94%) were more likely to show concern than those who felt their diet was unchanged or less healthy (both 84%).

6.4 Food safety rating

A five-point scale was used to establish how food safety was thought by consumers to have changed over the last year. Around a third of respondents felt that food safety had improved in the last year. The mean rating was significantly lower than in the previous two years, with a greater number of respondents feeling that food safety had got worse in the last year.

It should be noted though, that the vast majority of respondents still felt that food safety had got better or stayed the same over the last year.

Chart 25



Males were slightly more likely to feel that food safety had improved (42%) compared to females (32%). There was relatively little variation in the scores of other key demographic groups.

7 Food labelling

Respondents were asked a series of questions relating to food labelling. Firstly, they were asked about the frequency with which they referred to food labels and the type of information they referred to on these labels. They were then asked whether they had any concerns over the accuracy of food labelling.

The questions then explored their comprehension of date information on food labels. Finally in this section respondents were presented with examples of food labelling and asked several questions to establish their understanding of the information conveyed.

Key findings:

- The proportion of respondents looking for nutritional information on the label, such as the amount of fat, salt and sugar has remained stable over the last year; however there is evidence of an overall trend of increase across the study period.

- The level of concern over the accuracy of food labelling has decreased, with approximately two-fifths expressing concern, returning to levels seen in 2003.

- The level of comprehension of the 'use by' dates has increased, with just under half of respondents correctly interpreting them. Comprehension of 'best before' dates has remained fairly consistent with only one-third of respondents in Wales correctly interpreting the term.

- The proportion of respondents thinking that 20g of fat and 10g of sugar per 100g within a food product were 'a lot' have been broadly consistent since 2000.

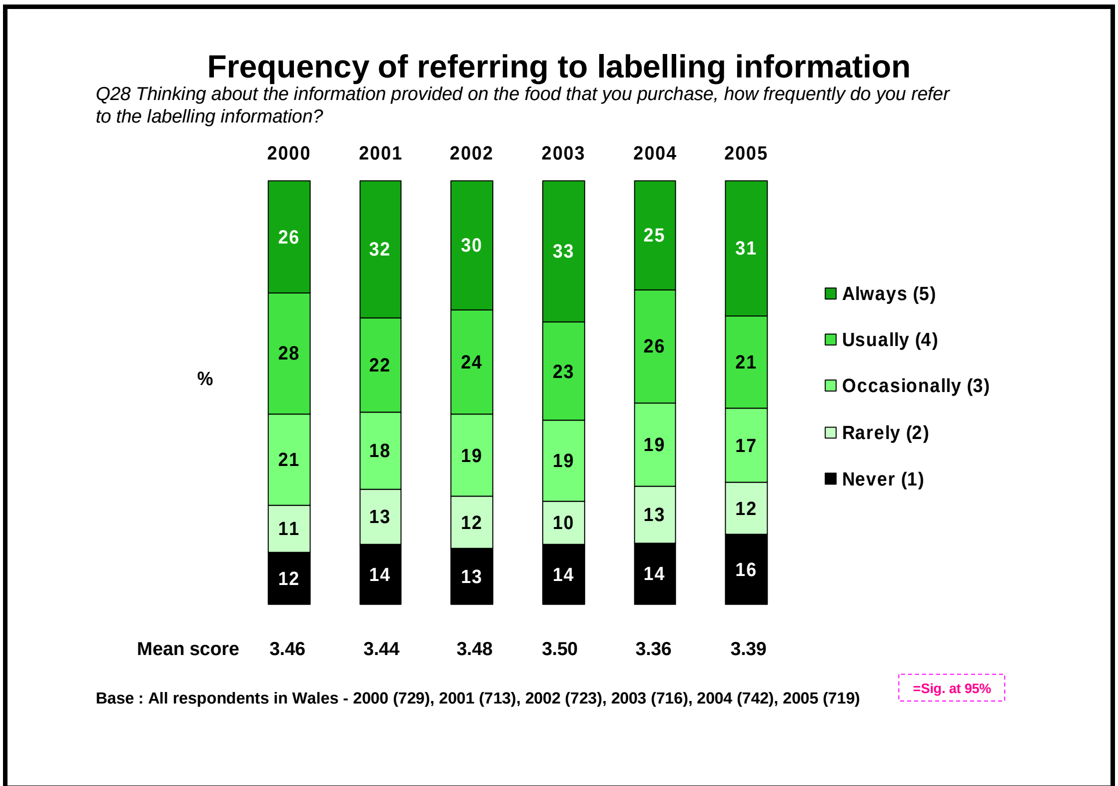
- There remained uncertainty about the meaning of '80% Fat Free', with only 49% of respondents in Wales giving the correct answer (i.e. that the product contains 20g of fat). This shows a decline overall since 2000.

- When asked which is the main ingredient from a typical food label, there was little consensus – only a quarter of respondents in Wales answered this question correctly and there has been no change in this level over the previous 3 years of the research.

7.1 Frequency of using labelling information

All respondents were asked how often they referred to food labelling, using the scale shown on Chart 26.

Chart 26



Over half of the respondents (52%) in Wales this year stated they 'always' or 'usually' referred to food labels, compared to just under a third (29%) claiming they do so 'occasionally' or 'rarely'.

The overall distribution of responses is broadly similar year-on-year. There was an increase this year in the number stating they 'always' referred to food labelling information. Some 31% claimed to do so compared to 25% in 2004. However, there was no significant change in the mean scores; indeed this result was comparable to the 2003 position.

Looking at the various demographic groups, those in the 16-25 age group were least likely to 'always' look at food labels (17% compared to over 30% for all other age groups), and women (63%) were more likely to 'always' or 'usually' look at food labels than men (40%).

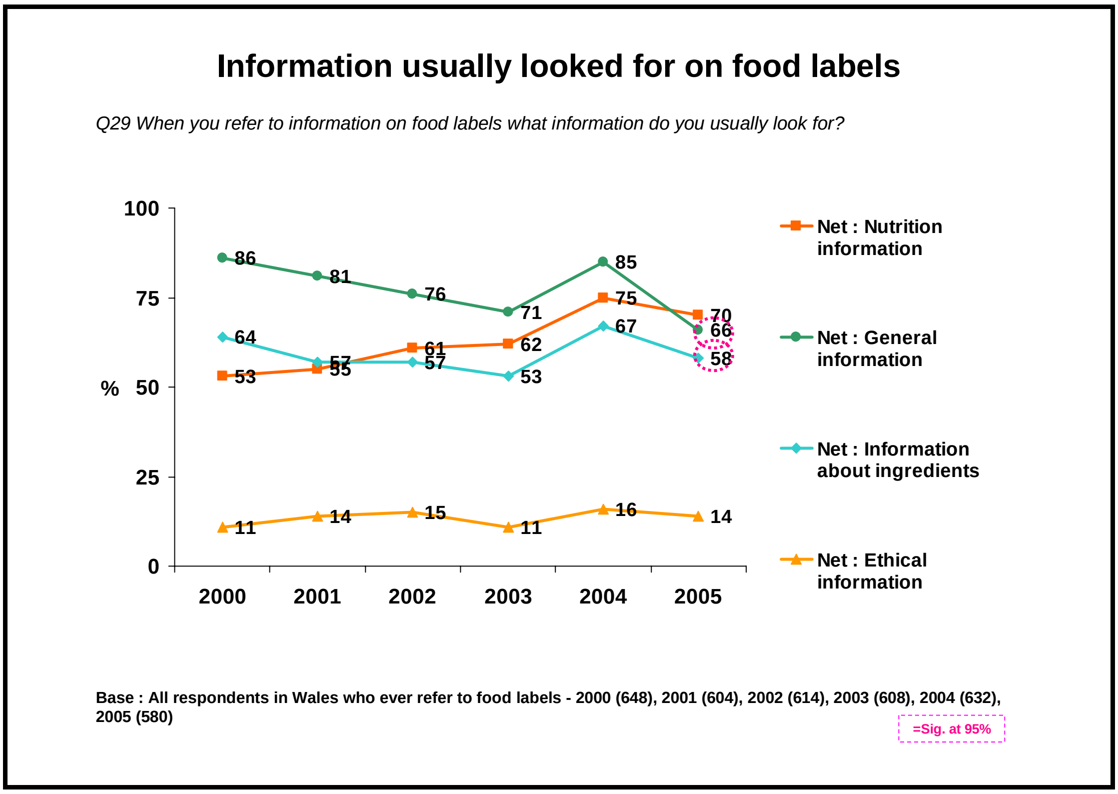
Those in social grade DE (21%) were more likely 'never' to look at food labels than those in AB (10%).

7.2 Information looked for on food labels

A list of possible information was shown to all those who ever looked at food labels and they were asked to indicate what information they 'usually' looked for. The order of the list was varied.

Chart 27 shows the information that respondents claimed to look for, grouped into categories to aid understanding, across the study period.

Chart 27



Throughout the tracking period there have been consistently high levels of interest in three of the categories:

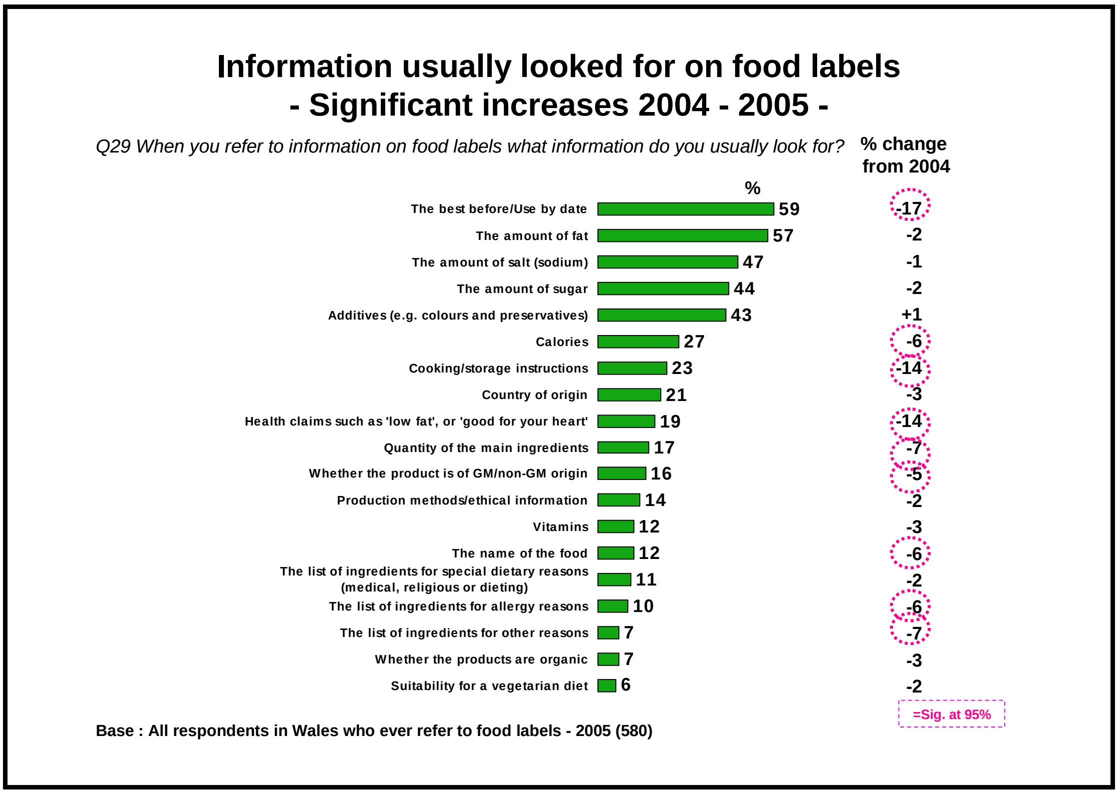
- General information (e.g. the name of the food; its country of origin; the best before or use by dates and cooking/storage instructions)
- Nutrition information (e.g. salt; fat or sugar content; vitamins; calories)
- Information about ingredients (e.g. additives; quantities; for allergy or other dietary reasons; GM content)

Each of these topics has been mentioned by over half of respondents in Wales in every year of the study. 'Ethical information' (e.g. production methods; other ethical information) has consistently been mentioned by a minority – 14% in 2005.

Chart 27, though, shows that there have been some changes over time in the nature of the information that is sought. The proportion claiming to look for general information decreased from 2001 to 2003, and after an increase in 2004, has fallen again. After an initial decline, the number mentioning information about ingredients remained fairly constant until the last two years, when it rose in 2004 and then returned to previous levels this year. Claiming to seek nutritional information, however, has increased consistently until 2004, after which a levelling off has been observed.

Chart 28 shows the full distribution of responses to this question in 2005.

Chart 28

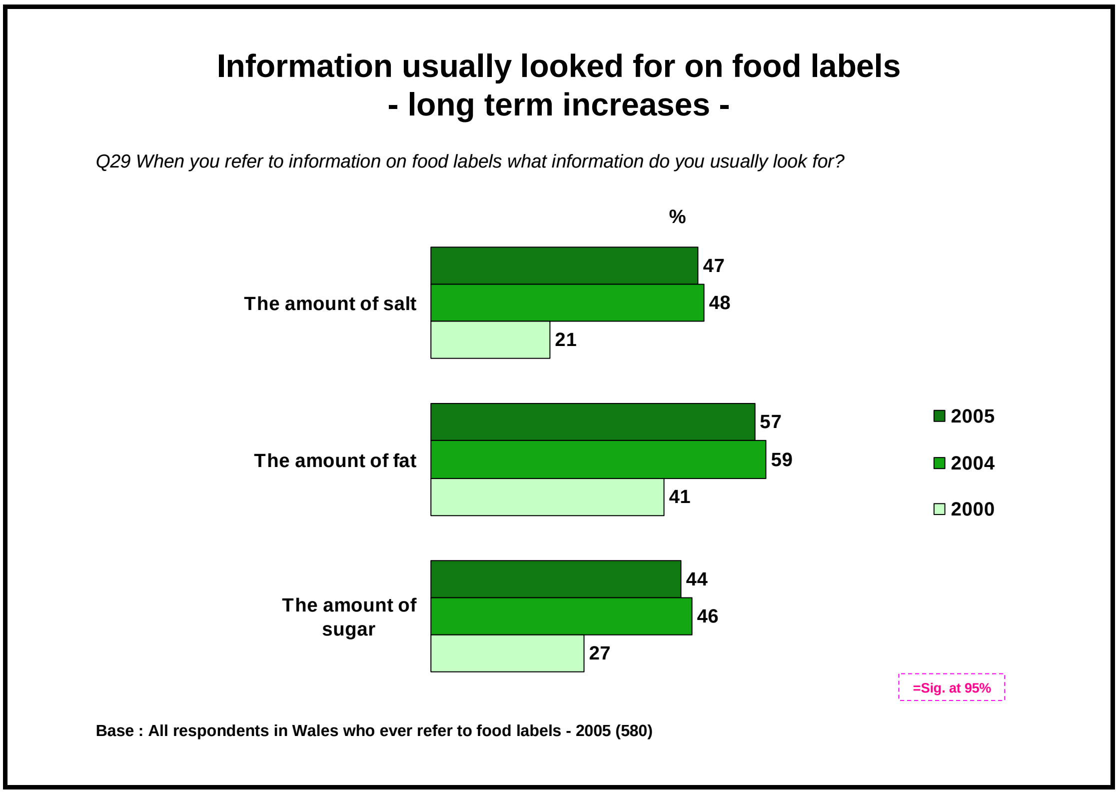


The above chart indicates that there were no specific items of information which showed an increase in the proportion of respondents mentioning them this year. However, there was a decline in mentions for a number of items. As one would expect from the changes discussed above, these mainly came into the categories of ‘general information’ and ‘ingredients’.

There was a particularly marked decrease in the number mentioning the best before/use by date. This was mentioned by 59% of respondents in Wales this year. Other than in 2003 (64%) in all previous years it had been cited as at least 70% of respondents.

Charts 29 and 30 depict those topics where a trend is evident across the tracking period. Chart 29 shows those items of information where there have been increases since the start of the study. The data for the years 2000, 2004 and 2005 are shown.

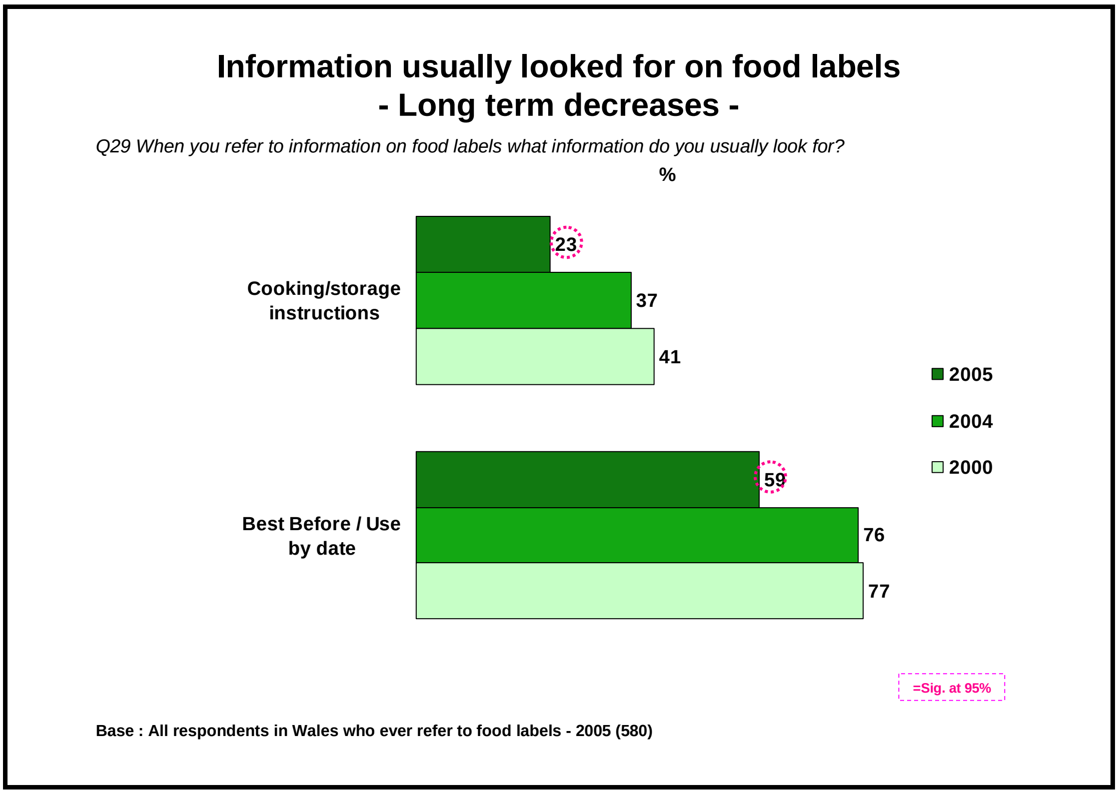
Chart 29



It is apparent that information about salt, fat and sugar content was increasingly sought between 2000 and 2004. In 2005, there was no increase in any of these, however, 2004 levels were maintained in all three. While only just over a fifth of respondents in Wales (21%) mentioned salt in 2000, just under half (47-48%) have done so in the past 2 years. The change over this period is not quite as marked for sugar, while for fat the proportion seeking information in the first year of the study was at a relatively higher level to begin with, but it has still seen a substantial increase since 2000.

Chart 30 shows those items where there have been decreases in the number seeking that type of information since the start of the study.

Chart 30



Clearly, over time there has been less consumer focus on these more general issues. Cooking and storage instructions were originally mentioned by 41% of respondents in Wales in 2000, but in 2005 less than a quarter (23%) selected this item from the list.

The best before or use by date has been sought by a greater proportion of respondents in the past (77% in 2000), but here too there has been a marked decline – from around three-quarters mentioning it in the early years of the study to just 59% this year.

There were some significant differences in the information that the various demographic sub-groups claimed to look for. More women (78%) than men (60%) claimed they looked for nutritional information. Likewise, those who claimed they were trying to eat more healthily were more likely to claim they looked for nutritional information (77%) than those who felt their diet was unchanged (66%) or had become less healthy (62%).

Those of social grade AB and C1C2 (both 63%) were more likely to search for information about ingredients compared to DE's (47%). And AB's (22%) were also more likely to search for ethical information than DE's (10%).

Those with children were more likely to claim they look for information about ingredients (68%) than those without children (52%). Those in the youngest age group (16-25) were less likely to look for any type of information, whilst those in the oldest age group (66+) were less likely to look for information about ingredients and ethical information (as shown in table E on the next page).

Table E

KEY SUB-GROUPS – INFORMATION LOOKED FOR….. (2005)

	16-25	**26-35**	**36-49**	**50-65**	**66+**
	(73)	(82)	(128)	(167)	(130)
	%	%	%	%	%
Nutritional information	62	76	71	68	70
General information	53	67	**73**	**68**	65
Information about ingredients	42	**69**	**69**	55	47
Ethical information	9	**20**	**19**	11	7

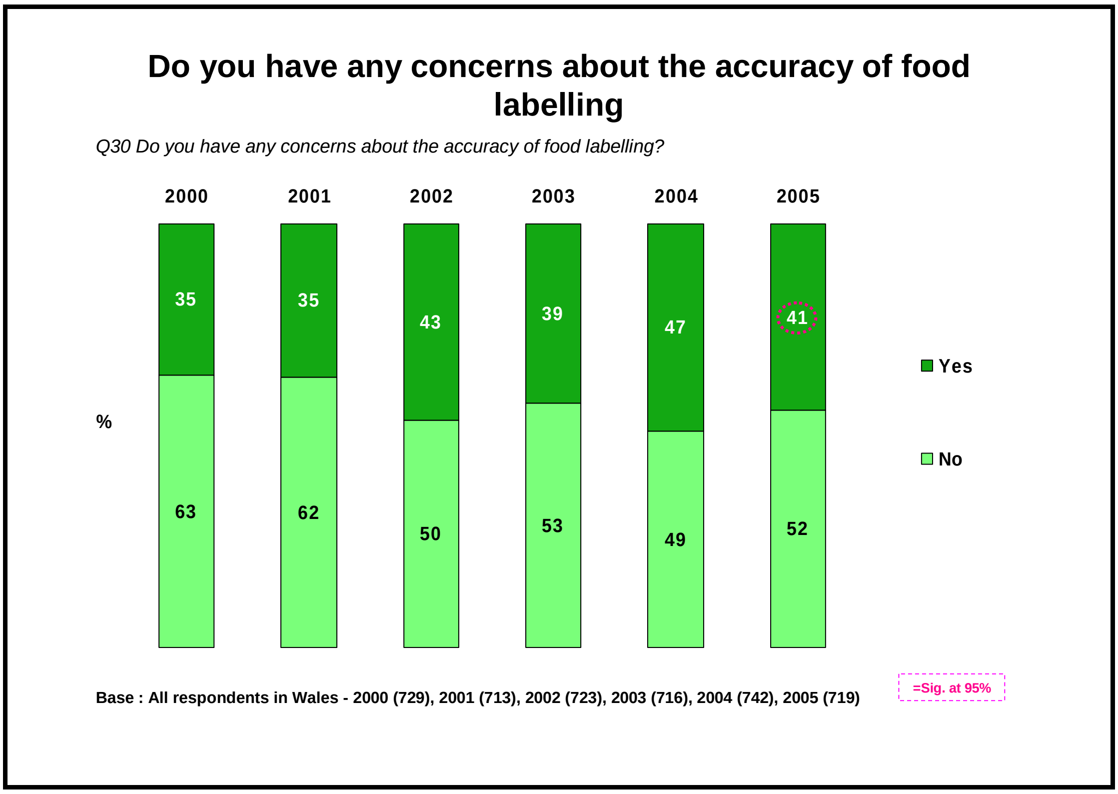
Base: All respondents who ever refer to food labels

Bold indicates a finding that is significantly different from at least one other social grade category

7.3 Concerns about food labelling accuracy

In terms of the accuracy of food labelling, two-fifths of the sample in Wales (41%) indicated that they had a concern about the issue in 2005. Chart 31 shows that the level of concern has fluctuated since 2002.

Chart 31

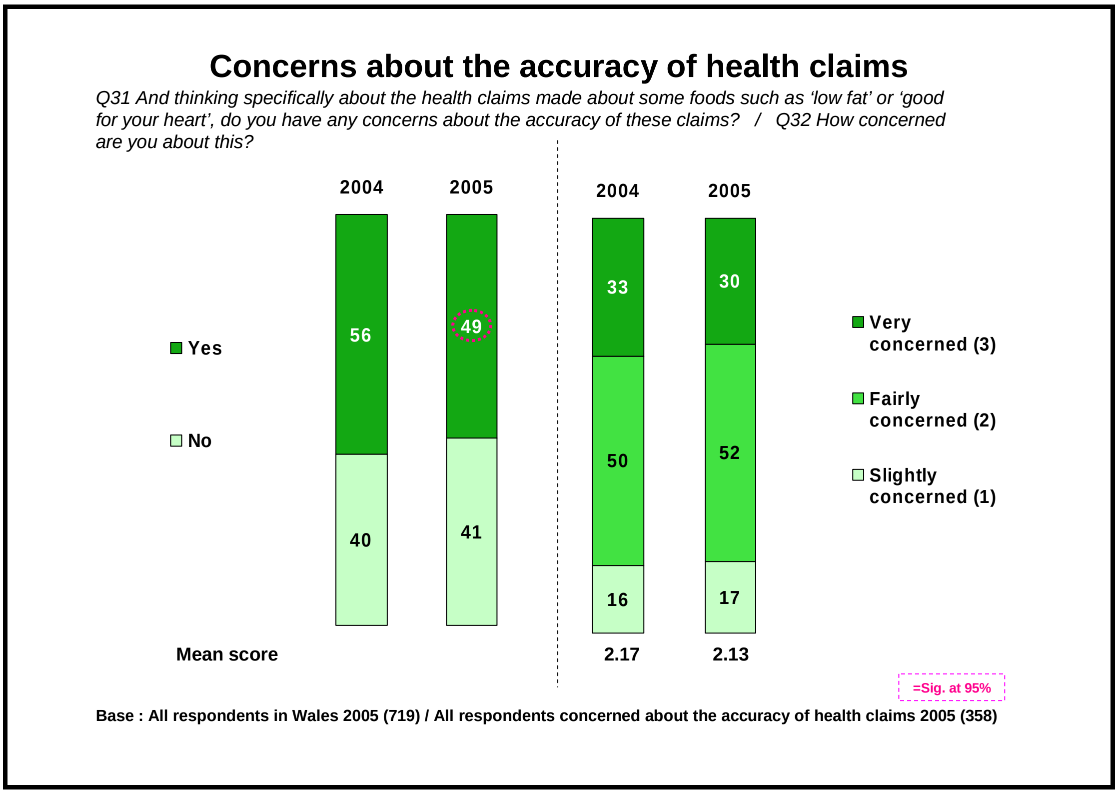


There were relatively few differences among the key sub-groups this year. Females were more likely to express concern (47%) than males (35%). Those in social grade C1C2 (45%) were more likely to express concern compared to those in DE (35%), and those in age group 66+ were less likely to express concern (34%) than 36-49 year olds (47%).

7.4 Concerns about accuracy of health claims

Two questions established whether respondents were concerned and their level of concern about the accuracy of claims made about some foods such as 'low fat' and 'good for your heart'.

Chart 32



Looking at the left side of the chart just under half of respondents in Wales stated that they were concerned about the accuracy of the health-related claims. This represents a 7 percentage point decrease from the previous year.

More women (55%) had concerns compared to men (43%), while the youngest age group (16-25 - 33%) were significantly less likely to express a concern than the those in 26-65 age groups (all over 50%); and the oldest age group (66+ - 37%) were less likely to express a concern compared to 36-65 year olds (at least 55%).

A greater proportion of AB's (61%) and C1C2's (51%) had concerns versus DE's (42%).

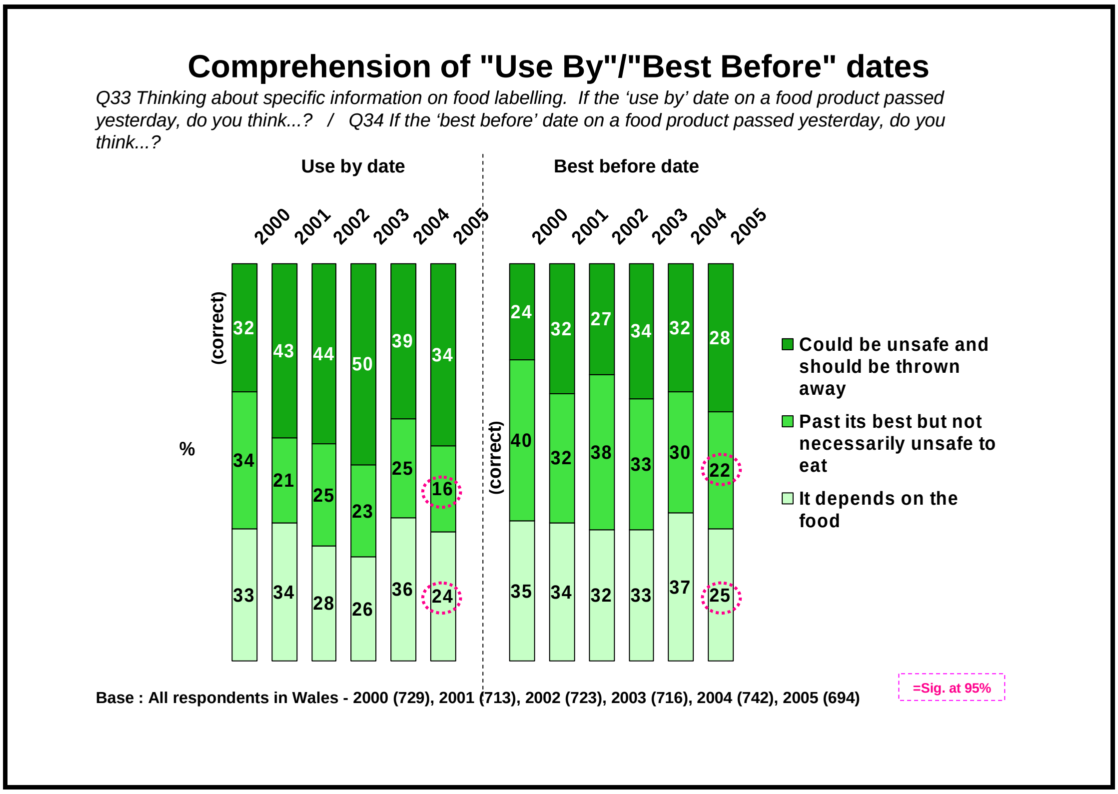
Looking at the right hand side of the chart, the majority of those for whom this was an issue were 'fairly concerned' (52% this year), though a substantial group (30%) described themselves as 'very concerned' about health claims.

There was relatively little sub-group variation on this measure.

7.5 Food labelling - comprehension

Two questions were asked relating to “use by” and “best before” dates – in each case respondents were asked ‘If the use by / best before date on a food product passed yesterday, do you think…?' and presented with options to choose from to indicate what they would do.

Chart 33



It should be noted that an element of the response (correct or incorrect) may be guesswork.

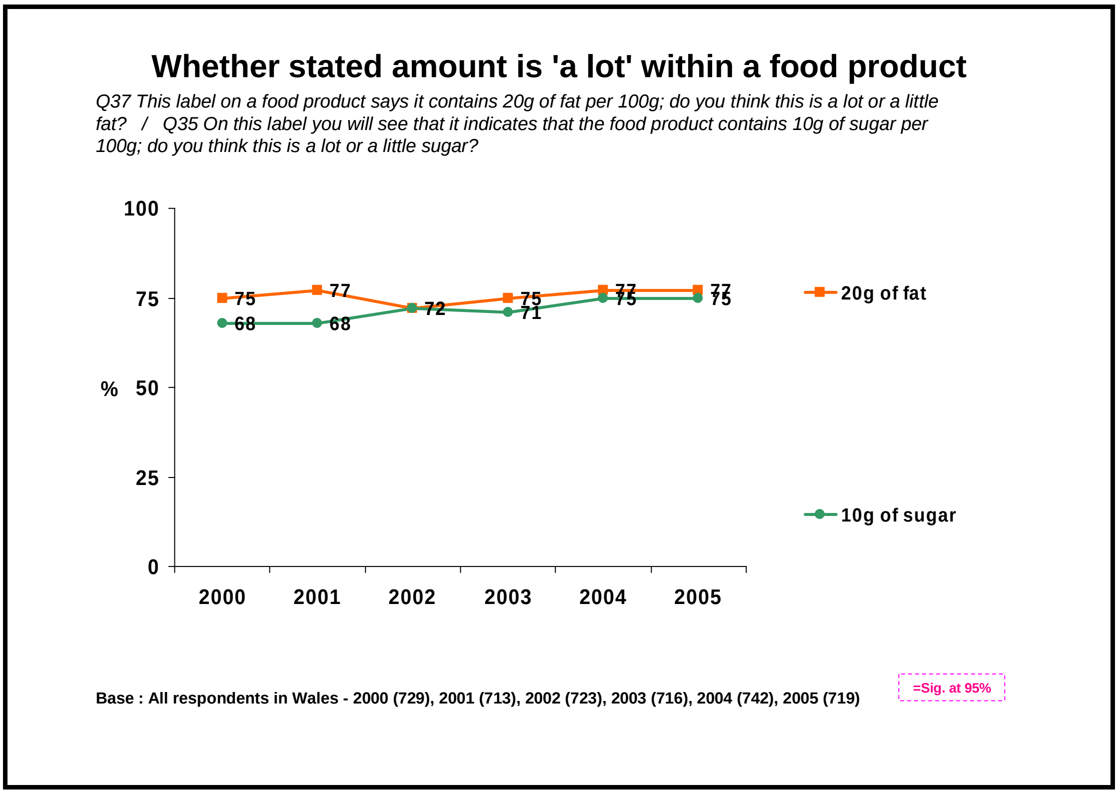
Almost a half (49%) of respondents answered correctly for ‘use by date’, a 10 percentage point increase from last year. This pattern of response is similar to that observed in 2003.

Just over a third (34%) of respondents answered correctly for ‘best before date’, and there was an increase in the proportion saying ‘could be unsafe and should be thrown away’ (by 6 percentage points to 38%).

In both scenarios around a quarter of respondents would decide what to do based on the specific food. This suggests that perceived knowledge of the risk of a particular food often overrides date information on labels, regardless of an individual’s level of understanding. However, there was a decrease in both cases of respondents choosing this option from the previous year.

Questions were also asked about specific quantities of sugar and fat indicated on labels and whether this represented a lot or a little of that ingredient within the food. In both cases the correct answer was ‘a lot’. In both cases, respondents were prompted with a picture of a food label, a copy of which is appended.

Chart 34

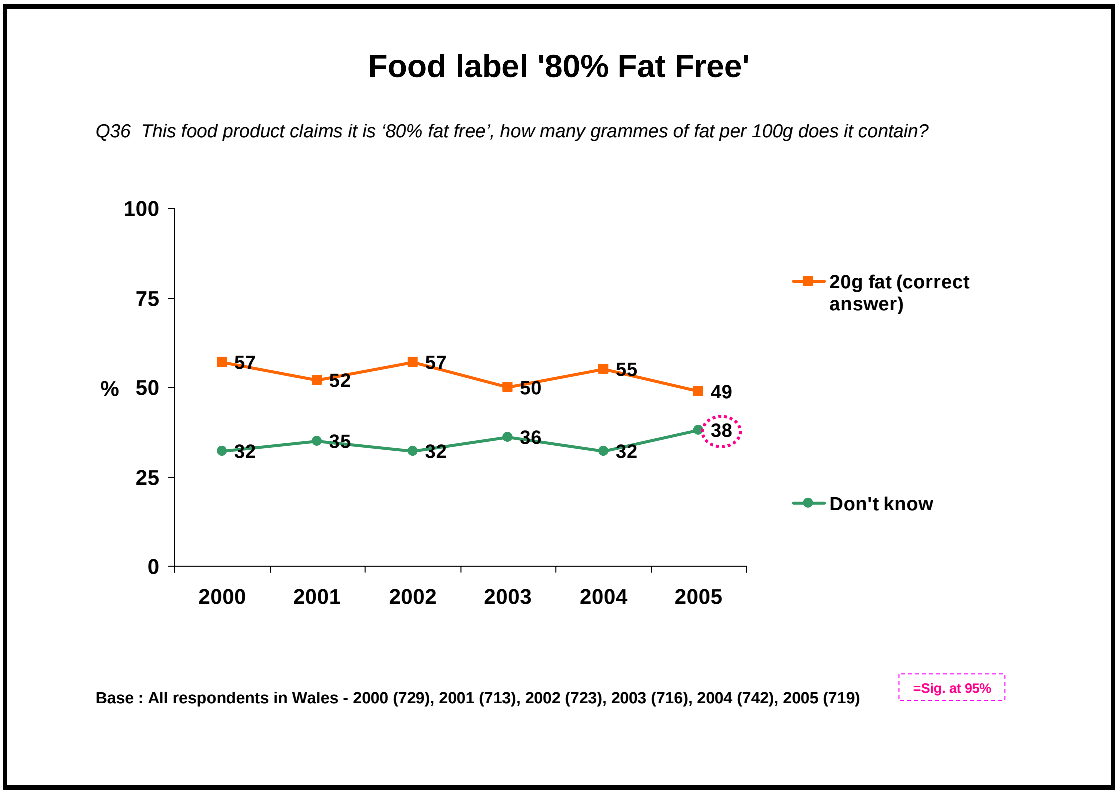


This year 75% of the sample in Wales answered correctly for sugar and 77% did so for fat. In both cases this was consistent with previous years. The results therefore suggest that there has been little or no change over time in respondents’ ability to judge whether these amounts are relatively high or low.

Certain sub-groups emerged as less knowledgeable, notably the oldest age group (66+) and the youngest (16-25), and in the case of sugar, men.

Respondents were also asked how many grammes of fat were contained in 100 grammes of a product that claimed to be ‘80% fat-free’.

Chart 35



Just under half (49%) of respondents answered this question correctly. This did not represent any significant change from the previous 2 years

The proportion responding ‘don’t know’ at this question increased in 2005 (to 38%) – fluctuating over the period of the study, this change returns it to the level seen in 2003.

So, in general, there has been little observable change over time in the understanding of the phrase ‘80% Fat Free’.

Certain sub-groups were particularly poor at answering this question. The oldest age group (66+) was least likely to answer this question correctly (35% compared to at least 48% for all other age groups), while the DE’s (37%) were less likely than both the AB’s (62%) and the C1C2’s (55%) to give the correct answer.

The final question on food labelling presented respondents with a typical food label – ‘Beef Lasagne’, with the ingredients listed in order as: Tomato, Milk, Pasta, Beef (11%), Water – and so on, and asked what the main ingredient was. The label is shown in Chart 36 on the following page.

Chart 36

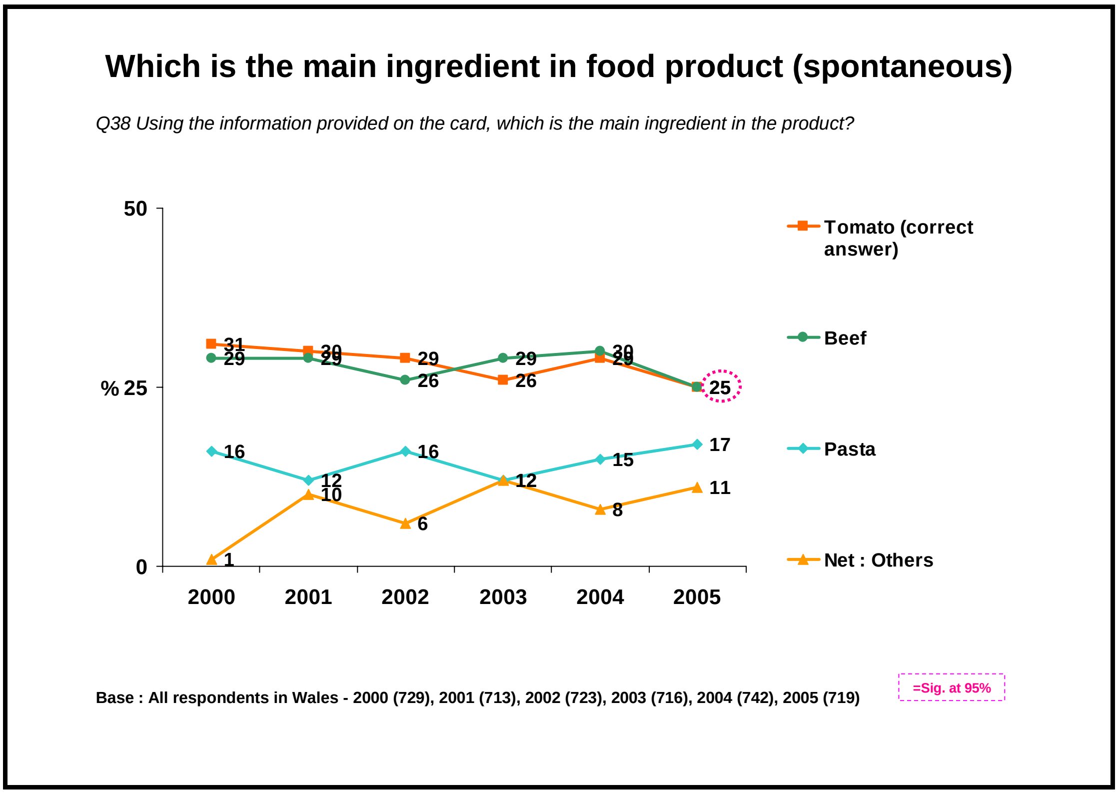
Food Label “Lasagne Ingredients”

INGREDIENTS
BEEF LASAGNE
TOMATO, MILK, PASTA (DURUM WHEAT SEMOLINA, WATER, EGG, OLIVE OIL), BEEF (11%), WATER, MOZZARELLA CHEESE (3%), WHEATFLOUR, MARGARINE, DOUBLE CREAM, ONIION, TOMATO PUREE, WHITE WINE, BACON (WITH PRESERVATIVES: POTASSIUM NITRATE, SODIUM NITRATE), OLIVE OIL, SALT, BEEF STOCK (CONTAINS FLAVOURING), BREADCRUMB (WITH FLOUR IMPROVER: L-ASORBIC ACID), RED WINE, VEGETABLE OIL, SUGAR, MODIFIED MAIZE STARCH, GARLIC, BASIL, BLACK PEPPER, NUTMEG, WHITE PEPPER

As Chart 37 shows, there is relatively little consensus on what is the main ingredient, and only a quarter of respondents in Wales correctly selected ‘tomato’ in 2005. This is consistent with the previous 3 years, but does represent an overall decrease from the levels shown in 2000.

The number of respondents incorrectly identifying the main ingredient as beef has significantly decreased in the last year from 30% in 2004 to 25% in 2005.

Chart 37



Looking at the sub-groups – the youngest (16-25 - 17%) and oldest respondents (66+ – 15%) and the DE's (17%) were less likely than their sub-group counterparts to give the correct answer.

8 Sources of information on food standards

Respondents were asked to think of the organisations where they would be able to find information about food standards and food safety. Respondents were also asked which sources of information they would use and how reliable they perceived them to be.

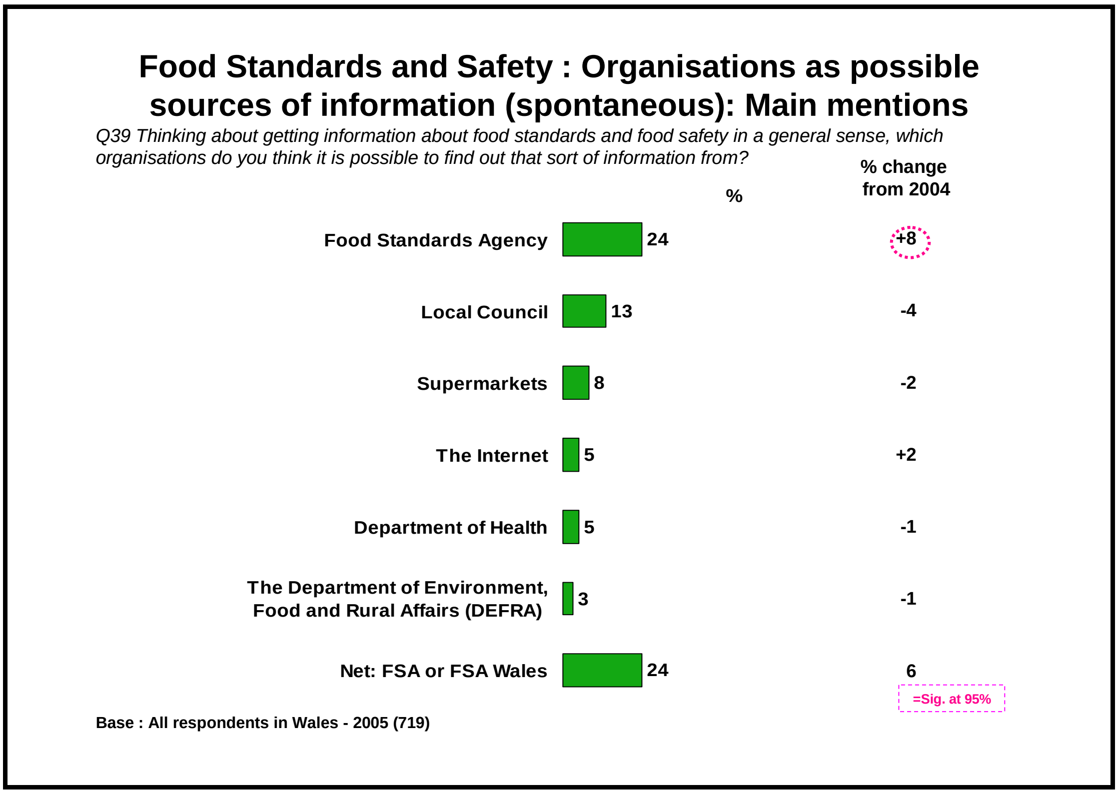
Key findings:

- This year respondents in Wales were able to cite more organisations that they would use for information compared with previous years. In particular, the Food Standards Agency has become more top of mind over time.
- The vast majority of those who have used the FSA as an information source regarded it as reliable.
- The FSA or FSA Wales are seen as the most reliable source of information in the event of a food scare, closely followed by the Government.
- In overall terms there was a decrease in confidence in the current measures taken by organisations to protect health with regard to food safety.

8.1 Information sources - awareness

Respondents were asked for their spontaneous suggestions of organisations where it is possible to find out information about food standards and food safety. A wide range of possible sources was suggested. Chart 38 shows the main sources mentioned by respondents in Wales in 2005.

Chart 38



For the first time, the FSA was the most mentioned source, with just under a quarter (24%) of respondents in Wales citing it as a possible source of information. This continues a trend towards greater recognition of the Agency as an information source. At the outset of the study only 9% of respondents mentioned the FSA as a source at this question. This remained stable in 2001, and then increased significantly to 13% in 2003, after remaining stable again for the next two years, the further increase this year to 24% represents a new high for recognition of the FSA as an information source.

Mentions of other sources remained fairly stable this year.

However, as in all previous years of the study almost half of those interviewed (45% this year) claimed to be unaware of where to find such information. This less informed group is not diminishing in size over time, and is actually higher than in 2000 (34%), despite the Agency becoming more top of mind.

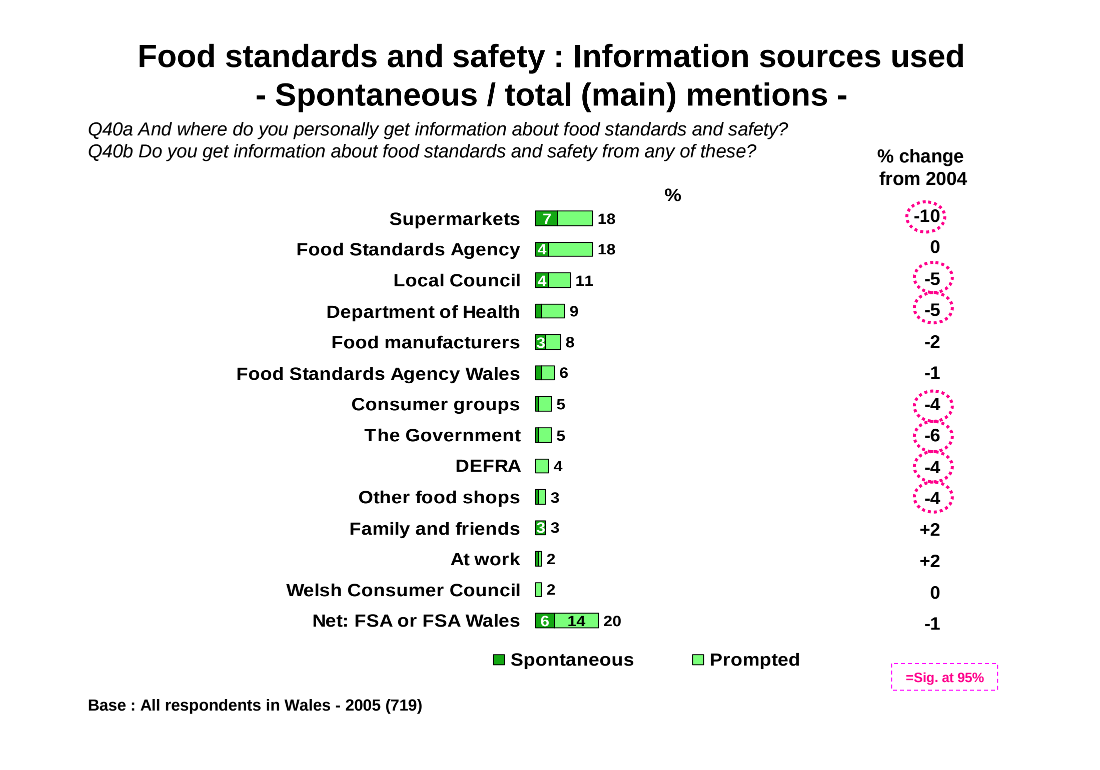
Awareness of the Agency as a source of information was lower amongst women (19% compared to 28% amongst men) and amongst the oldest age group (66+ - 10% compared to at least 24% for all other age groups). Those of social grades DE (16%) and C1C2 (25%) had lower awareness of the Agency than those in AB (36%) (and DE's also had significantly lower awareness than C1C2's).

8.2 Information sources used

Respondents were asked to spontaneously mention any organisations that they had personally used to get information about food standards and food safety. They were then prompted with a list of possible organisations that they had not mentioned spontaneously.

The most frequently mentioned sources that had been used for food standards and safety information are shown in Chart 39.

Chart 39



In previous years, supermarkets have received the greatest number of mentions. However, this year the level of mentions for supermarkets fell by 10 percentage points, meaning that both supermarkets and the Food Standards Agency were the most mentioned information sources, each being mentioned by 18% of respondents.

One in five respondents mentioned the FSA or FSA Wales.

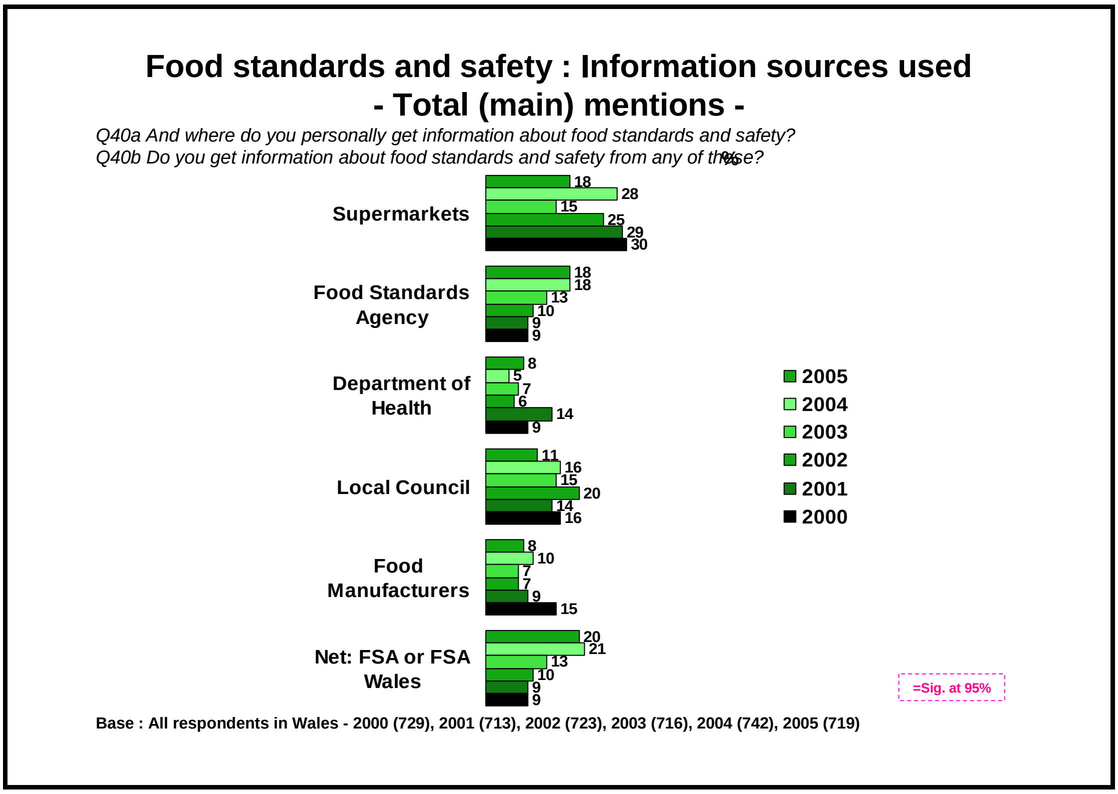
It is important to note that respondents are unlikely to proactively seek information directly from the FSA, but use information from the FSA via other channels (e.g. TV or press campaigns). Conversely, they will not always attribute information generated by the FSA on food safety seen on the news or TV to the FSA.

Several other sources showed a decrease in the number of mentions this year, including Local council mentions, which were down 5 percentage points to 11%.

Those in the oldest age group (66+) were less likely to mention the FSA than those in the 26-65 age groups (9% compared to at least 21%) and those in the DE (16%) social grade were less likely to mention it compared AB's (26%).

Usage of the key sources from 2000-2005 is shown below in chart 40.

Chart 40



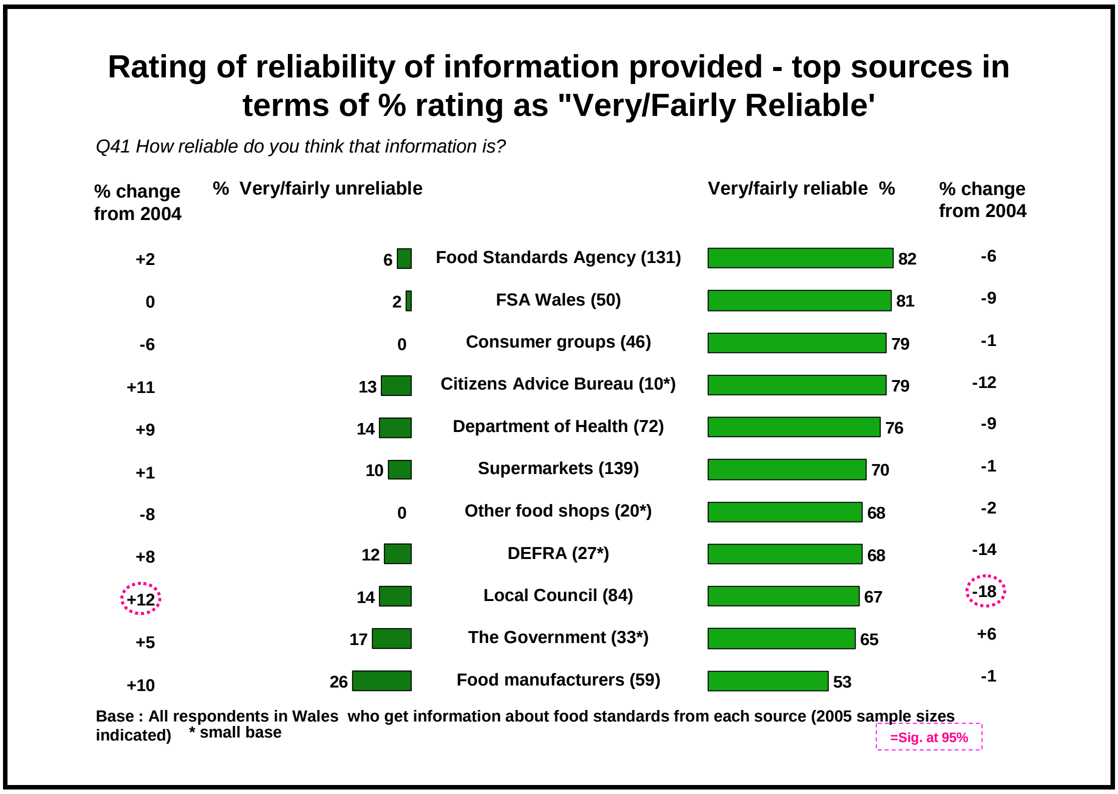
As can be seen, usage of the FSA consistently increased from 2000-2004 and remained at the same level in 2005. Usage of the other sources has fluctuated over this period without demonstrating a consistent trend.

8.3 Reliability of information provided

Users of each source were also asked to rate the reliability of the information provided by that source, using a five-point scale ranging from ‘very reliable’ to ‘very unreliable’.

Chart 41 shows (for each source used) the percentage responding using the ‘unreliable’ end of the scale (shown on the left-hand side of the chart) contrasted with the number choosing ‘very’ or ‘fairly reliable’ (shown on the right-hand side). The proportion choosing the ‘neutral’ mid-point of the scale is not shown.

Chart 41



Most organisations, including the FSA, were considered to be reliable by the majority of their users. There was relatively little change this year in the ratings of each source – only for Local Council was there any change (down by 18 percentage points to 67% considering it very or fairly reliable).

Chart 42 shows the ratings of reliability of information from the Food Standards Agency across the study. There has been some variation in the Agency's ratings over time, but no consistent movement in a particular direction. It is viewed as a reliable source of information by the majority of those who consult it (82% this year) and this has remained broadly consistent since 2001.

Chart 42

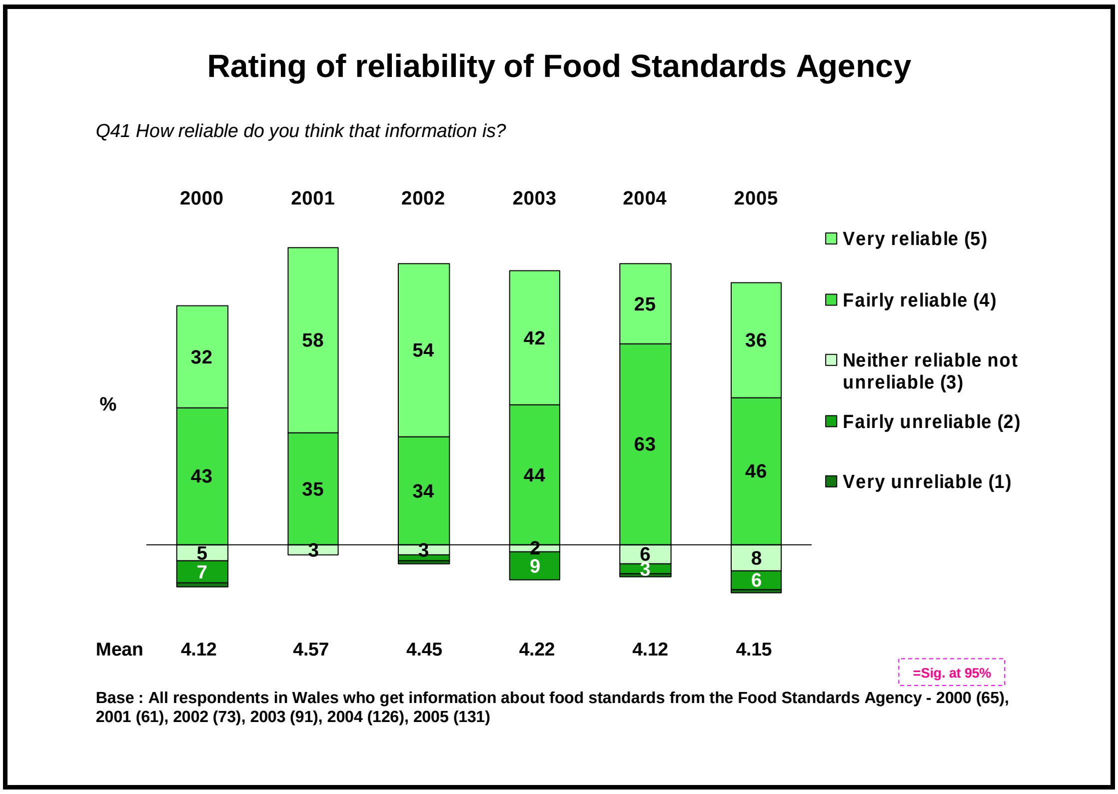
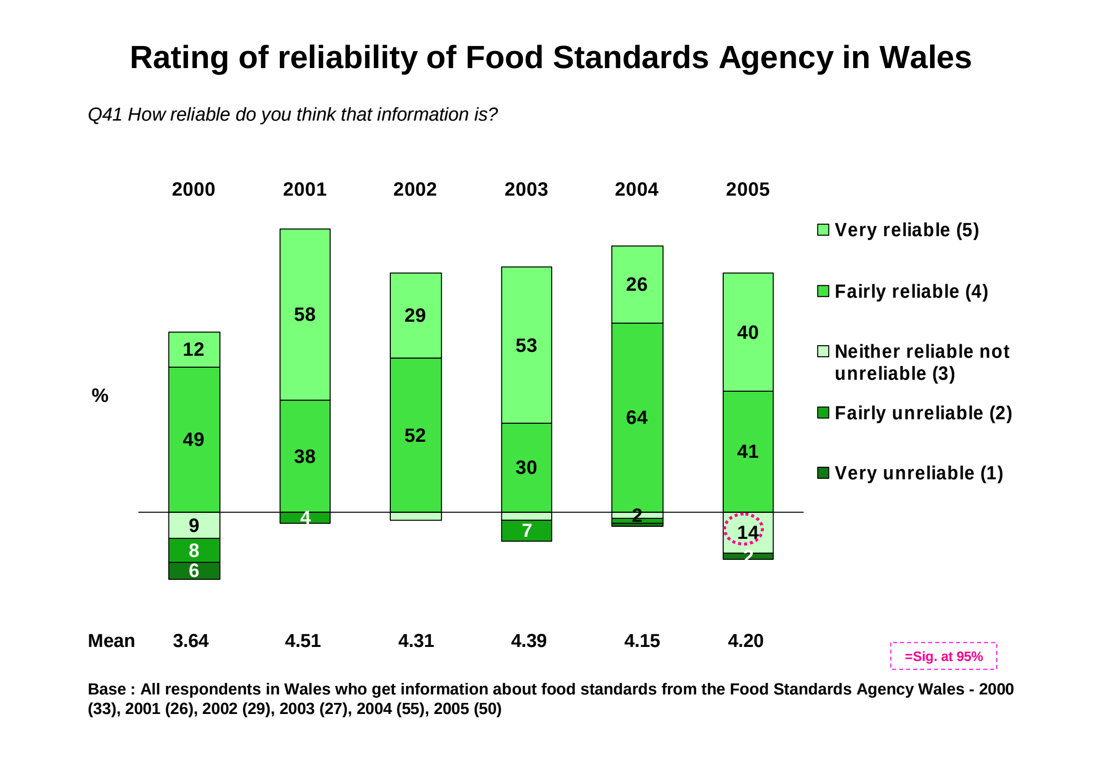


Chart 43 shows the same rating for the Food Standards Agency Wales.

Chart 43

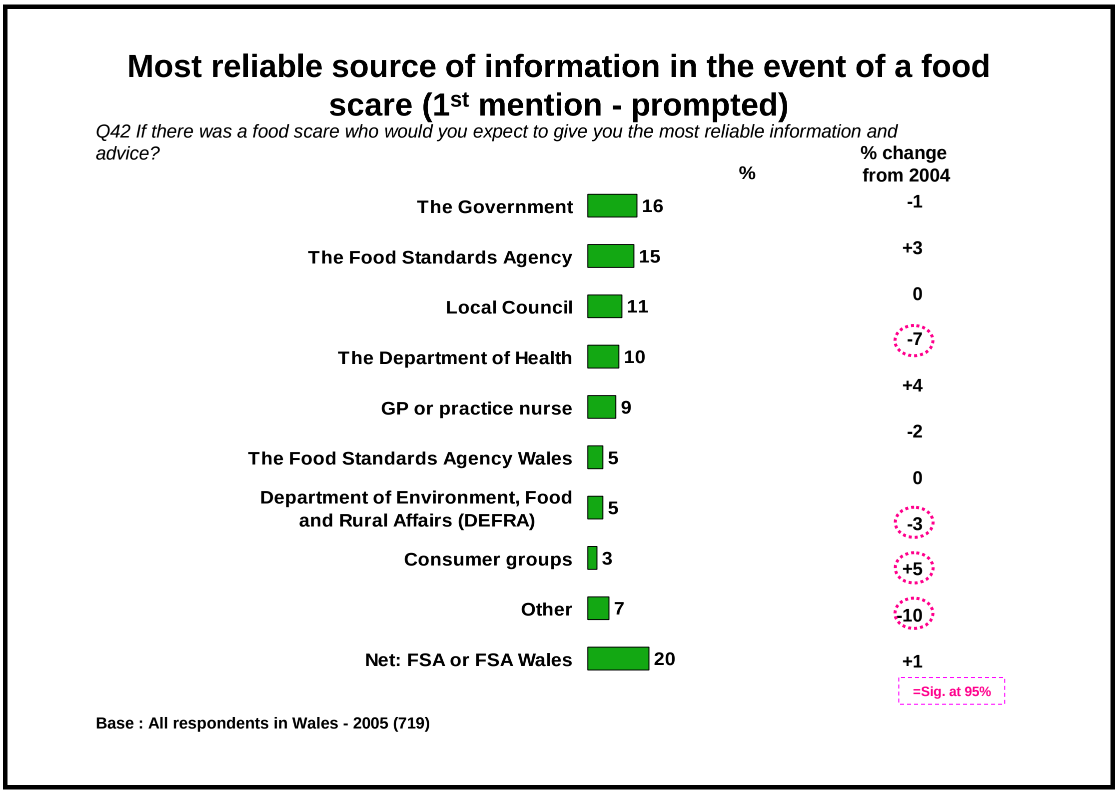


Relatively few respondents in each year claimed to have obtained information from the Foods Standards Agency Wales. As chart 43 shows, there has been considerable variation in responses to this question over the study period. However, because of the small base sizes few of these changes have actually been significant. This year, though, there was an increase in the proportion of respondents giving a neutral response.

Chart 44 on the following page shows the sources which were expected to provide the most reliable information and advice in the event of a food scare.

Comparing ratings of reliability for the FSA and FSA Wales it can be seen that there is little distinction between the two with 82% saying very/fairly reliable for the FSA compared with 81% for FSA Wales.

Chart 44



The Government was the most mentioned single group this year, with around one in six respondents (16%) claiming they would expect it to be the most reliable source of information in the event of a food scare. This was closely followed by The Food Standards Agency, mentioned by 15% of respondents.

It should be noted that those mentioning FSA or FSA Wales represents 20% of respondents – thus placing it as the most reliable source of information in the event of a food scare.

There was significant decrease of mentions for The Department of Health (down 7 percentage points to 10%) and also for Consumer Groups (down 3 percentage points to 3%).

There was an increase of 4 percentage points in GP or practice nurse mentions (9%).

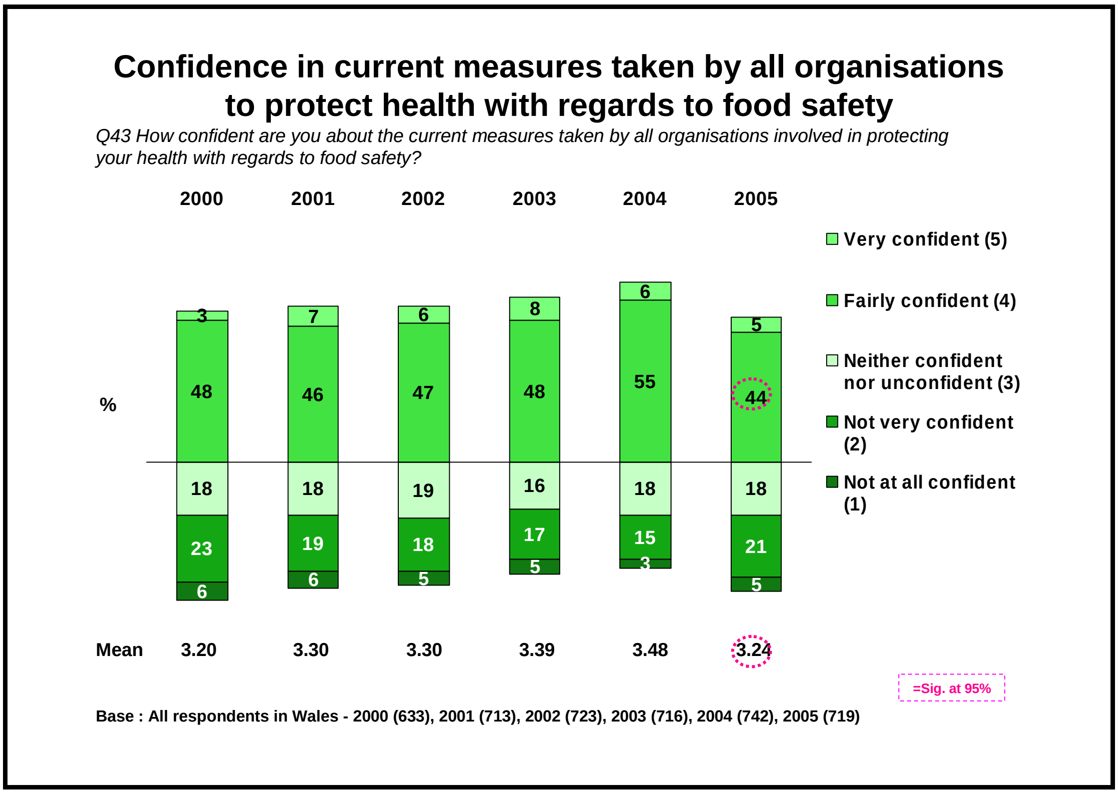
There was little variation in Food Standards Agency mentions across the sub-groups, although those aged 66+ (9%) were less likely to mention it versus those aged 16-25 (19%) and those aged 36-49 (19%).

8.4 Confidence in current measures

A five-point scale was used to assess the level of confidence in the current measures taken by all organisations involved in protecting health with regard to food safety.

There has been a decrease in overall levels of confidence in Wales this year, with just under half (49%) of respondents describing themselves as 'very' or 'fairly confident', this is predominantly due to a decline in the number of respondents claiming to be 'fairly confident' in current measures. The overall level is now back in line with levels seen in 2000-2002.

Chart 45



Among the various demographic groups, men (53%) were more likely to have confidence in current measures than women (45%), and those in social grade AB (56%) were more likely to have confidence versus those in C1C2 (44%).

9 Awareness and perceptions of the Food Standards Agency

This section measured awareness of the Food Standards Agency (prompted by name). The public's perception of the Agency was addressed and respondents were asked how confident they were about the role played by the Food Standards Agency.

Key findings:

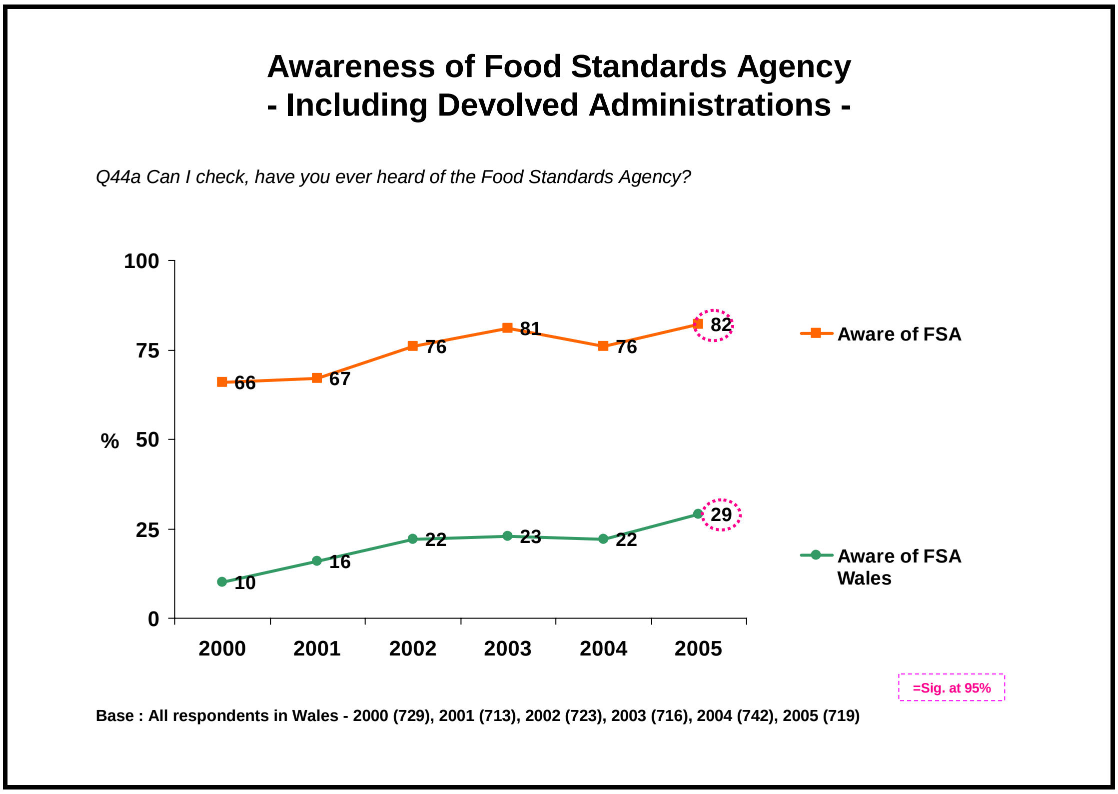
- Awareness of the FSA has increased consistently over the various waves of the study to reach a high of 82% in 2005. This may have been influenced by the E-Coli outbreak with greater publicity surrounding the organisations which protect public health during part of the interviewing period.
- FSA Wales awareness has also shown an upwards trend, increasing this year to 29%.
- Confidence in the FSA decreased from 59% in 2004 to 53% in 2005. However, respondents were as likely to trust the organisation and the proportion believing that the information and advice it provides is clear were broadly similar to 2004.

9.1 Prompted awareness

Towards the end of the interview respondents were asked whether they had ever heard of the Agency. (At this point they had seen the Agency's name as part of a list of possible sources of information, though no particular attention had been drawn to it.)

Chart 46 shows awareness of the FSA and of FSA Wales among respondents in Wales.

Chart 46



Awareness of the Food Standards Agency increased this year, with around four-fifths (82%) of respondents in Wales now having heard of it when prompted. Awareness of the Agency has increased steadily throughout the tracking period and now stands at a new high.

Looking at the sub-groups – awareness was lower among the extreme age groups i.e. the 16-25 and 66+ year-olds (74% and 71% respectively, compared to at least 82% for all other age groups). As in previous years, those in social grade DE (73%) had lower awareness than those in AB (88%) and C1C2 (86%).

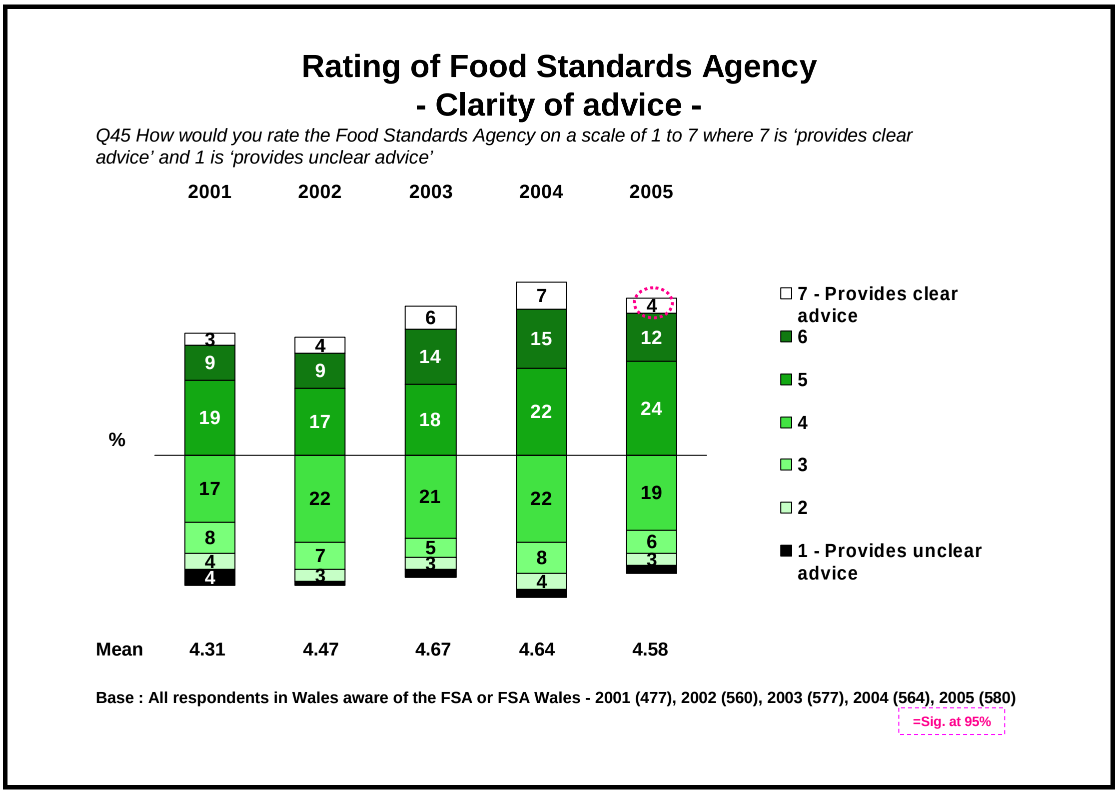
As previously, awareness of the FSA Wales was somewhat lower than that of the FSA, however, it did show an increase of 7 percentage points from the previous year, with just under a third (29%) now claiming awareness, and has also shown a steady increase over the tracking period. Those in the 66+ age group claimed lower awareness than those in the 36-65 age group (21% compared to at least 30%).

All respondents aware of FSA Wales were also aware of the FSA across all years in the study period.

9.2 Ratings of the Food Standards Agency

Respondents who were aware of the FSA were then asked to rate it on various aspects of the service it provides, in order to provide more detail on their perceptions of the Agency.

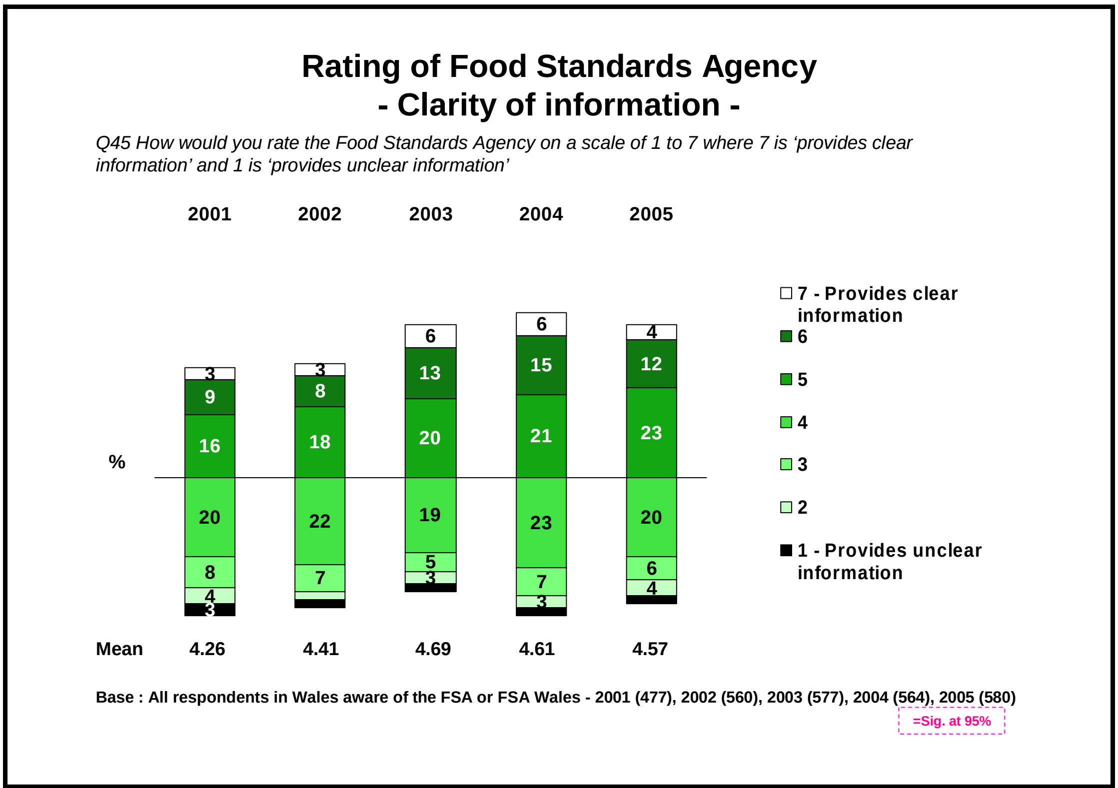
Chart 47



Two-fifths (40%) of respondents opted for points on the positive side of the scale i.e. 'provides clear advice' this year. This did not show a decrease from the previous year, however, there was a decrease in the number of respondents opting for the highest score of 7 ('Provides clear advice'). Overall, the mean score for clarity of advice, stayed broadly similar to the previous year.

It should be noted that, as in previous years a substantial proportion of respondents opted for the 'neutral' mid-point (19%), and there was also an increase in the number of respondents claiming that they did not know (30% in 2005), so a sizeable group were aware of the Agency, but appeared to have no view on this issue.

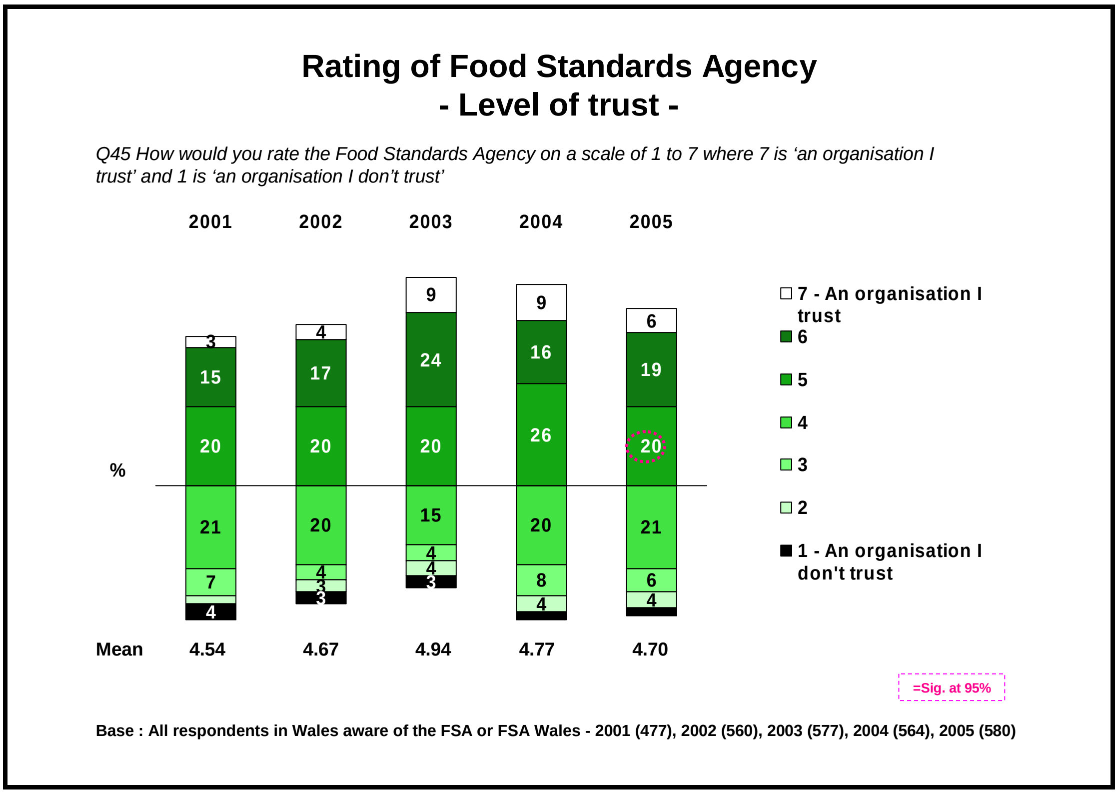
Chart 48



Thirty nine percent of respondents opted for points on the 'clear information' side of the scale this year, with only 12% opting for points on the side of 'unclear information'. However, 20% chose the 'neutral' mid-point and a further 30% did not know (all almost the same percentages as for 'clarity of advice').

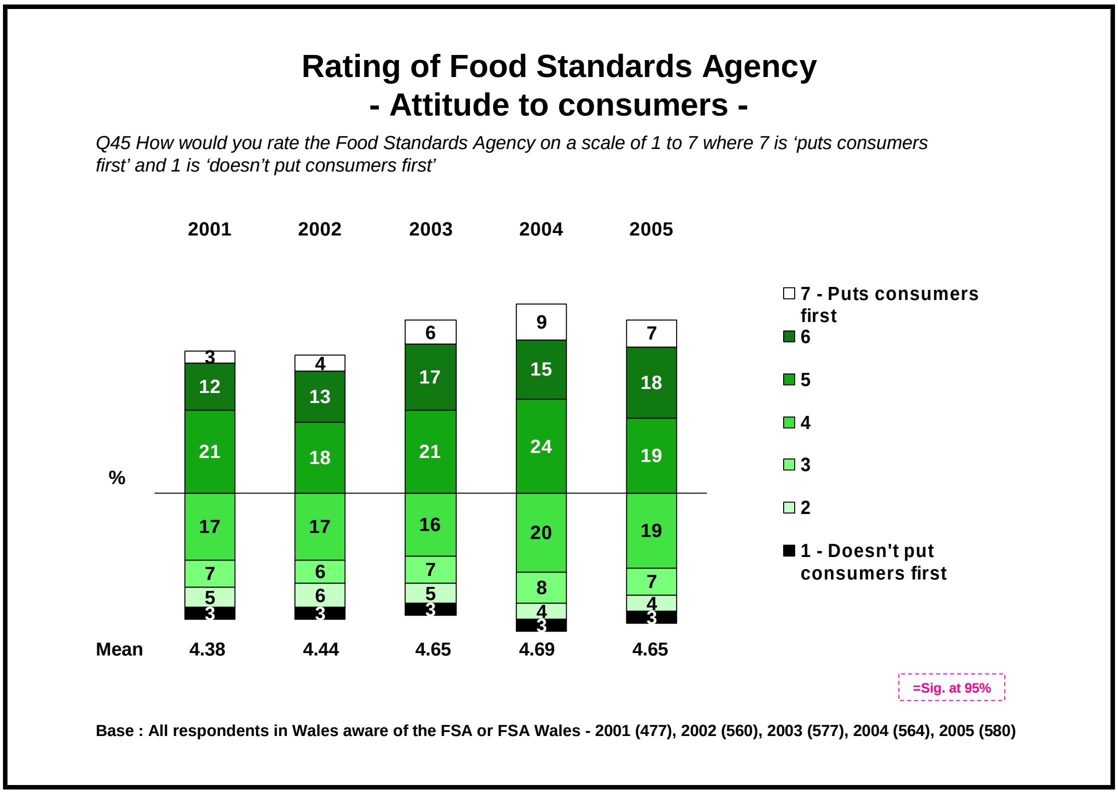
There were no changes for clarity of information from the previous year, and there was little variation between the sub-groups.

Chart 49



On the rating 'an organisation I trust', a similar picture emerged – those respondents who were aware of the FSA gave a positive rating overall on this scale and again there was little change in the overall rating from the previous year. On the positive end of the scale, there was however, a decrease in the number of people opting for '5'. Around two-fifths of the respondents either chose the neutral point on the scale or claimed not to know.

Chart 50



In terms of 'putting consumers first' the pattern of responses was again very similar to that seen consistently so far – a generally positive rating by those aware of the Agency, with no significant changes from the previous year.

Around two fifths (44%) responded positively and 19% responded neutrally. Few (14%) felt the Agency was an organisation that did not put its consumers first (rating the FSA 1-3).

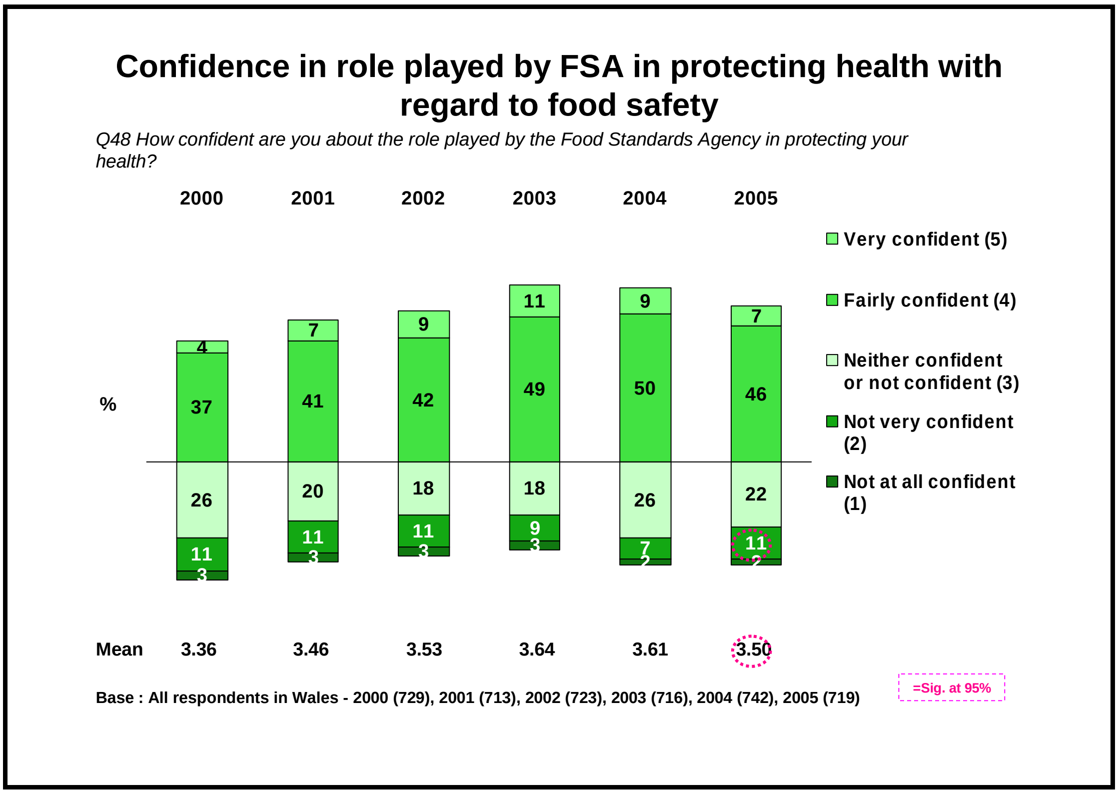
Once again, there was little variation amongst the demographic sub-groups.

9.3 Confidence in Food Standards Agency

In the final section of the questionnaire respondents were provided with an outline of the Food Standard Agency's remit. They were asked how confident they were about the role played by the Food Standards Agency.

As for general confidence in current measures pertaining to food safety, a five-point scale was used to assess the level of confidence in the Food Standards Agency and the responses in Wales are shown in Chart 51.

Chart 51



Fifty three percent of respondents in Wales described themselves as fairly or very confident about the Agency's role, a decrease of 6 percentage points from the previous year (59%). There was also an increase in the number of people who said they were 'not very confident' (up to 11%).

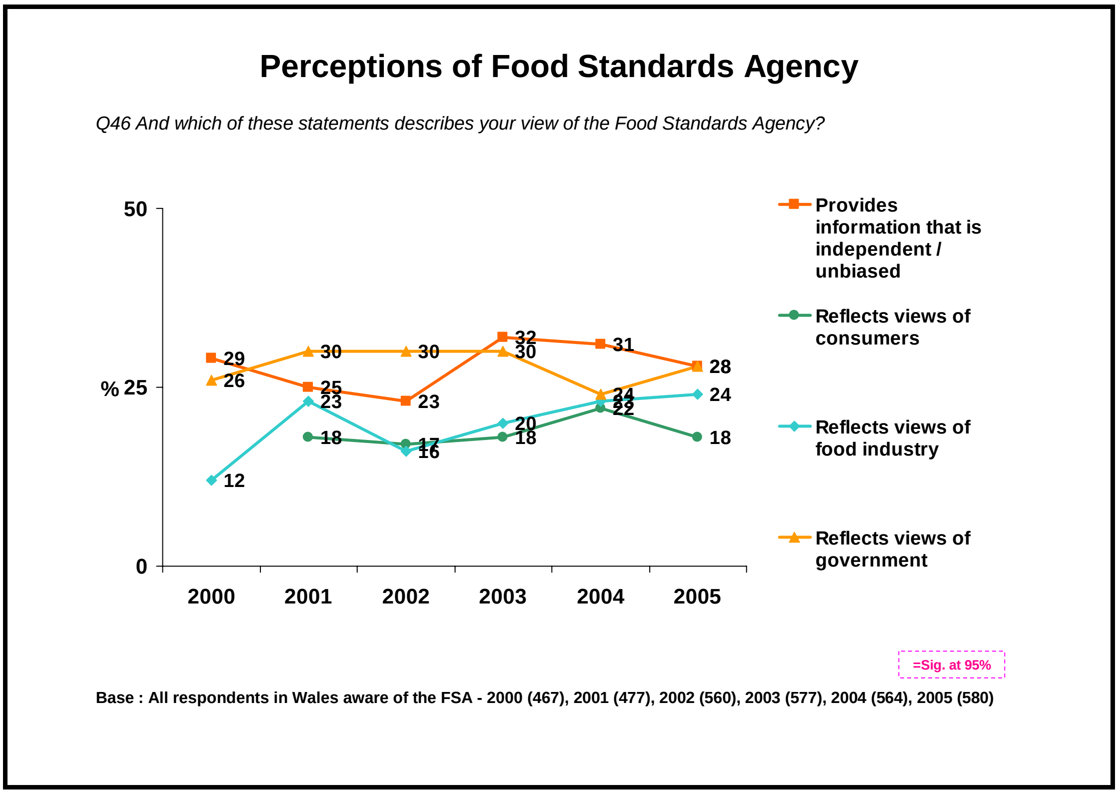
The confidence in the FSA as expressed in the summary measure of the mean score saw a decrease from 2004, however it is worth noting that this has consistently been higher than confidence in 'all organisations' (see Section 8.4).

Those in the youngest age group (16-25 – 3.67) gave higher ratings on this measure than did the 36-49 age group (3.35).

9.4 Perceptions of the Food Standards Agency

Those respondents who were aware of the FSA were shown a list of statements and asked to choose those that reflected their view of the Agency. One statement – 'reflects the views of consumers' – was added to this question in 2001.

Chart 52



The most commonly used descriptors were 'provides information that is independent/unbiased', and 'reflects views of the government', with around a third of respondents (28%) selecting each this year. While there has been some fluctuation year-on-year in the number selecting these statements, there has been no discernable upward or downward trend.

Around a quarter (24%) felt the FSA 'reflects the views of the food industry', and just under a fifth that it 'reflects the views of consumers'.

The chart does show some movement, however, none of the changes this year were significant.

Looking across the sub-groups – those in the youngest (16-25) and oldest (66+) age groups were less likely to feel that the FSA 'reflects the views of government' than all other age groups (14-16% compared to at least 30% for the others). Those of AB social grade (41%) were more likely than the other social grade groups (C1C2 – 27%; DE – 25%) to state that the information the FSA provides is 'independent/unbiased'.

10 Information requirements

10.1 Specific information requirements

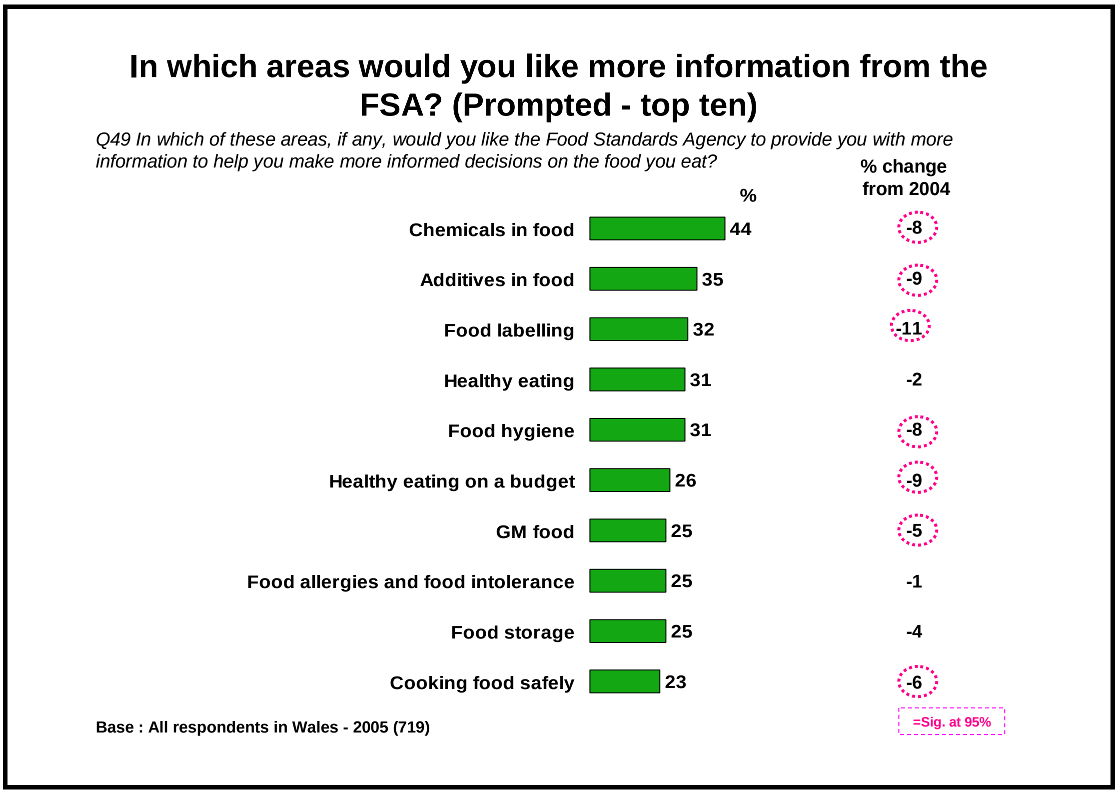
A list of topics where the public may need information was shown and respondents were asked to state in which, if any, of these areas they would like the Food Standards Agency to provide more information.

Key findings:

- When prompted via a list of options, chemicals and additives in food remain the key areas where people would like more information from the FSA

Chart 53 shows the top ten topics selected from the list.

Chart 53



There were some shifts this year, all downwards – with fewer people requesting information on a variety of topics, ranging from chemicals and additives in food, through labelling, GM food and the safety of cooking food.

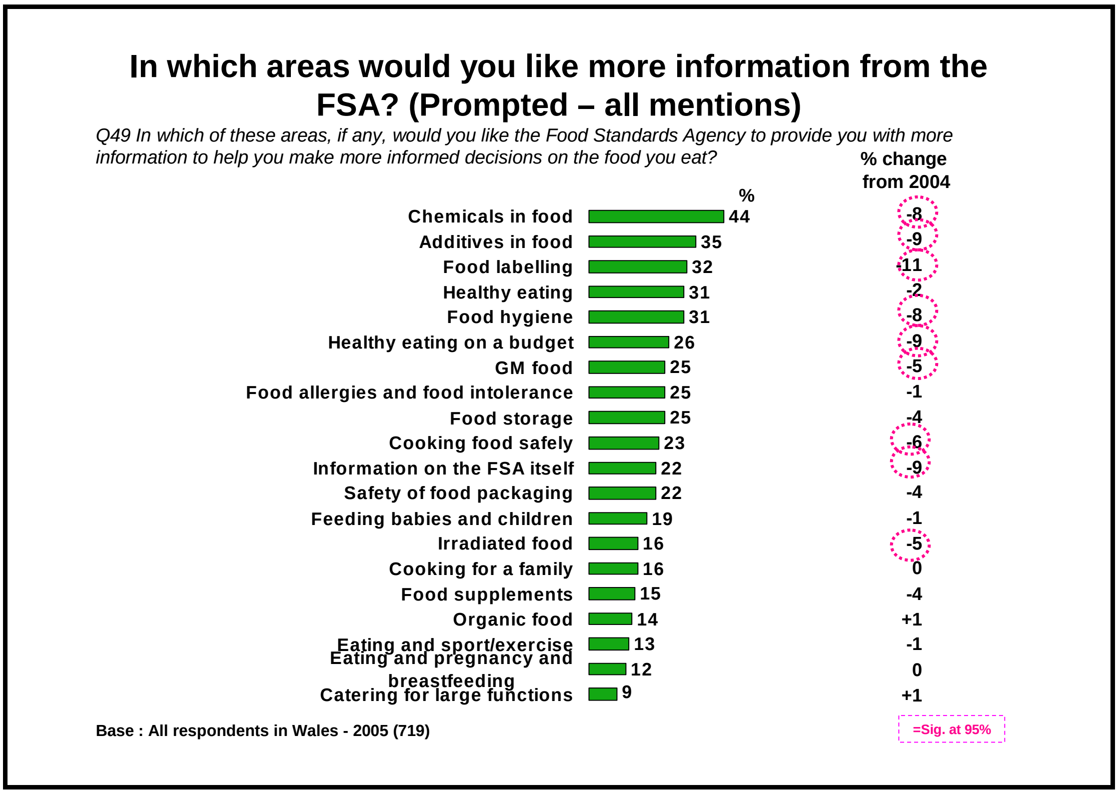
Chemicals and additives in food nevertheless remain the key areas where people would like more information from the FSA.

Interest in information about chemicals and additives in food, food hygiene, food labelling, GM food, information in the FSA itself and cooking food safety were all less likely to be mentioned by respondents than in 2004. However, in 2005 the proportion selecting each of these issues is close to its pre-2004 level.

Nevertheless, there remained a widespread requirement for more information on many aspects of food safety and related issues. Only 19% of the sample in Wales did not want information on any of the topics shown. Clearly, as this study has shown each year, there is still considerable scope to improve consumer understanding of a variety of issues.

Chart 54 shows the full list of issues which respondents could choose from. There is therefore some overlap between the information on this chart and that shown in chart 53.

Chart 54



Whilst there was a decline in some areas, compared with 2004, the level of response for each area is largely in line with 2003 - suggesting that it doesn't represent a real trend.

Examining the social grade groups, DE's were less likely to request information on several of these issues (such as chemicals/additives in food and GM food) than AB's or C1C2's.

Across the age groups, as in previous years the oldest (66+) and the youngest (16-25) groups emerged as different from those in between. These extreme age bands were less likely to request information on a number of these subjects.

APPENDIX 1

Questionnaire and Show Material

Food Standards Agency - Consumer Attitudes Survey 2005
Quantitative Research Questionnaire
FINAL

TNS Consumer Job No. 125341
19 August 2005

Section 1: General Information on Shopping Habits

We're interested in talking to people about a number of issues related to food.

Firstly, we'd like to ask you about the people in your household and your responsibility for food shopping.

Q1 How many people are there living in your household (including yourself)? TYPE IN NUMBER (MINIMUM 1)

IF MORE THAN ONE ASK Q2; OTHERS GO TO Q4

Q2 How many people are there in the household who are aged 16 or over (including yourself)? TYPE IN NUMBER (MAXIMUM = Q1, MINIMUM 1)

IF NUMBER AT Q2 MATCHES NUMBER AT Q1 GO TO Q4; OTHERS ASK Q3

Q3 And how many children aged 15 or less are there living in the household? TYPE IN NUMBER AND CODE AGES:

1. 0-4 years
2. 5-9 years
3. 10-12 years
4. 13-15 years

[Q1-Q3 CHECKED FOR INTERNAL CONSISTENCY]

ASK ALL

Q4 Can I just check your age? TYPE IN AND CODE RANGE

1. 16-17
2. 18-24
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. 65-74
8. 75+

IF MORE THAN ONE AT Q2 ASK Q5; OTHERS GO TO Q6

Q5 And is there anyone (else) over 65 in your household? TYPE IN NUMBER

SHOW SCREEN

Q6 Thinking about food/grocery shopping, which of these best describes the level of responsibility you have for the shopping in your household?

SINGLE CODE, INVERTED RANDOMLY, (ALLOW D/K - DO NOT SHOW)

1. Responsible for all or most of the food/ grocery shopping
2. Responsible for about half of the food/ grocery shopping
3. Responsible for less than half of the food/grocery shopping
4. Not responsible for any of the food/grocery shopping

IF RESPONSIBLE FOR ANY FOOD AND GROCERY SHOPPING (CODES 1-3) AT Q6 ASK Q7A, Q7B AND Q8; OTHERS GO TO Q9

SHOW SCREEN

Q7a How do you buy most of your household food shopping?

SINGLE CODE, INVERTED RANDOMLY, (ALLOW D/K - DO NOT SHOW)

1. By visiting supermarkets
2. By visiting local shops
3. By visiting markets
4. Via the internet
5. Other (SPECIFY)

SHOWSCREEN

Q7b And which others do you also use for your household food shopping? MULTICHOICE (Exclude code mentioned at Q7a)

INVERTED RANDOMLY, (ALLOW D/K - DO NOT SHOW)

1. By visiting supermarkets
2. By visiting local shops
3. By visiting markets
4. Via the internet
5. Other (SPECIFY)

SHOWSCREEN

Q8 How often do you usually buy food or groceries for your household? Please include any large main shops and also any smaller top-up shops.

(ALLOW D/K - DO NOT SHOW)

1. Every day
2. Every 2-3 days
3. About once a week
4. A couple of times a month
5. Once a month
6. Less often

SHOWSCREEN
Q9 On average, how often, if at all, do you prepare or cook a meal from raw or fresh ingredients?
(ALLOW D/K - DO NOT SHOW)

1. Two or more times a day
2. Once a day
3. Two to three times a week
4. About once a week
5. Two or three times a month
6. About once a month
7. Less often
8. Never

IF CODES 3-7 at Q9, ASK:

DO NOT SHOW SCREEN
Q10 Why do you not prepare or cook a meal from raw or fresh ingredients more often?
MULTICODE, (ALLOW D/K)

1. Do not have time
2. Only get time to cook at weekends
3. Don't enjoy cooking
4. Can't afford it/ cooking a meal from raw ingredients costs too much
5. My family/ kids don't like that sort of food/ meals prepared from raw ingredients
6. Prefer other types of food
7. Usually eat out at restaurants
8. Usually eat take-away food
9. Usually eat ready-prepared meals/ convenience food
10. Someone else does the cooking
11. Other (specify)

ASK ALL WHO DO NOT LIVE ALONE AT Q1, OTHERS SKIP TO Q12

SHOWSCREEN
Q11 On average, how often, if at all, do you sit down for your main meal at home with all the other members of your household?
(ALLOW D/K - DO NOT SHOW)

1. Two or more times a day
2. Once a day
3. Two to three times a week
4. About once a week
5. Two or three times a month
6. About once a month
7. Less often
8. Never

Q12 Are you or any of the people in your household….READ OUT AND CODE NUMBER OF PEOPLE
MULTICODE

1. Completely Vegetarian (do not eat meat (beef, chicken, pork or lamb) or fish)?
2. Mainly Vegetarian (eat fish but not meat)?
3. Vegan (do not eat meat, fish, dairy products, or any product derived from animals)
4. Following a strict plan to lose weight
5. On a casual diet to lose weight
6. On a special diet for medical reasons
7. On a special diet due to allergies
8. On a special diet for religious reasons
9. None

Section 2: Eating Habits

ASK ALL

SHOW SCREEN
Q13a Now thinking about the food you prepare and eat. Which of the following types of food do you eat <u>regularly</u> (at least two or three days per week)?
MULTICODE, INVERTED RANDOMLY, (ALLOW D/K - DO NOT SHOW)

Fresh vegetables/salads/fruits
Eggs

Ready-made meals (such as those that can be heated in the oven or in a microwave; e.g. Chicken curry)
Other convenience foods, frozen or packaged, such as fish fingers, burgers, chips

Dairy products, milk, cheese, butter, yoghurt etc (including low fat versions)

Organic food

None

<u>Meals you have prepared from any of the following raw ingredients:</u>
Fresh chicken
Fresh fish
Other fresh meat

SHOW SCREEN
Q13b And which of these do you eat occasionally (about two or three times per month)? MULTICODE

LIST OF THOSE NOT MENTIONED AT Q13a

SHOW SCREEN
Q13c And which of these do you never eat?
MULTICODE

LIST OF THOSE NOT MENTIONED AT Q13a or Q13b, IF ALL CODED SKIP TO Q14

SHOW SCREEN
Q14 Have you ever been concerned about the hygiene in any of these places? MULTICODE, INVERTED RANDOMLY, (ALLOW D/K - DO NOT SHOW)

1. Takeaway outlet (e.g. a fish and chip shop, Chinese, Indian, Pizza outlets)
2. Fast food outlet (e.g. McDonalds, KFC or franchise)
3. Takeaway sandwich outlet eg sandwich bar, garage, newsagent
4. Coffee shop (e.g. Costa Coffee/ Starbucks)
5. Cafés
6. Canteen at work/college/school
7. Restaurant
8. Pub/ Wine bar
9. Mobile food outlet (e.g. hot dog stand)
10. Social club/Health club/ Sports club
11. Ready to eat takeaway food from supermarkets (e.g. roast chicken, prepared salads from deli counters)
12. None

ASK ALL WITH CONCERNS AT Q14
Q15 Did you report your concerns about hygiene at the <OUTLET AT Q14>?

1. Yes
2. No

DO IF YES AT Q15 ASK Q16
DO NOT SHOW SCREEN
Q16 Who did you report your concerns to? MULTICHOICE
(ALLOW D/K)

1. The local council/ local environmental health officer/local trading standards officer
2. Staff at the outlet
3. Other organisation (WRITE IN)

ASK ALL
SHOW SCREEN
Q17 Now thinking about food hygiene, are you concerned about hygiene in any of the following places? MULTICODE, INVERTED RANDOMLY, (ALLOW D/K - DO NOT SHOW)

1. Supermarkets
2. Local/corner grocery shops
3. Local butchers
4. Market stalls selling fruit and veg
5. Market stalls selling meat
6. In the home
7. None

Section 3: Healthy Eating and Nutrition

ASK ALL
SHOW SCREEN
Q18 Overall, in the last year do you think your eating habits, both at home and when out, have become more or less healthy, or are they unchanged?
SINGLECODE, INVERTED RANDOMLY, (ALLOW D/K - DO NOT SHOW)

1. More healthy
2. Unchanged
3. Less healthy

SHOW SCREEN
Q19a Which, if any, of the following food types do you eat **more** of now than you did a year ago? MULTICODE

1. Foods or drinks containing sugar e.g. sweets , cakes, biscuits, soft drinks, or sugar added to tea or coffee
2. Foods containing fat e.g. fried foods, crisps, butter, margarine, mayonnaise
3. Fruit
4. Vegetables /salad
5. Bread, cereals, pasta, rice, potatoes
6. Milk and dairy products (including low fat versions)
7. Meat (all types: red, white and processed e.g. sausages and burgers)
8. Fish
9. Nuts, beans, chickpeas, lentils
10. Salt in your food (either in a food product, added in cooking, or added at the table)
11. None

SHOW SCREEN
Q19b. And which, if any, do you eat **less** of than you did a year ago? MULTICODE

LIST OF THOSE NOT MENTIONED AT Q19a

SHOW SCREEN
Q20a In **general**, which, if any of these do you think people **should** eat **more** of than they do currently? MULTICODE
LIST AS Q19a

SHOW SCREEN
Q20b And, in general, which, if any, do you think people **should** eat **less** of than they do currently? MULTICODE

LIST OF THOSE NOT MENTIONED AT Q20a

SHOW SCREEN
Q21 These are all portions of fruit and vegetables. Using these definitions how many portions of fruit and vegetables did you eat yesterday? TYPE IN NUMBER
(ALLOW D/K - DO NOT SHOW), MAXIMUM - 97

FOOD TYPE	PORTION/ SIZE
Vegetables, raw, cooked, Frozen or canned	2 tablespoonfuls
Salad	1 dessert bowlful
Grapefruit/ avocado pear	½ fruit
Apples, bananas, oranges And other citrus fruit	1 fruit
Plums and similar sized fruit	2 fruit
Grapes, cherries and berries	1 cupful
Fresh fruit salad, stewed or canned fruit	2-3 tablespoonfuls (inc. a little juice or syrup)
Dried fruit (raisins, apricots etc.)	½ - 1 tablespoonful
Fruit juice	1 glass (or more)

Q22 How many portions of fruit and vegetables do you think you **should** eat every day? TYPE IN NUMBER
(ALLOW D/K - DO NOT SHOW), MAXIMUM - 97

Section 4: General Food Safety and Hygiene

Now turning towards issues regarding food safety.

SHOW SCREEN

Q23 Generally speaking which of these statements best describes your attitude to food safety issues?

SINGLECODE, INVERTED RANDOMLY, (ALLOW D/K - DO NOT SHOW)

1. I am very concerned about food safety issues
2. I am fairly concerned about food safety issues
3. I am neither concerned/nor unconcerned about food safety issues
4. I am fairly unconcerned about food safety issues
5. I am not at all concerned about food safety issues

<u>DO NOT SHOW SCREEN</u>

Q24a Do you have concerns about the safety of any particular types of foods? PROBE FULLY. MULTICODE, (ALLOW D/K - DO NOT SHOW)

1. Raw Pork
2. Raw Lamb
3. Raw Beef
4. Raw Chicken
5. Other raw meat/poultry (WRITE IN)
6. Cooked Meat/poultry
7. Processed meat/poultry (e.g. sausages, burgers)
8. Eggs
9. Milk
10. Other dairy product (WRITE IN)
11. Dairy Products (unspecified)
12. Fish
13. Shellfish
14. Fresh fruit
15. Fresh vegetables
16. Tinned foods
17. Frozen foods
18. Dried foods
19. Ready made meals
20. Foods with GM ingredients
21. Baby foods
22. Oils and sauces
23. Organic fruit
24. Organic vegetables
25. Organic meat
26. Organic foods (unspecified)
27. Soft drinks
28. Bottled waters
29. Other (WRITE IN)
30. None

SHOW SCREEN

Q24b Do you have concerns about the safety of any of **these** types of food?

MULTICODE, INVERTED RANDOMLY, (ALLOW D/K - DO NOT SHOW)

LIST TO EXCLUDE THOSE MENTIONED AT Q24a.

1. Raw Pork
2. Raw Lamb
3. Raw Beef
4. Raw Chicken
5. Other raw meat/poultry
6. Cooked Meat/poultry
7. Processed meat/poultry (e.g. sausages, burgers)
8. Eggs
9. Milk
10. Other dairy product
11. (NO CODE)
12. Fish
13. Shellfish
14. Fresh fruit
15. Fresh vegetables
16. Tinned foods
17. Frozen foods
18. Dried foods
19. Ready made meals
20. Foods with GM ingredients
21. Baby foods
22. Oils and sauces
23. Organic fruit
24. Organic vegetables
25. Organic meat
26. Other Organic foods
27. Soft drinks
28. Bottled waters
29. None

Q25 Thinking more widely, not only about particular types of food, are there any issues related to food that you have concerns about? PROBE: What else? PROBE FULLY

TYPE IN VERBATIM IN FULL

SHOW SCREEN

Q26 And are you concerned about any of the following issues? MULTICODE, INVERTED RANDOMLY, (ALLOW D/K - DO NOT SHOW)

1. Antibiotics in meat
2. Food poisoning such as a Salmonella and E. Coli
3. GM foods
4. BSE
5. The feed given to livestock
6. Conditions in which food animals are raised
7. The use of pesticides to grow food
8. The use of additives (such as preservatives and colouring) in food products
9. Irradiated food
10. Food allergies
11. Healthy Eating
12. The amount of salt in food
13. The amount of sugar in food
14. The amount of fat in food
15. Other
16. None

ASK ALL

SHOWSCREEN

Q27 Taking everything into account, do you feel that food safety has got better or worse over the last year?

SINGLECODE, INVERTED RANDOMLY, (ALLOW D/K - DO NOT SHOW)

1. A lot better
2. A little better
3. Neither better nor worse
4. A little worse
5. A lot worse

Section 5: Food Labelling

ASK ALL
SHOW SCREEN
Q28 Thinking about the information provided on the food that you purchase, how frequently, if at all, do you refer to the labelling information?
SINGLECODE, INVERTED RANDOMLY, (ALLOW D/K - DO NOT SHOW)

1. Never
2. Rarely
3. Occasionally
4. Usually
5. Always
6. Do not purchase food

IF EVER REFER (CODES 2-5 AT Q28) ASK Q29; OTHERS GO TO Q30
SHOW SCREEN
Q29 When you refer to information on food labels what information do you usually look for?

MULTICODE, INVERTED RANDOMLY, (ALLOW D/K - DO NOT SHOW)

Nutritional Information

1. The amount of salt (sodium)
2. The amount of fat
3. The amount of sugar
4. Vitamins
5. Calories

Information about Ingredients

6. Additives (e.g. colours and preservatives)
7. Quantity of the main ingredients
8. The list of ingredients for allergy reasons
9. The list of ingredients for special dietary reasons (medical, religious or dieting)
10. The list of ingredients for other reasons
11. Suitability for a vegetarian diet
12. Whether the product is of GM/non-GM origin
13. Whether the products are organic

Ethical Information

14. Production methods (e.g.: animal welfare/fair trade/ethical reasons)

General Information

15. The name of the food
16. Country of origin
17. The best before/Use by date
18. Cooking/Storage instructions
19. Health claims such as ‘low fat’, or ‘good for your heart’
20. Other (WRITE IN)

ASK ALL
Q30 Do you have any concerns about the accuracy of food labelling?

1. Yes
2. No
3. Don't know

ASK ALL
Q31 And thinking specifically about the health claims made about some foods such as 'low fat' or 'good for your heart', Do you have any concerns about the accuracy of these claims?

1. Yes
2. No
3. Don't know

IF YES AT Q31 ASK Q32. OTHERS GO TO Q33
SHOW SCREEN
Q32 How concerned are you about this?
SINGLECODE, INVERTED RANDOMLY, (ALLOW D/K - DO NOT SHOW)

1. Very concerned
2. Fairly concerned
3. Slightly concerned

ASK ALL
ROTATE ORDER OF ASKING Q33 AND Q34

SHOW SCREEN
Q33 Thinking about specific information on food labelling. If the 'use by' date on a food product passed yesterday, do you think;
SINGLECODE, INVERTED RANDOMLY, (ALLOW D/K - DO NOT SHOW)

1. The food product could be unsafe to eat and should be thrown away
2. The food product is past its best but not necessarily unsafe to eat
3. It depends on the food

Q34 If the 'best before' date on a food product passed yesterday, do you think;
SINGLECODE, INVERTED RANDOMLY, (ALLOW D/K - DO NOT SHOW)

1. The food product could be unsafe to eat and should be thrown away
2. The food product is past its best but not necessarily unsafe to eat
3. It depends on the food

SHOW EXAMPLE LABEL A

Q35 On this label you will see that it indicates that the food product contains 10g of sugar per 100g, do you think this is a lot or a little sugar?

SINGLECODE, (ALLOW D/K - DO NOT SHOW)

1. A lot
2. A little

SHOW EXAMPLE LABEL B **DO NOT SHOWSCREEN**

Q36 This food product claims it is ‘80% fat free’, how many grammes of fat per 100g does it contain?

SINGLECODE, (ALLOW D/K)

1. 0g
2. 5g
3. 10g
4. 20g
5. 30g
6. Other (specify)

SHOW EXAMPLE LABEL A

Q37 This label on a food product says it contains 20g of fat per 100g; do you think this is a lot or a little fat?

SINGLECODE, (ALLOW D/K)

1. A lot
2. A little

SHOW EXAMPLE LABEL C **DO NOT SHOWSCREEN**

Q38 Using the information provided on the card, which is the main ingredient in the product?

SINGLECODE, (ALLOW D/K)

1. Beef
2. Tomato
3. Pasta
4. Other (specify)

Section 6: Sources of Information, and Perceptions on Responsibility for Food Safety and Standards

DO NOT SHOW SCREEN

Q39 Thinking about getting information about food standards and food safety in a general sense, which organisations do you think it is possible to find out that sort of information from? PROBE: Where else?

MULTICODE, (ALLOW D/K)

1. Supermarkets
2. Other food shops
3. Food Manufacturers

4. Consumer groups e.g. Consumers' Association/Which?

5. The Government
6. Local Council – include Environmental Health/ Consumer protection/Trading Standards Officer
7. The Department of Environment, Food & Rural Affairs (DEFRA)
8. The Department of Health
9. The Foods Standards Agency
10. Citizens Advice Bureau

11. Other (WRITE IN)

When interviewing in Scotland, add the following to the list;

The Scottish Executive (no specific department)
The Scottish Executive Environment & Rural Affairs Department
The Scottish Executive Health Department
The Food Standards Agency Scotland
Scottish Food Advisory Committee
Scottish Consumer Council
The Health Education Board for Scotland (HEBS)

When interviewing in Wales, add the following to the list;

The National Assembly for Wales (no specific Department)
The National Assembly for Wales Agriculture Department
The National Assembly for Wales Health Department
The Food Standards Agency Wales
Welsh Consumer Council

When interviewing in Northern Ireland, add the following to the list;

The Northern Ireland Assembly (no specific Department)
The Northern Ireland Department of Agriculture and Rural Development
The Northern Ireland Department of Health, Social Services and Public Safety
The Food Standards Agency Northern Ireland
General Consumer Council for Northern Ireland
Food Safety Promotion Board
Health Promotion Agency

DO NOT SHOW SCREEN
Q40a And where do you personally get information about food standards and safety?
PROBE: Where else?
MULTICODE, (ALLOW D/K)

LIST AS Q39

SHOW SCREEN
Q40b Do you get information about food standards and safety from any of these?
EXCLUDE ANSWER AT Q40a
LIST AS Q39
None
MULTICODE, (ALLOW D/K - DO NOT SHOW)

ASK Q41 FOR ALL INFORMATION SOURCES MENTIONED AT Q40a and Q40b
IF NONE GO TO Q42

SHOW SCREEN
Q41 How reliable do you think that information is?
SINGLECODE, INVERTED RANDOMLY, (ALLOW D/K - DO NOT SHOW)

1. Very reliable
2. Fairly reliable
3. Neither reliable not unreliable
4. Fairly unreliable
5. Very unreliable

ASK ALL
SHOW SCREEN
Q42 If there was a food scare who would you expect to give you the most reliable information and advice? (CODE FIRST MENTION THEN OTHERS MENTIONS SEPARATELY)
SINGLECODE THEN MULTICODE, INVERTED RANDOMLY, (ALLOW D/K - DO NOT SHOW)

1. Consumer groups e.g. Consumers' Association/Which?
2. The Government
3. Local Council – include Environmental Health/ Consumer protection/Trading Standards Officer
4. The Department of Environment, Food & Rural Affairs (DEFRA)
5. The Department of Health
6. The Foods Standards Agency
7. Citizens Advice Bureau
8. GP or practice nurse
9. Dietician
10. Health visitor
11. Other (WRITE IN)

When interviewing in Scotland, add the following to the list;

The Scottish Executive (no specific department)
The Scottish Executive Environment & Rural Affairs Department
The Scottish Executive Health Department
The Food Standards Agency Scotland
Scottish Food Advisory Committee
Scottish Consumer Council
The Health Education Board for Scotland (HEBS)

When interviewing in Wales, add the following to the list;

The National Assembly for Wales (no specific Department)
The National Assembly for Wales Agriculture Department
The National Assembly for Wales Health Department
The Food Standards Agency Wales
Welsh Consumer Council

When interviewing in Northern Ireland, add the following to the list;

The Northern Ireland Assembly (no specific Department)
The Northern Ireland Department of Agriculture and Rural Development
The Northern Ireland Department of Health, Social Services and Public Safety
The Food Standards Agency Northern Ireland
General Consumer Council for Northern Ireland
Food Safety Promotion Board
Health Promotion Agency

SHOW SCREEN
Q43 How confident are you about the current measures taken by all organisations involved in protecting your health with regards to food safety?
SINGLECODE, INVERTED RANDOMLY, (ALLOW D/K - DO NOT SHOW)

1. Very confident
2. Fairly confident
3. Neither confident or not confident
4. Not very confident
5. Not at all confident

Section 7: Awareness of the Food Standards Agency

Q44a Can I check, have you ever heard of the Food Standards Agency?
SINGLECODE, (ALLOW D/K - DO NOT SHOW)

1. Yes
2. No

RESPONDENTS IN ENGLAND: GO TO ROUTING INSTRUCTION ABOVE Q45, OTHERS ASK Q44b/c/d AS APPROPRIATE

Q44b And have you ever heard of the Food Standards Agency Scotland?
(RESPONDENTS IN SCOTLAND ONLY)

Q44c And have you ever heard of the Food Standards Agency Wales?
(RESPONDENTS IN WALES ONLY)

Q44d And have you ever heard of the Food Standards Agency Northern Ireland?
(RESPONDENTS IN NORTHERN IRELAND ONLY)
SINGLECODE, (ALLOW D/K - DO NOT SHOW)

1. Yes
2. No

ONLY ASK Q45a-d and Q46 OF RESPONDENTS AWARE OF THE FSA AT Q44a/b/c/d

ROTATE ORDER OF ASKING Q45a-Q45d

SHOW SCREEN
Q45a How would you rate the Food Standards Agency on a scale of 1 to 7 where 7 is ‘provides clear advice’ and 1 is ‘provides unclear advice’
SINGLECODE, (ALLOW D/K - DO NOT SHOW)

Provides unclear advice	1	2	3	4	5	6	7	Provides clear advice

SHOW SCREEN
Q45b How would you rate the Food Standards Agency on a scale of 1 to 7 where 7 is ‘provides clear information’ and 1 is ‘provides unclear information’
SINGLECODE, (ALLOW D/K - DO NOT SHOW)

Provides unclear information	1	2	3	4	5	6	7	Provides clear information

SHOW SCREEN
Q45c How would you rate the Food Standards Agency on a scale of 1 to 7 where 7 is ‘an organisation I trust’ and 1 is ‘an organisation I don’t trust’
SINGLECODE, (ALLOW D/K - DO NOT SHOW)

An organisation I don’t trust	1	2	3	4	5	6	7	An organisation I trust

SHOW SCREEN
Q45d How would you rate the Food Standards Agency on a scale of 1 to 7 where 7 ‘puts consumers first’ and 1 is ‘doesn’t put consumers first’
SINGLECODE, (ALLOW D/K - DO NOT SHOW)

Doesn’t put consumers first	1	2	3	4	5	6	7	Puts consumers first

SHOW SCREEN
Q46 And which of these statements describes your view of the Food Standards Agency? CODE ALL THAT APPLY
MULTICODE, INVERTED RANDOMLY, (ALLOW D/K - DO NOT SHOW)

Provides information that is independent and unbiased
Reflects the views of consumers
Reflects the views of the food industry
Reflects the views of the government
None

ASK ALL RESPONDENTS IN SCOTLAND
Q47 Have you ever heard of the Scottish Food Advisory Committee?
SINGLECODE, (ALLOW D/K - DO NOT SHOW)

1. Yes
2. No

Section 8: Information Requirements

ASK ALL

The Food Standards Agency is a UK-wide non-ministerial Government Department. It has offices in London, Aberdeen, Cardiff and Belfast. It was set up in April 2000 to 'protect people's health and the interests of consumers in relation to food'. It provides information on food safety, food standards and labelling, nutrition and healthy eating. It may intervene on these issues if necessary.

SHOW SCREEN
Q48 How confident are you about the role played by the Food Standards Agency in protecting your health in this way?
SINGLECODE, INVERTED RANDOMLY, (ALLOW D/K - DO NOT SHOW)

1. Very confident
2. Fairly confident
3. Neither confident or not confident
4. Not very confident
5. Not at all confident
6. Don't know

SHOW SCREEN
Q49 In which of these areas, if any, would you like the Food Standards Agency to provide you with more information to help you make more informed decisions on the food you eat?
MULTICODE, INVERTED RANDOMLY, (ALLOW D/K - DO NOT SHOW)

1. Food hygiene
2. Food storage
3. Cooking food safely
4. Catering for large functions
5. GM food
6. Food labelling
7. Additives in food
8. Organic food
9. Healthy eating
10. Food allergies and food intolerance
11. Irradiated food
12. Chemicals in food eg: pesticide residues or veterinary medicine residues in meat
13. Safety of food packaging
14. Information on the Food Standards Agency itself
15. Cooking for a family
16. Food Supplements
17. Feeding babies and children
18. Eating and sport/exercise
19. Eating and pregnancy and breastfeeding
20. Healthy eating on a budget
21. Other (SPECIFY)
22. None of these

CLASSIFICATION
Finally, a few questions about yourself….

QD1 Sex of Respondent
1. MALE
2. FEMALE

QD2 Marital status of respondent
1. MARRIED\LIVING AS MARRIED
2. SINGLE
3. WIDOWED\DIVORCED\SEPARATED
4. REFUSED

QD3 Tenure
1. OWN OUTRIGHT
2. OWN WITH A MORTGAGE
3. RENT FROM COUNCIL
4. RENT PRIVATELY
5. OTHER
6. REFUSED

SHOWSCREEN

QD4 Which of these best describes your ethnic group?
Choose one section from (A) to (E) then tick the appropriate box to indicate your cultural background.

a) White
° British
° Irish
° Any other White background please write in below
b) Mixed
° White and Black Caribbean
° White and Black African
° White and Asian
° Any other mixed background please write in below
c) Asian or Asian British
° Indian
° Pakistani
° Bangladeshi
° Any other Asian background please write in below
d) Black or Black British
° Caribbean
° African
° Any other Black background please write in below
e) Chinese or Other ethnic group
° Chinese
° Any other please write in below

QD5a Here is a list of daily newspapers. Which of these do you read or look at regularly? By regularly I mean on average at least three out of four issues

1. Daily Express
2. Daily Mail
3. The Mirror
4. Daily Record
5. Daily Telegraph
6. Financial Times
7. The Guardian
8. The Herald (Glasgow)
9. The Independent
10. Metro
11. The Scotsman
12. Daily Star
13. The Sun
14. The Times
15. Evening Standard
16. Other
17. None of these

QD5b Here is a list of Sunday newspapers. Which of these do you read or look at regularly? By regularly I mean on average at least three out of four issues

1. The Sunday Times
2. Mail on Sunday
3. The Observer
4. Sunday Telegraph
5. The Independent on Sunday
6. Sunday Mirror
7. News of the World
8. Sunday Express
9. The Sunday People
10. The Sunday Herald
11. Scotland on Sunday
12. Other
13. None of these

QD6 Working status

1 FULL-TIME PAID WORK (30+ HOURS PER WEEK)
2 PART-TIME PAID WORK (8-29 HOURS PER WEEK)
3 PART-TIME PAID WORK (UNDER 8 HOURS PER WEEK)
4 RETIRED
5 STILL AT SCHOOL
6 IN FULL TIME HIGHER EDUCATION
7 UNEMPLOYED (SEEKING WORK)
8 NOT IN PAID EMPLOYMENT (NOT SEEKING WORK)

QD7 Social Class

1 A
2 B
3 C1
4 C2
5. D
6. E

QD8 Confirmation of postcode

QD9 Finally, in some studies it is helpful if we can re-contact certain respondents to help us to understand particular findings within the study. Would you be willing to be re-contacted for this study if the need arose?

1. Yes
2. No

RECORD SIGNATURE

LABEL A

NUTRITION INFORMATION

	TYPICAL VALUES PER 100g (3.5oz)
ENERGY	1353 k J.
	324 k cal
PROTEIN	11.8g
CARBOHYDRATE	14.3g
of which SUGARS	10.0g
STARCH	4.3g
FAT	20.0g
of which SATURATES	10.1g
MONO-UNSATURATES	8.9g
POLYUNSATURATES	1.0g
FIBRE	less than 0.1g
SODIUM	0.5g

LABEL B

LABEL C

INGREDIENTS
BEEF LASAGNE
TOMATO, MILK, PASTA (DURUM WHEAT SEMOLINA, WATER, EGG, OLIVE OIL), BEEF (11%), WATER, MOZZARELLA CHEESE (3%), WHEATFLOUR, MARGARINE, DOUBLE CREAM, ONIION, TOMATO PUREE, WHITE WINE, BACON (WITH PRESERVATIVES: POTASSIUM NITRATE, SODIUM NITRATE), OLIVE OIL, SALT, BEEF STOCK (CONTAINS FLAVOURING), BREADCRUMB (WITH FLOUR IMPROVER: L-ASORBIC ACID), RED WINE, VEGETABLE OIL, SUGAR, MODIFIED MAIZE STARCH, GARLIC, BASIL, BLACK PEPPER, NUTMEG, WHITE PEPPER

APPENDIX 2

Sample Profile

2000 SAMPLE PROFILE (WEIGHTED)

	UK (3152) %	England (1017) %	Scotland (707) %	Wales (729) %	N. Ireland (699) %
Sex:					
Male	49	49	48	48	48
Female	51	51	52	52	52
Age:					
16 - 25	15	15	14	14	20
26 - 35	21	20	22	19	20
36 - 49	24	24	24	24	26
50 - 65	22	22	23	23	20
66+	18	18	17	20	15
Social Grade:					
AB	18	19	16	15	16
C1	30	30	28	24	24
C2	21	21	21	26	25
DE	31	30	36	35	36
Working Status:					
Full-time (30+ hours per week)	40	41	39	36	39
Part-time (8 - 29 hrs. per wk.)	12	13	11	10	9
Part-time (under 8 hrs. per wk.)	1	1	1	1	1
Retired	24	24	25	27	19
Still at school	1	1	*	1	2
In full-time higher education	4	5	4	3	4
Unemployed (seeking work)	4	4	5	4	8
Not in paid employment (not seeking work)	13	12	13	19	18
Marital Status					
Married/living as married	60	60	58	63	57
Single	23	23	24	19	31
Widowed/divorced/ separated	16	16	18	18	12
Presence of Children:					
None	65	65	68	65	62
Any aged 0 - 15	35	35	32	35	38
Any aged 0 - 4	15	15	14	14	18
Any aged 5 - 9	18	18	15	16	19
Any aged 10 - 12	12	12	12	11	13
Any aged 13 -15	9	8	9	12	10
Ethnic Group:					
White	90	88	97	99	93
BME	10	11	3	1	4

2001 SAMPLE PROFILE (WEIGHTED)

	UK (3120) %	England (1000) %	Scotland (702) %	Wales (713) %	N. Ireland (705) %
Sex:					
Male	49	49	48	48	48
Female	51	51	52	52	52
Age:					
16 - 25	15	15	15	14	18
26 - 35	21	21	21	19	22
36 - 49	24	24	24	24	24
50 - 65	22	22	22	23	21
66+	18	18	17	20	15
Social Grade:					
AB	18	19	17	15	16
C1	29	29	27	24	28
C2	22	22	20	26	21
DE	31	30	36	35	36
Working Status:					
Full-time (30+ hours per week)	45	45	45	41	46
Part-time (8 - 29 hrs. per wk.)	9	10	9	9	8
Part-time (under 8 hrs. per wk.)	1	1	*	*	1
Retired	23	23	24	25	18
Still at school	*	*	1	1	1
In full-time higher education	4	4	4	3	4
Unemployed (seeking work)	4	3	4	4	6
Not in paid employment (not seeking work)	14	14	14	17	16
Marital Status					
Married/living as married	62	63	58	63	59
Single	24	24	23	20	25
Widowed/divorced/ separated	14	13	19	16	15
Presence of Children:					
None	66	66	68	65	63
Any aged 0 - 15	34	34	32	35	37
Any aged 0 - 4	15	15	13	15	18
Any aged 5 - 9	16	16	15	16	16
Any aged 10 - 12	10	9	11	11	12
Any aged 13 -15	9	9	10	10	12
Ethnic Group:					
White	92	91	98	89	99
BME	8	9	2	10	1

2002 SAMPLE PROFILE (WEIGHTED)

	UK (3173) %	England (1004) %	Scotland (704) %	Wales (723) %	N. Ireland (742) %
Sex:					
Male	49	49	48	48	48
Female	51	51	52	52	52
Age:					
16 - 25	16	16	16	15	19
26 - 35	20	20	20	18	21
36 - 49	24	24	24	24	24
50 - 65	22	22	22	23	21
66+	18	18	17	20	15
Social Grade:					
AB	19	19	17	15	16
C1	30	31	28	24	22
C2	21	21	19	26	26
DE	31	30	36	35	36
Working Status:					
Full-time (30+ hours per week)	44	44	45	41	46
Part-time (8 - 29 hrs. per wk.)	10	10	9	9	7
Part-time (under 8 hrs. per wk.)	*	*	*	*	*
Retired	23	23	23	26	17
Still at school	*	*	1	1	1
In full-time higher education	6	6	5	3	5
Unemployed (seeking work)	4	4	5	3	4
Not in paid employment (not seeking work)	13	13	12	16	20
Marital Status					
Married/living as married	57	57	54	61	57
Single	25	25	24	21	29
Widowed/divorced/ separated	18	18	21	18	14
Presence of Children:					
None	67	67	71	67	59
Any aged 0 - 15	33	33	29	33	41
Any aged 0 - 4	14	14	10	15	14
Any aged 5 - 9	15	14	15	12	22
Any aged 10 - 12	10	10	8	11	15
Any aged 13 -15	10	10	8	11	17
Ethnic Group:					
White	91	90	98	89	99
BME	9	9	2	11	1

2003 SAMPLE PROFILE (WEIGHTED)

	UK (3121) %	England (997) %	Scotland (702) %	Wales (716) %	N. Ireland (706) %
Sex:					
Male	49	49	48	48	48
Female	51	51	52	52	52
Age:					
16 - 25	16	16	15	15	19
26 - 35	20	20	21	18	20
36 - 49	24	24	24	24	24
50 - 65	22	22	23	23	21
66+	18	18	17	20	15
Social Grade:					
AB	18	19	17	15	16
C1	29	29	28	27	19
C2	22	22	20	23	30
DE	31	30	36	35	36
Working Status:					
Full-time (30+ hours per week)	46	46	48	42	46
Part-time (8 - 29 hrs. per wk.)	10	10	9	8	7
Part-time (under 8 hrs. per wk.)	1	1	*	*	*
Retired	22	23	22	26	17
Still at school	*	*	1	*	1
In full-time higher education	4	4	4	3	4
Unemployed (seeking work)	3	3	5	4	5
Not in paid employment (not seeking work)	13	13	12	16	18
Marital Status					
Married/living as married	59	59	57	59	54
Single	26	26	26	23	31
Widowed/divorced/ separated	15	15	18	18	15
Presence of Children:					
None	67	67	71	65	60
Any aged 0 - 15	33	33	29	35	40
Any aged 0 - 4	14	14	11	14	16
Any aged 5 - 9	15	15	14	18	20
Any aged 10 - 12	10	10	10	11	13
Any aged 13 -15	11	11	10	11	14
Ethnic Group:					
White	90	88	98	98	98
BME	10	11	2	2	2

2004 SAMPLE PROFILE (WEIGHTED)

	UK (3229) %	England (1028) %	Scotland (736) %	Wales (742) %	N. Ireland (723) %
Sex:					
Male	48	48	46	48	48
Female	52	52	54	52	52
Age:					
16 - 25	15	15	16	14	20
26 - 35	18	18	18	17	18
36 - 49	25	25	23	24	24
50 - 65	22	22	22	24	21
66+	18	18	20	20	15
Social Grade:					
AB	21	22	18	18	17
C1	25	26	20	23	35
C2	20	19	23	22	16
DE	33	33	39	37	32
Working Status:					
Full-time (30+ hours per week)	41	42	39	31	43
Part-time (8 - 29 hrs. per wk.)	11	10	10	10	10
Part-time (under 8 hrs. per wk.)	1	1	1	1	1
Retired	25	24	27	30	21
Still at school	*	*	1	1	1
In full-time higher education	5	5	5	4	3
Unemployed (seeking work)	4	4	5	5	5
Not in paid employment (not seeking work)	14	13	12	18	16
Marital Status					
Married/living as married	58	59	53	58	56
Single	24	24	25	22	28
Widowed/divorced/ separated	18	17	22	21	15
Presence of Children:					
None	65	65	71	65	61
Any aged 0 - 15	35	35	29	35	39
Any aged 0 - 4	16	16	15	14	17
Any aged 5 - 9	11	11	9	10	13
Any aged 10 - 12	11	11	8	11	13
Any aged 13 -15	16	16	13	17	18
Ethnic Group:					
White	92	91	98	98	99
BME	8	9	2	2	*

2005 SAMPLE PROFILE (WEIGHTED)

	UK (3143) %	England (1003) %	Scotland (713) %	Wales (719) %	N. Ireland (708) %
Sex:					
Male	49	49	48	48	48
Female	51	51	52	52	52
Age:					
16 - 25	16	15	18	16	19
26 - 35	20	20	18	17	20
36 - 49	24	24	24	24	23
50 - 65	22	22	22	23	21
66+	18	18	17	20	16
Social Grade:					
AB	18	19	17	15	16
C1	31	31	29	23	29
C2	20	20	19	27	20
DE	31	29	34	35	35
Working Status:					
Full-time (30+ hours per week)	43	44	40	41	45
Part-time (8 - 29 hrs. per wk.)	10	10	11	9	7
Part-time (under 8 hrs. per wk.)	1	*	1	1	1
Retired	24	24	23	26	21
Still at school	1	1	1	1	*
In full-time higher education	5	5	5	4	4
Unemployed (seeking work)	5	5	7	4	5
Not in paid employment (not seeking work)	12	12	12	15	17
Marital Status					
Married/living as married	58	59	52	57	56
Single	26	26	29	23	32
Widowed/divorced/ separated	16	15	19	20	12
Presence of Children:					
None	66	66	68	66	66
Any aged 0 - 15	34	34	32	34	34
Any aged 0 - 4	16	16	13	14	18
Any aged 5 - 9	17	17	15	15	14
Any aged 10 - 12	11	11	8	12	8
Any aged 13 -15	11	11	9	10	11
Ethnic Group:					
White	89	88	99	97	98
BME	10	12	1	3	1

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