

	Page	Table	Title	Base Description	Base
●	1	1	Q.1a What food issues, if any, are you concerned about? (Spontaneous)	Base: All adults England/Wales/NI	1919
●	46	2	Q.1b And which of these food issues are you concerned about, if any? -Total concerns	Base: All adults England/Wales/NI	1919
●	72	3	Q.1c And which of THESE food issues are you concerned about, if any? -Total concerns	Base: All adults England/Wales/NI	1919
●	85	4	Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns	Base: All adults England/Wales/NI	1919
●	111	5	Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns	Base: All adults England/Wales/NI	1919
●	149	6	Q.1b-Q.1d Food issues concerned about- Summary	Base: All adults England/Wales/NI	1919
●	188	7	Q.2a How concerned or unconcerned are you about the safety of ALL food that is sold in UK restaurants, pubs, cafes and takeaways?	Base: All adults England/Wales/NI	1919
●	203	8	Q.2b How concerned or unconcerned are you about the safety of ALL food that is sold in UK shops and supermarkets?	Base: All adults England/Wales/NI	1919
●	216	9	Q.3a When you buy food in shops or supermarkets, or eat at restaurants, cafes, pubs and takeaways, do you tend to be aware of the standards of hygiene of these places?	Base: All adults England/Wales/NI	1919
●	229	10	Q.3b How do you know about the hygiene standards of the places you buy food from or eat out at?	Base: All adults who are at all aware of the standards of hygiene when they buy food UK	1522
●	255	11	Q.4 Which of the following, if any, have you heard of? - UK	Base: All adults England/Wales/NI	1919
●	294	12	Q.4 Which of the following, if any, have you heard of? - England	Base: All adults England	1752
●	316	14	Q.4 Which of the following, if any, have you heard of? - Wales	Base: All adults Wales	103
●	338	15	Q.4 Which of the following, if any, have you heard of? - NI	Base: All adults NI	64
	360	16	Q.4b How much do you know about the Food Standards Agency, also known as the FSA?	Base: All adults aware of the Food Standards Agency - England/Wales/NI	1526
●	373	17	Q.4c To the best of your knowledge, which of the following do you think best describes the FSA?	Base: All adults aware of the Food Standards Agency - England/Wales/NI	1526
●	386	18	Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)	Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK	1506

	Page	Table	Title	Base Description	Base
●	450	20	Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness	Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK	1506
●	514	22	Q.4d_01 To what extent do you agree or disagree that the FSA is the following... Fighting food fraud, such as selling food which isn't what it says it is	Base: All adults aware of the Food Standards Agency - England/Wales/NI	1526
	527	23	Q.4d_02 To what extent do you agree or disagree that the FSA is the following... Working on my behalf	Base: All adults aware of the Food Standards Agency - England/Wales/NI	1526
	540	24	Q.4d_03 To what extent do you agree or disagree that the FSA is the following... Good at explaining food safety and the science behind it	Base: All adults aware of the Food Standards Agency - England/Wales/NI	1526
	553	25	Q.4d_04 To what extent do you agree or disagree that the FSA is the following... Open and honest	Base: All adults aware of the Food Standards Agency - England/Wales/NI	1526
●	566	26	Q.4d_05 To what extent do you agree or disagree that the FSA is the following... Innovative, efficient and cost effective	Base: All adults aware of the Food Standards Agency - England/Wales/NI	1526
●	579	27	Q.6a How much do you trust or distrust Food Standards Agency/ Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.	Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK	778
●	594	29	Q.6b_01 To what extent do you agree or disagree with the following statements... I trust that the FSA tell the truth in the information they provide	Base: All adults in England, Wales and NI	1989
●	607	30	Q.6b_02 To what extent do you agree or disagree with the following statements... I trust that the food industry is regulated fairly	Base: All adults in England, Wales and NI	1989
●	620	31	Q.6b_03 To what extent do you agree or disagree with the following statements... I trust that the people who produce and sell food in the food industry have my best interests at heart	Base: All adults in England, Wales and NI	1989
	633	32	Q.7a In general, when buying or eating food, how often do you feel confident that it is what it says it is on the label or the menu?	Base: All adults in England, Wales and NI	1989
●	646	33	Q.7b You indicated that you are not always confident that food is what it says it is on the label or menu. What specific issues were you thinking of, if any?	Base: All adults not always confident when buying or eating food	1441
●	702	34	Q.7c Over the past year, have you ever done any of the following because you were not confident that food was what it says it was on the label or menu?	Base: All adults not always confident when buying or eating food	1441
●	715	35	Q.8a Do you cook and/or prepare food for any of the following?	Base: All adults in England, Wales and NI	1989

	Page	Table	Title	Base Description	Base
	741	36	Q.8ai What types of food poisoning, if any, have you heard of? (Spontaneous)	Base: All adults in England, Wales and NI	1989
●	754	37	Q.8aii And which of the following types of food poisoning, if any, have you heard of? (Total mentions)	Base: All adults in England, Wales and NI	1989
●	769	38	Q.8b In the UK, from which of the following foods do you think you are MOST LIKELY to get food poisoning from?	Base: All adults in England, Wales and NI	1989
●	795	39	Q.8c Which of these activities, if any, do you think will help you avoid food poisoning?	Base: All adults in England, Wales and NI	1989
●	811	40	Q.9a Are you aware of the rules about allergens? By rules we mean any information rule, regulation or legislation introduced relevant to this subject.	Base: All adults in England, Wales and NI	1989
●	837	41	Q.9b_01 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below... Myself	Base: All adults in England, Wales and NI	1989
●	850	42	Q.9b_02 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below... Another adult in my household	Base: All adults in England, Wales and NI	1989
●	863	43	Q.9b_03 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below... A child/children in my household	Base: All adults in England, Wales and NI	1989
●	876	44	Q.9b_04 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below... A child/children not in your household e.g. if your children live elsewhere	Base: All adults in England, Wales and NI	1989
●	889	45	Q.9b_05 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below... Another adult not in your household e.g. if you care for an adult who lives elsewhere, or a partner who doesn't live with you	Base: All adults in England, Wales and NI	1989
	902	46	Q.9b_06 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below... A friend	Base: All adults in England, Wales and NI	1989
	915	47	Q.9c_01 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?... In a coffee shop	Base: All adults in England, Wales and NI	1989

	Page	Table	Title	Base Description	Base
	928	48	Q.9c_02 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?... In a café	Base: All adults in England, Wales and NI	1989
	941	49	Q.9c_03 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?... In a sandwich place	Base: All adults in England, Wales and NI	1989
●	954	50	Q.9c_04 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?... In a takeaway outlet	Base: All adults in England, Wales and NI	1989
●	967	51	Q.9c_05 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?... In a restaurant	Base: All adults in England, Wales and NI	1989
	980	52	Q.33_01 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table. I have enough information about what food contains to make my food choices	Base: All adults in England, Wales and NI	1989
●	993	53	Q.33_02 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table. I have enough information about where my food comes from to make my food choices	Base: All adults in England, Wales and NI	1989
●	1006	54	Q.33_03 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table. The people who produce and supply food make sure it is safe, honest and ethically approved	Base: All adults in England, Wales and NI	1989
●	1019	55	Q.33_04 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table. It is my responsibility to make sure that I make the right food choices for me and my family	Base: All adults in England, Wales and NI	1989

	Page	Table	Title	Base Description	Base
●	1032	56	Q.33_05 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table. I feel that I have access to an affordable healthy diet	Base: All adults in England, Wales and NI	1989
●	1045	57	Q.33_06 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table. I feel that I will have access to an affordable healthy diet in the future	Base: All adults in England, Wales and NI	1989
●	1058	58	Q.33_07 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table. I'm conscious of the wider impact of the food choices I make	Base: All adults in England, Wales and NI	1989
●	1071	59	Q.33_08 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table. I feel empowered to make my own decisions about what I eat and why I eat it	Base: All adults in England, Wales and NI	1989
●	1084	60	Q.33_09 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table. I am confident that the food I buy or eat is what it says it is and accurately labelled	Base: All adults in England, Wales and NI	1989
●	1097	61	Q.33_10 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table. The authorities are effectively preventing and detecting food fraud (By that we mean any dishonest misdescription of products, or selling of unfit or harmful food)	Base: All adults in England, Wales and NI	1989
	1110	62	Q.33_11 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table. I trust the authenticity of the ingredients, origin or quality of the food I buy or eat	Base: All adults in England, Wales and NI	1989

Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876
Food prices	255 14%	267 15%hjk	266 15%jk	290 16%hjdk	401 22%abedf ghijklmn op	292 16%hjdk	320 18%abchi jkp	226 12%	261 14%k	223 12%	219 12%	245 13%	283 15%hjk	294 16%hjdk	286 15%hjk	279 15%hjk
The amount of salt in food	147 8%	136 7%	140 8%	143 8%	187 10%abedk	189 10%abedk	163 9%	178 10%bck	182 10%abedk	176 10%bck	134 7%	205 11%abedg ko	196 11%abedk o	184 10%abedk	160 9%	191 10%abedk
The amount of fat in food	144 8%	136 7%	148 8%	131 7%	187 10%abedk	198 11%abedk	170 9%bd	171 9%bd	186 10%abedk	165 9%bd	138 8%	201 11%abcdj ko	204 11%abcdj ko	177 10%bdk	165 9%	188 10%abedk
The use of additives (such as preservatives and colouring) in food products	140 8%	116 6%	113 6%	116 6%	127 7%	143 8%	126 7%	118 6%	135 7%	142 8%	117 6%	166 9%bcdeg hko	182 10%abede fghjkop	186 10%abedef ghjkop	116 6%	139 7%
Food hygiene when eating out	124 7%c	118 7%c	88 5%	111 6%	169 9%abedg hk	180 10%abedgh jk	115 6%	112 6%	160 9%abedgh k	145 8%cdh	123 7%c	178 10%abedg hjk	192 10%abedg hjk	175 10%abedgh k	160 9%bcdghk	176 9%abedghk
Animal welfare	112 6%bcg	81 4%	77 4%	93 5%	129 7%bcdfg	96 5%	78 4%	125 7%bcdfg	130 7%bcdfg	144 8%abcdfg	143 8%abcdf	212 12%abede fghjko	194 11%abede fghjk	196 11%abedef ghijk	171 9%abede fgh	200 11%abedefghijk
The amount of sugar in food	106 6%	125 7%c	95 5%	117 6%	156 9%acd	168 9%abcd	159 9%abcd	189 10%abcd	216 12%abode fg	262 14%abode fghi	222 12%abode fg	332 18%abode fghjkm	293 16%abode fghiko	296 16%abode fghiko	236 13%abode fgh	308 16%abodefghiko
The amount of saturated fat in food	99 5%	83 5%	75 4%	74 4%	132 7%abcd	133 7%abcd	118 6%bcd	112 6%bcd	137 8%abcd	154 8%abcdgh	126 7%bcd	181 10%abdef ghko	170 9%abdef ghko	171 9%abdef ghko	139 7%abcd	168 9%abedghk
Genetically Modified (GM) foods	97 5%	96 5%	72 4%	84 5%	90 5%	89 5%	87 5%	94 5%	148 8%abdef ghkop	126 7%cdefgh k	88 5%	122 7%cdefgh k	147 8%abdef ghkop	126 7%bcdefg hk	102 5%cd	114 6%cd
Food hygiene at home	94 5%cdgh k	78 4%dk	63 3%	52 3%	122 7%bcdghi jd	111 6%bcdghi k	55 3%	57 3%	83 5%dghk	91 5%cdghk	55 3%	90 5%cdghk	121 7%bcdghi jd	103 6%cdghk	99 5%cdghk	107 6%cdghk

Proportions/Mean: All Columns Tested (5% risk level)

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876
Food poisoning such as Salmonella and E.Coli	89 5%gh	72 4%	81 4%gh	90 5%gh	101 6%bgh	89 5%gh	53 3%	57 3%	91 5%gh	83 5%gh	82 4%gh	107 6%bgh	121 7%abcdfg hjk	120 7%abcdfg hjk	110 6%bgh	102 5%bgh
Date labels, such as "best before" and "use by" labels	86 5%	82 5%	63 3%	73 4%	101 6%cdjk	114 6%bcdjk	96 5%cj	90 5%cj	109 6%cdjk	65 4%	72 4%	90 5%cj	108 6%cdjk	94 5%cj	90 5%cj	100 5%cj
The use of pesticides to grow food	79 4%c	75 4%c	53 3%	60 3%	85 5%cd	91 5%cd	81 4%c	67 4%	102 6%bcdh	103 6%bcdh	77 4%c	139 8%abcdef ghijkp	131 7%abcdef ghk	134 7%abcdef ghijk	117 6%abcdeg hk	108 6%bcdhk
Food miles (e.g. the distance food travels)	79 4%c	56 3%	41 2%	63 3%c	74 4%c	58 3%	67 4%c	73 4%c	75 4%c	96 5%bcdfgk p	64 3%c	75 4%c	89 5%bcdkfp	99 5%bcdlgh	73 4%c	65 3%c
Food waste	77 4%b	49 3%	58 3%	58 3%	120 7%abcdh	111 6%abcd	145 8%abcdfh	89 5%bcd	136 7%abcdh	128 7%abcdh	162 9%abode fhj	196 11%abode fghj	202 11%abode fghjk	217 12%abode fghjk	191 12%abode fghj	223 12%abcdefghijk
The feed given to livestock	46 3%	66 4%cdgh	40 2%	44 2%	55 3%	71 4%acdghk	36 2%	45 2%	66 4%cdg	63 3%cg	48 3%	96 5%abcdef ghijknop	109 6%abcdef ghijknop	70 4%acdghk	59 3%g	63 3%cg
Foods aimed at children including school meals	46 3%c	44 2%c	27 1%	43 2%	60 3%c	65 4%bcdk	46 2%c	48 3%c	52 3%c	59 3%c	41 2%	88 5%abcddeg hjk	89 5%abcddeg hjk	82 4%abcdgh k	78 5%abcdgh k	89 5%abcddefghijk
Hormones/steroids /antibiotics in food	45 2%	59 3%cd	38 2%	39 2%	57 3%c	77 4%acdkg	44 2%	66 4%cdkg	91 5%abodeg hk	74 4%acdkg	44 2%	102 6%abcdef ghjk	112 6%abcdef ghjk	120 7%abcdef ghjk	95 5%abodeg hk	94 5%abcddefghk
BSE ('mad cow disease')	35 2%	47 3%ceah kp	25 1%	33 2%	29 2%	57 3%acddeg ijkmp	24 1%	27 1%	35 2%	34 2%	25 1%	25 2%	36 2%	39 2%	47 3%cgkhp	27 1%
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	101 5%abcdef ghi	77 4%abcdef ghi	142 8%abcdef ghjk	136 7%abcdef ghjk	147 8%abcdef ghjk	129 7%abcdef ghk	128 7%abcddefghk

Proportions/Mean: All Columns Tested (5% risk level)



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	99	73	111	102	108	81	75
										5%abcdef	4%abcdef	6%abcdef	6%abcdef	6%abcdef	4%abcdef	4%abcdefghi
Other	98	80	110	89	109	183	108	127	123	106	93	65	65	55	81	83
	5%lmn	4%ln	6%blmnop	5%lmn	6%blmno	10%abcdeg	6%blmnop	7%bdklmn	7%bdklmn	6%lmno	5%lmn	4%	4%	3%	4%ln	4%ln
Net: Any	732	728	723	777	852	813	800	759	794	819	750	848	878	871	795	893
	40%	40%	39%	42%	47%abcdh	44%abc	44%abc	42%	44%abc	45%abck	41%	46%abcdh	48%abcdf	47%abcdg	42%	48%abcdghiko
None	957	939	974	916	883	935	942	963	937	904	932	882	882	816	969	854
	52%elmn	52%lmn	53%ejlmn	50%np	48%ln	51%np	52%lmnp	53%ejlmn	51%lmnp	49%np	51%np	48%ln	48%ln	44%	52%lmnp	46%
Don't know	139	151	138	142	89	93	83	103	94	117	144	97	81	150	110	129
	8%efgh	8%efgh	7%efghil	8%efghil	5%	5%	5%	6%	5%	6%gm	8%efghil	5%	4%	8%efghij	6%lm	7%efgim
	imo	ijmo	m	mo							mo		imo			
Average number of mentions	2.86cd	2.67	2.46	2.45	3.04bcdg	3.24abcd	2.74d	2.86cd	3.28abcd	3.32abcd	3.04bcdg	3.82abcd	3.78abcd	3.73abcd	3.57abcd	3.50abcdeghk
Standard deviation	3.10	3.22	2.60	2.60	3.10	3.52	2.80	3.09	3.36	3.79	3.00	4.12	4.06	3.87	4.02	3.69
Standard error	0.11	0.12	0.10	0.09	0.10	0.12	0.10	0.11	0.12	0.13	0.11	0.14	0.13	0.13	0.14	0.12

Proportions/Mean: All Columns Tested (5% risk level)



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	933	983	978	978	1040	1025	977	1013
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	894	894	921	910	945	937	941	951
Food prices	127 14%k	129 15%hk	113 13%	131 15%hk	189 21%abcd fghijkl mnop	128 14%hk	147 17%chij k	99 11%	111 12%	108 12%	87 10%	118 13%k	139 16%hjk	134 15%hk	130 14%k	129 14%k	128 14%	139 15%	154 16%z	159 17%z
The amount of fat in food	65 7%	54 6%	63 7%	51 6%	84 9%bdk	77 9%cd	70 8%	80 9%bd	77 9%cd	74 8%cd	59 7%	95 11%abcd gkn	95 11%abcdk	71 8%	79 9%cd	82 9%bd	79 8%	82 9%	85 9%	80 8%
The amount of salt in food	64 7%	62 7%	65 7%	61 7%	80 9%	80 9%	69 8%	73 8%	86 10%dk	80 9%	60 7%	102 11%abcd ghko	94 10%abcdk	83 9%	71 8%	81 9%	83 9%	74 8%	76 8%	82 9%
Food hygiene when eating out	61 7%c	53 6%c	35 4%	58 7%c	86 10%abcdg hko	78 9%bcgho	48 5%	47 5%	80 9%bcgho	74 8%ogh	59 7%c	85 10%abcd ghko	94 11%abcdg hko	81 9%bcgho	57 6%c	76 8%ogh	63 7%	65 7%	54 6%	52 5%
The use of additives (such as preservatives and colouring) in food products	52 6%	49 6%	43 5%	46 5%	50 6%	51 6%	47 5%	50 6%	63 7%ck	41 5%	79 9%abcde fghikop	79 9%abcde fghikop	70 8%cdgko	47 5%	44 5%	88 9%	67 7%	70 7%	70 7%	
The amount of sugar in food	51 6%	54 6%	43 5%	46 5%	61 7%	64 7%c	72 8%cd	76 9%acd	102 11%abcd elgh	120 13%abcd efgh	98 11%abcd elg	152 17%abcd efghijk no	134 15%abcd efghiko	123 14%abcd efgh	101 11%abcd elg	133 15%abcd efghiko	55 6%	72 8%	52 5%	70 7%
Food poisoning such as Salmonella and E.Coli	48 5%gh	31 4%	36 4%	45 5%gh	44 5%gh	36 4%h	22 2%	21 2%	47 5%gh	44 5%gh	35 4%	56 6%bcfgh kp	54 6%bgh	58 6%bcfgh kp	52 6%bgh	38 4%h	42 4%	41 4%	45 5%	45 5%
Food hygiene at home	46 5%cdgh k	36 4%dh	23 3%	17 2%	53 6%cdghk	49 6%cdghk	22 3%	21 2%	39 4%cdgh	42 5%cdgh	27 3%	43 5%cdgh	57 6%bcdgh k	48 5%cdghk	40 4%cdgh	45 5%cdgh k	48 5%A	42 4%	40 4%	35 4%
Animal welfare	44 5%	34 4%	30 3%	33 4%	50 6%c	34 4%	34 4%	53 6%cdg	49 6%c	57 6%bcdg	54 6%bcdf g	91 10%abcde fghijko	83 9%abcde fghijko	79 9%abcde fghijk	60 7%bcdf g	95 10%abcd efghijk o	68 7%rsw	47 5%	47 5%	60 6%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	1008	1044	1000	1060	1010	1073	1043	1060	1034	1008	1011	1026
Weighted Base	935	947	940	937	933	953	936	939	947	943	953	966
Food prices	212 23%qrst wxyzAB CDEF	163 17%qzxB	172 18%qrxz AB	127 14%	150 16%z	115 12%	132 14%	127 14%	144 15%z	160 17%qzxB	157 16%z	149 15%z
The amount of fat in food	103 11%q	121 13%qrst xzAE	101 11%	91 10%	110 12%qrtA	91 10%	79 8%	106 11%qtA	109 12%qrtA	106 11%qtA	86 9%	106 11%
The amount of salt in food	107 11%rstA	109 12%qrst A	94 10%	105 11%rsA	96 10%	97 10%	74 8%	103 11%rsA	102 11%rsA	101 11%rsA	89 9%	111 11%rstA
Food hygiene when eating out	84 9%st	102 11%qrstw xA	67 7%	65 7%	80 9%st	71 7%	65 7%	93 10%qrst wxA	98 10%qrst wxzA	94 10%qrst wxzA	103 11%qrst wxzA	100 10%qrstwxzA
The use of additives (such as preservatives and colouring) in food products	76 8%	92 10%r	78 8%	68 7%	85 9%	79 8%	76 8%	87 9%	103 11%rstu xAE	116 12%qrst wxyzABE	69 7%	95 10%r
The amount of sugar in food	95 10%qst	104 11%qrst	87 9%qs	114 12%qrst w	114 12%qrst w	143 15%qrst uvw	124 13%qrst uw	180 19%qrst uvwxyzA E	154 16%qrst uvwxy	173 18%qrst uvwxyzAE	134 14%qrst uvw	175 18%qrstuvwxyzAE
Food poisoning such as Salmonella and E.Coli	57 6%wx	53 6%w	31 3%	36 4%	44 5%	39 4%	46 5%	51 5%w	67 7%qrstw xyzA	62 7%qrwxz	58 6%wx	64 7%qrwxz
Food hygiene at home	69 7%qrstw xyAB	62 7%stwxA	33 3%	37 4%	44 5%	50 5%A	28 3%	48 5%A	64 7%rstwx A	55 6%stwxA	59 6%stwxA	62 6%stwxA
Animal welfare	79 8%rsw	62 7%	45 5%	72 8%rsw	81 9%rsw	88 9%rstv w	89 10%rstv w	120 13%qrst uvwxyzA	110 12%qrst uvwxy	116 12%qrst uvwxyzA	111 12%qrst uvwxy	105 11%qrstwx

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	933	983	978	978	1040	1025	977	1013
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	894	894	921	910	945	937	941	951
The amount of saturated fat in food	42 5%c	33 4%	25 3%	38 4%	63 7%bcd	55 6%bc	57 6%bc	53 6%bc	73 8%abcd	71 8%abcd	61 7%bcd	88 10%abcd	85 10%abcdf	80 9%bcdf	67 7%abcd	64 7%bcd	57 6%t	50 5%	49 5%	36 4%
Genetically Modified (GM) foods	41 5%	47 5%c	28 3%	36 4%	34 4%	37 4%	44 5%	38 4%	57 6%cdef	61 7%cdeth	51 6%c	48 5%c	72 8%abode	67 7%acdef	40 4%	49 5%c	56 6%A	49 5%	44 5%	48 5%
Date labels, such as "best before" and "use by" labels	38 4%	38 4%	25 3%	26 3%	41 5%c	42 5%c	49 6%cd	47 5%cd	48 5%cd	32 4%	33 4%	48 5%cd	42 5%c	50 6%cdj	38 4%	42 5%c	48 5%	44 5%	39 4%	47 5%
Food miles (e.g. the distance food travels)	36 4%cd	23 3%c	8 1%	19 2%c	35 4%cd	22 2%c	22 2%c	28 3%c	29 3%c	40 5%bcdfg	25 3%c	34 4%cd	46 5%bcdfg	36 4%cd	34 4%c	30 3%c	43 5%	33 4%	33 4%	44 5%
Food waste	35 4%	20 2%	21 2%	32 4%	49 6%bc	46 5%bc	61 7%abcdh	40 4%bc	62 7%abodh	62 7%abcdh	67 8%abcd	101 11%abcd	95 11%abcd	90 10%abode	83 9%abcd	99 11%abcd	41 4%	29 3%	37 4%	27 3%
The use of pesticides to grow food	33 4%c	32 4%c	15 2%	21 2%	41 5%cd	36 4%c	34 4%c	27 3%	41 5%cd	46 5%cdh	32 4%c	72 8%abode	66 7%abode	59 7%abcdf	50 5%cdh	46 5%cdh	46 5%	44 5%	38 4%	38 4%
Foods aimed at children including school meals	23 3%c	22 3%c	5 1%	19 2%c	22 2%c	22 2%c	23 3%c	18 2%c	22 2%c	20 2%c	16 2%c	41 5%abode	45 5%abode	35 4%cdhk	30 3%c	34 4%chk	23 2%	22 2%	23 2%	24 2%
Hormones/steroids /antibiotics in food	22 2%	29 3%cdg	13 1%	15 2%	22 3%	33 4%cdg	15 2%	32 4%cdg	28 3%c	30 3%cdg	19 2%	47 5%abode	49 5%abode	54 6%abode	33 4%cdg	33 4%cdg	24 3%	29 3%	25 3%	24 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	1008	1044	1000	1060	1010	1073	1043	1060	1034	1008	1011	1026
Weighted Base	935	947	940	937	933	953	936	939	947	943	953	966
The amount of saturated fat in food	70 7%t	78 8%rst	61 7%t	59 6%t	64 7%t	83 9%qrst	65 7%t	93 10%qrstw xA	85 9%qrst yA	90 10%qrstw xA	72 8%rst	104 11%qrstuwxyAE
Genetically Modified (GM) foods	56 6%A	52 5%	44 5%	55 6%A	91 10%qrstuvwxzADEF	65 7%wA	37 4%	73 8%rstw A	75 8%rstw A	60 6%A	62 7%A	65 7%A
Date labels, such as "best before" and "use by" labels	60 6%szA	72 8%qrstw xzABD	48 5%	43 5%	60 6%szA	33 3%	39 4%	42 4%	65 7%rsxzA BD	44 5%	53 6%z	59 6%z
Food miles (e.g. the distance food travels)	40 4%	36 4%	45 5%	45 5%	46 5%	55 6%rsvF	39 4%	41 4%	43 4%	63 7%qrstuv ABCEF	39 4%	35 4%
Food waste	71 8%qrstx	65 7%qrst	84 9%qrstx	49 5%rt	74 8%qrstx	67 7%qrst	95 10%qrst uvxz	95 10%qrst uvxz	107 11%qrst uvxyz	127 13%qrst uvwxyzA B	108 11%qrst uvxyz	124 13%qrstuvwxyz
The use of pesticides to grow food	44 5%	55 6%	48 5%	39 4%	61 6%stx	57 6%	45 5%	67 7%qrstu xA	65 7%rstux	76 8%qrstu xA	67 7%rstux A	63 7%stx
Foods aimed at children including school meals	39 4%qrstw A	43 5%qrstw A	23 2%	30 3%	30 3%	39 4%qrs	25 3%	47 5%qrstw A	45 5%qrstw A	47 5%qrstw A	49 5%qrstw xyA	55 6%qrstwxyA
Hormones/steroids /antibiotics in food	35 4%	44 5%qstA	28 3%	34 4%	63 7%qrstu wxzA	44 5%qstA	25 3%	55 6%qrstu wxA	64 7%qrstu wxzA	65 7%qrstu vwzA	62 6%qrstu wxA	62 6%qrstuwxA

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	933	983	978	978	1040	1025	977	1013
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	894	894	921	910	945	937	941	951
The feed given to livestock	21 2%	30 3%ck	14 2%	20 2%	21 2%	28 3%c	21 2%	20 2%	21 2%	23 2%	16 2%	45 5%acdef ghikno p	49 6%abcde fghijk op	27 3%c	23 2%	25 3%	26 3%	36 4%w	26 3%	25 3%
BSE ('mad cow disease')	19 2%	21 2%g	12 1%	12 1%	16 2%	23 3%ghp	9 1%	11 1%	16 2%	17 2%	12 1%	18 2%	21 2%g	20 2%	17 2%	11 1%	17 2%	26 3%suA	13 1%	21 2%
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	42 5%abcde fghi	38 4%abcde fghi	68 8%abcde fghijk	71 8%abcde fghijk	65 7%abcde fghijk	51 6%abcde fghi	55 6%abcde efghi	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	46 5%abcde fghi	34 4%abcde fghi	51 6%abcde fghip	40 5%abcde fghi	48 6%abcde fghi	34 4%abcde efghi	25 3%abcd	-	-	-	-
Other	42 5%ln	33 4%	41 5%l	33 4%	45 5%ln	78 9%abcde ghklmn op	46 5%lmn	51 6%klmn	57 6%bdklm nop	48 5%lmn	33 4%	25 3%	29 3%	26 3%	35 4%	34 4%	56 6%CD	47 5%D	68 7%BCDE F	56 6%CD
Net: Any	319 36%	324 37%	317 35%	336 38%	386 43%abcd hko	360 40%c	356 40%c	330 37%	367 41%ac	381 43%abcd hko	328 37%	397 45%abcd fghiko	417 47%abcd fghiko	406 45%abcd fghiko	351 38%	398 44%abc dhko	413 44%	404 43%	406 43%	441 46%
None	506 57%ejl mnp	481 55%mp	505 57%ejlm np	476 54%np	456 51%	484 54%lmp	490 55%lmp	504 57%ejlm np	487 55%mp	452 51%	494 56%lmp	447 50%	440 49%	418 47%	512 56%lmp	443 49%	451 48%DF	458 49%DF	469 50%DF	441 46%
Don't know	59 7%gim	76 9%efg lm	72 8%efg m	71 8%efg m	47 5%	50 6%	38 4%	54 6%	38 4%	55 6%	68 8%gilm	43 5%	37 4%	70 8%egilm	58 6%lm	68 8%gilm	80 8%uvw xYZE	75 8%uvw xYZE	66 7%uvw C	71 7%uvw xYZC
Average number of mentions	2.96cd	2.66	2.21	2.37	2.95cd	2.97cd	2.67c	2.81cd	3.10cdg	3.26bdg	3.01cd	3.87abc defghij kp	3.74abc defghik	3.52abc defgh	3.41bcd gh	3.28bc dg	2.78	2.68	2.66	2.51
Standard deviation	3.23	3.27	2.24	2.49	2.94	3.11	2.64	3.02	3.04	3.71	2.78	4.31	3.86	3.76	3.94	3.49	3.00	3.18	2.84	2.69

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	1008	1044	1000	1060	1010	1073	1043	1060	1034	1008	1011	1026
Weighted Base	935	947	940	937	933	953	936	939	947	943	953	966
The feed given to livestock	34 4%w	43 5%qstwx	16 2%	25 3%	44 5%qstwx	40 4%w	31 3%w	51 5%qstwx A	59 6%qrstu wxzAEF	42 4%qtwx	36 4%w	38 4%w
BSE ('mad cow disease')	13 1%	35 4%qsuwx yzABCD	14 2%	16 2%	19 2%	17 2%	13 1%	19 2%	16 2%	19 2%	30 3%suwx CF	16 2%
Chemicals from the environment, such as lead, in food	-	-	-	-	-	59 6%qrstu vwxyA	39 4%qrstu vwxy	73 8%qrstu vwxyA	66 7%qrstu vwxyA	83 9%qrstu vwxyzA	78 8%qrstu vwxyA	72 7%qrstu vwxyzA
Food not being what the label says it is	-	-	-	-	-	53 6%qrstu vwxy	39 4%qrstu vwxy	60 8%qrstu vwxyA	61 6%qrstu vwxyA	60 6%qrstu vwxyA	46 5%qrstu vwxy	50 5%qrstu vwxy
Other	64 7%BCD	105 11%qrstu wxyzABCD EF	62 7%BCD	75 8%rBCDE F	65 7%BCDE	58 6%CD	60 6%BCD	41 4%	36 4%	30 3%	46 5%	48 5%D
Net: Any	466 50%qrsA	453 48%rs	444 47%	429 46%	427 46%	438 46%	423 45%	452 48%rs	461 49%qrs	465 49%qrs	444 47%	494 51%qrstu yzA
None	427 46%	451 48%DF	452 48%DF	459 49%DF	450 48%DF	452 47%DF	438 47%D	435 46%	441 47%	398 42%	457 48%DF	411 43%
Don't know	42 4%	43 5%	44 5%	48 5%	56 6%	63 7%u	75 8%uvwx BCE	54 6%	44 5%	79 8%uvwx BCE	52 5%	60 6%
Average number of mentions	3.11rst	3.45qrs twx	2.79	2.89	3.43qrs twx	3.38qrs twx	3.06t	3.78qrs tuwxA	3.82qrs tuwxA	3.91qrs tuwxzA	3.69qrs tuwxA	3.68qrstu wxA
Standard deviation	3.23	3.81	2.92	3.15	3.61	3.85	3.17	3.94	4.24	3.97	4.08	3.84

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	933	983	978	978	1040	1025	977	1013
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	894	894	921	910	945	937	941	951
Standard error	0.18	0.18	0.13	0.13	0.15	0.15	0.14	0.17	0.15	0.18	0.15	0.21	0.19	0.18	0.20	0.17	0.14	0.15	0.14	0.12

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.1a What food issues, if any, are you concerned about? (Spontaneous)

Base: All adults England/Wales/NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	1008	1044	1000	1060	1010	1073	1043	1060	1034	1008	1011	1026
Weighted Base	935	947	940	937	933	953	936	939	947	943	953	966
Standard error	0.14	0.17	0.13	0.14	0.17	0.18	0.15	0.18	0.19	0.18	0.19	0.17

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F

Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	252	266	242	296	317	303	327
Weighted Base	291	274	299	288	298	293	286	297	296	297	297	266	290	304	288	278	315	304	304	339
Food prices	31 11%	39 14%dh	28 9%	22 8%	36 12%kh	37 13%h	40 14%dh	19 6%	26 9%	29 10%	26 9%	39 15%cdhi	41 14%dhik	47 16%cdhi	46 16%cdhi	31 11%	51 16%	57 19%p	52 17%	66 20%p
Food hygiene when eating out	20 7%	16 6%	10 3%	12 4%	31 10%cd	32 11%bdj	20 7%	22 8%c	22 7%cd	18 6%	23 8%c	30 11%bdj	29 10%cd	26 9%cd	26 9%cd	23 8%	19 6%	26 9%k	15 5%	27 8%
The amount of fat in food	16 6%	28 10%cdk	12 4%	11 4%	14 5%	18 6%	21 7%	19 6%	23 8%k	17 6%	11 4%	24 9%cdk	19 6%	19 6%	18 6%	13 5%	24 8%	29 10%p	23 8%	20 6%
Food hygiene at home	11 4%	14 5%l	8 3%	7 3%	20 7%cdhij	16 5%l	10 3%	9 3%	6 2%	7 2%	12 4%	20 8%acdgh	14 5%	15 5%	18 6%cdj	16 6%	15 5%	21 7%svxA	7 2%	13 4%
Animal welfare	11 4%	13 5%	5 2%	7 2%	15 5%c	10 3%	11 4%	19 6%cd	14 5%	17 6%c	25 8%acdf	31 12%abcd	29 10%abcd	31 10%abcde	23 8%acdf	33 12%qrst	13 4%	16 5%v	8 3%	14 4%
Food poisoning such as Salmonella and E.Coli	10 4%	12 5%	10 3%	12 4%	21 7%hli	8 3%	10 3%	9 3%	7 2%	10 3%	11 4%	16 6%l	19 7%l	25 9%acdgh	16 6%	18 6%	9 3%	19 6%q	10 3%	21 6%
Date labels, such as "best before" and "use by" labels	10 3%c	12 4%c	1 *	6 2%c	9 3%c	14 5%c	17 6%cd	7 2%c	10 3%c	8 3%c	10 3%c	11 4%c	12 4%c	12 4%c	15 5%c	12 4%	18 6%sz	25 8%stxz	7 2%	11 3%
Food waste	8 3%	11 4%cd	3 1%	3 1%	17 6%cd	8 3%	27 9%abcdf	11 4%c	12 4%cd	13 4%cd	14 5%cd	29 11%abcd	29 10%abcd	36 12%abcd	28 10%abcd	29 10%qrst	12 4%	9 3%	9 3%	10 3%
The amount of sugar in food	8 3%	20 7%acde	8 3%	7 2%	8 3%	13 5%	18 6%de	16 5%	18 6%cd	22 7%acde	17 6%	32 12%acde	30 10%acde	30 10%acde	24 8%acde	17 6%	14 4%	25 8%e	12 4%	18 5%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	299	349	287	323	319	321	336	320	350	325	333	328
Weighted Base	322	350	315	325	335	337	349	338	354	350	373	369
Food prices	67 21%p	55 16%	57 18%p	50 15%	66 20%p	49 15%	57 16%	53 16%	60 17%	59 17%	71 19%	79 21%
Food hygiene when eating out	31 10%ax	37 11%qbx	26 8%	14 4%	37 11%qbx	33 10%ax	30 9%ix	39 12%qbx	38 11%qbx	47 14%qslw	38 10%	47 13%
The amount of fat in food	34 11%pt	34 10%p	26 8%	23 7%	37 11%pt	27 8%	33 10%p	28 8%	31 9%	38 11%pt	38 10%	53 14%
Food hygiene at home	23 7%swxA	27 8%swxA	9 3%	8 3%	26 8%swxA	25 7%swxA	11 3%	22 6%ax	30 8%stwxA	29 8%stwxA	26 7%	30 8%
Animal welfare	13 4%	6 2%	14 4%	17 5%v	21 6%sv	16 5%v	24 7%sv	40 12%qrst	36 10%qrst	38 11%qrst	37 10%	48 13%
Food poisoning such as Salmonella and E.Coli	21 6%q	21 6%	12 4%	11 3%	27 8%qswxA	16 5%	14 4%	23 7%q	26 7%qbx	26 8%qswx	28 8%	29 8%
Date labels, such as "best before" and "use by" labels	15 5%	23 7%stzB	17 5%z	13 4%	29 9%stzB	7 2%	16 5%	10 3%	16 5%	23 7%stzB	23 6%	25 7%
Food waste	17 5%	20 6%	22 7%rst	13 4%	20 6%	25 8%rst	32 9%qrst	33 10%qrst	37 10%qrst	42 12%qrst	38 10%	46 13%
The amount of sugar in food	34 10%qst	32 9%qs	26 8%ss	25 8%	39 12%pqst	47 14%pqrs	41 12%pqst	61 18%pqrs	49 14%pqrs	66 19%pqrs	53 14%	79 22%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	252	266	242	296	317	303	327
Weighted Base	291	274	299	288	298	293	286	297	296	297	266	290	304	288	278	315	304	304	339	
The amount of salt in food	8 3%	20 7%a	15 5%	11 4%	13 4%	15 5%	18 6%	16 5%	20 7%a	16 6%	16 5%	15 6%	18 6%	15 5%	17 6%	10 4%	23 7%	33 11%ps	18 6%	25 7%
Food miles (e.g. the distance food travels)	6 2%	6 2%	5 2%	3 1%	7 2%	4 1%	6 2%	4 1%	6 2%	6 2%	10 3%	14 5%acdfg hj	7 3%	6 2%	7 3%	8 3%	11 3%	7 2%	8 3%	11 3%
The use of pesticides to grow food	6 2%	9 3%h	5 2%	3 1%	10 3%h	8 3%h	16 5%acdhj o	1 *	8 3%h	5 2%	8 3%h	15 6%acdhj o	15 5%cdhjo	17 6%acdhj o	6 2%	7 3%	13 4% <i>s</i>	12 4% <i>s</i>	3 1%	6 2%
The amount of saturated fat in food	6 2%	20 7%acd	4 1%	7 2%	11 4%	15 5% <i>c</i>	21 7%acd	17 6% <i>ac</i>	16 6% <i>ac</i>	21 7%acd	11 4%	21 8%acdek	13 4% <i>c</i>	25 8%acdek	19 6%acd	12 4%	9 3%	17 6% <i>s</i>	6 2%	14 4%
Genetically Modified (GM) foods	5 2%	6 2%	8 3%	11 4% <i>o</i>	8 3%	4 1%	7 3%	7 2%	8 3%	10 3%	10 3%	12 5% <i>lo</i>	14 5% <i>lo</i>	20 7% <i>abcef</i> ghio	3 1%	9 3%	12 4%	22 7% <i>psu</i>	8 3%	13 4%
Foods aimed at children including school meals	4 2%	4 2%	6 2%	2 1%	6 2%	5 2%	2 1%	3 1%	2 1%	2 1%	2 1%	7 3% <i>dj</i>	4 1%	10 3% <i>dgijk</i>	4 2%	5 2%	13 4%	13 4%	6 2%	13 4%
Hormones/steroids /antibiotics in food	2 1%	5 2% <i>d</i>	4 1%	-	5 2% <i>d</i>	6 2% <i>d</i>	3 1%	3 1%	7 2% <i>d</i>	5 2% <i>d</i>	6 2% <i>d</i>	12 5% <i>acdgh</i> j	8 3% <i>d</i>	15 5% <i>acdeg</i> hj	9 3% <i>d</i>	9 3% <i>t</i>	6 2%	16 5% <i>qstu</i> A	3 1%	2 1%
The use of additives (such as preservatives and colouring) in food products	2 1%	11 4% <i>a</i>	7 2%	7 2%	4 1%	14 5% <i>aeh</i>	15 5% <i>aeh</i>	3 1%	8 3%	9 3%	11 4% <i>ah</i>	15 5% <i>aeh</i>	23 8% <i>acdeh</i> ijko	20 7% <i>acdeh</i> i	8 3%	9 3%	25 8% <i>pw</i>	16 5%	14 5%	26 8% <i>pw</i>
The feed given to livestock	-	9 3% <i>ade</i>	5 2% <i>a</i>	1 *	2 1%	5 2% <i>a</i>	2 1%	4 1%	8 3% <i>ad</i>	3 1%	9 3% <i>ade</i>	13 5% <i>acdeg</i> hjno	9 3% <i>ade</i>	4 1%	5 2% <i>a</i>	7 3%	6 2%	19 6% <i>qstu</i> vwxyA	3 1%	6 2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	299	349	287	323	319	321	336	320	350	325	333	328
Weighted Base	322	350	315	325	335	337	349	338	354	350	373	369
The amount of salt in food	35 11%ps	31 9%p	30 10%p	26 8%p	24 7%	25 7%	29 8%p	33 10%p	30 9%p	37 10%p	33 9%	53 14%
Food miles (e.g. the distance food travels)	7 2%	4 1%	7 2%	10 3%	12 4%w	14 4%v	6 2%	16 5%vA	14 4%v	12 3%	14 4%	11 3%
The use of pesticides to grow food	16 5%st	10 3%	11 3% <i>s</i>	12 4% <i>s</i>	17 5% <i>st</i>	22 6% <i>pstv</i>	14 4% <i>s</i>	28 8% <i>pprst</i>	21 6% <i>st</i>	27 8% <i>prstv</i>	20 5%	22 6%
The amount of saturated fat in food	29 9% <i>qstx</i>	23 7% <i>qs</i>	18 6% <i>s</i>	13 4%	25 8% <i>qs</i>	25 7% <i>qs</i>	24 7% <i>qs</i>	30 9% <i>qstx</i>	30 9% <i>qstx</i>	30 9% <i>qstx</i>	29 8%	50 14%
Genetically Modified (GM) foods	10 3%	18 5%	13 4%	22 7% <i>su</i>	23 7% <i>su</i>	19 6%	15 4%	21 6% <i>s</i>	24 7% <i>su</i>	22 6% <i>s</i>	24 7%	27 7%
Foods aimed at children including school meals	16 5% <i>s</i>	21 6% <i>ps</i>	14 4%	14 4%	12 3%	12 3%	15 4%	19 6% <i>ps</i>	17 5%	23 7% <i>ps</i>	26 7%	24 7%
Hormones/steroids /antibiotics in food	5 1%	10 3% <i>t</i>	7 2%	13 4% <i>st</i>	11 3% <i>t</i>	13 4% <i>st</i>	7 2%	20 6% <i>qstuw</i>	21 6% <i>qstuw</i>	27 8% <i>qqstu</i>	20 5%	26 7%
The use of additives (such as preservatives and colouring) in food products	26 8% <i>pw</i>	23 7% <i>w</i>	9 3%	25 8% <i>pw</i>	19 6%	21 6%	21 6%	27 8% <i>pw</i>	32 9% <i>psw</i>	30 9% <i>pw</i>	17 5%	27 7%
The feed given to livestock	9 3%	5 1%	5 2%	6 2%	8 2%	12 4% <i>s</i>	5 1%	18 5% <i>qstvw</i>	16 4% <i>stvwA</i>	20 6% <i>qstvw</i>	15 4%	12 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
 Base: All adults England/Wales/NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	252	266	242	296	317	303	327
Weighted Base	291	274	299	288	298	293	286	297	296	297	266	290	304	288	278	315	304	304	339	
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	9	12	11	10	18	16	21	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	14	11	11	16	17	6	8	-	-	-	-
BSE ('mad cow disease')	-	9	1	4	1	7	2	2	4	2	4	1	7	6	5	5	10	3	4	4
Other	8	6	13	6	9	14	14	13	12	7	7	5	7	16	8	14	15	16	17	17
Net: Any	75	80	85	65	97	88	89	85	91	96	91	106	116	111	103	96	126	127	111	153
None	188	168	183	188	166	186	179	194	187	176	175	146	152	154	168	166	164	148	167	164
Don't know	27	26	31	36	35	19	19	18	25	31	13	22	39	18	16	25	29	25	21	21
Average number of mentions	2.46	3.45cd	1.98	2.23	2.61	2.95c	3.24cd	2.52	2.72c	2.68	2.99c	3.71acd	3.15cd	3.88acd	3.35cd	3.24et	2.54	3.23st	2.17	2.33
Standard deviation	2.42	4.10	1.77	1.95	2.93	3.18	3.02	2.14	2.63	3.23	2.98	3.94	2.86	4.06	3.52	3.52	2.77	3.85	1.69	2.44
Standard error	0.28	0.48	0.19	0.24	0.30	0.32	0.34	0.23	0.27	0.33	0.30	0.35	0.26	0.42	0.36	0.38	0.25	0.34	0.16	0.20

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	299	349	287	323	319	321	336	320	350	325	333	328
Weighted Base	322	350	315	325	335	337	349	338	354	350	373	369
Chemicals from the environment, such as lead, in food	-	-	-	-	-	16 5%qrstu vwxy	16 5%qrstu vwxy	26 8%qrstu vwxy	30 8%qrstu vwxyA	29 8%qrstu vwxy	27 7%	26 7%
Food not being what the label says it is	-	-	-	-	-	15 4%qrstu vwxy	13 4%qrstu vwxy	22 7%qrstu vwxy	17 5%qrstu vwxy	26 7%pqrst uvwxyA	21 5%	19 5%
BSE ('mad cow disease')	3 1%	3 1%	1	3 1%	3 1%	1	5 1%	5 2%	10 3%wz	3 1%	13 3%	3 1%
Other	14 4%	30 9%pqwz ABCD	13 4%	18 5%D	23 7%pD	15 5%D	14 4%	15 4%	15 4%D	6 2%	15 4%	14 4%
Net: Any	140 44%p	146 42%	129 41%	120 37%	141 42%	147 44%p	141 40%	152 45%pex	164 46%pex	165 47%px	149 40%	194 53%
None	171 53%D	186 53%D	172 55%D	179 55%D	166 49%	167 50%	182 52%D	167 49%	176 50%	153 44%	204 55%	139 38%
Don't know	10 3%	18 5%	13 4%	26 8%uC	28 8%uWC	22 7%	26 7%uC	20 6%	14 4%	32 9%uWC	21 6%	36 10%
Average number of mentions	3.06st	3.05st	2.68	2.88s	3.47qst	3.12st	3.19st	3.90qst	3.69qst	4.05qst	4.24	3.94
Standard deviation	2.84	3.12	2.78	3.19	3.19	3.28	2.97	4.29	4.06	3.83	4.77	3.83
Standard error	0.25	0.26	0.25	0.29	0.28	0.28	0.26	0.36	0.32	0.31	0.40	0.30

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
 Base: All adults England/Wales/NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	398	365	375	372	453	445	441	497
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	411	387	417	414	450	450	455	469
Food prices	67 15%	76 16%	77 17%	77 18%	128 30%abcd fghijkl mno	81 18%k	92 20%ajk	68 16%	75 18%	62 15%	49 13%	75 17%	84 20%jk	66 17%	63 15%	68 16%AB	60 13%	57 13%	68 15%	84 18%yzAB
The use of additives (such as preservatives and colouring) in food products	45 10%	38 8%	35 8%	29 7%	33 8%	41 9%	29 7%	30 7%	46 11%dgk	33 8%	26 7%	59 14%bode ghjko	55 13%bcde ghjko	47 12%cddegh jko	32 8%	35 8%	49 11%t	44 10%t	36 8%	27 6%
The amount of salt in food	44 10%	37 8%	38 8%	41 10%	57 13%bc	47 11%	41 9%	47 11%	55 13%bc	54 13%b	34 9%	60 14%bqk	62 15%abcd gko	44 11%	42 10%	45 11%	41 9%	31 7%	42 9%	39 8%
The amount of fat in food	42 9%	33 7%	42 9%	43 10%	61 14%abck o	42 10%	45 10%	47 11%b	48 12%b	48 11%b	33 9%	59 14%bko	65 16%abcd fgko	49 13%bo	31 7%	42 10%r	37 8%	26 6%	48 10%rt	30 6%
Animal welfare	31 7%	30 7%	21 5%	25 6%	34 8%	30 7%	22 5%	28 7%	44 11%bodg	38 9%cg	33 9%cg	60 14%abcd elghjkn o	51 12%abcde fgh	34 9%cg	36 9%cg	48 12%rstw y	42 9%rw	12 3%	28 6%r	32 7%r
Food hygiene when eating out	30 7%c	38 8%c	12 3%	32 7%c	46 11%cgh	42 9%c	28 6%c	24 6%c	44 11%cgh	35 8%c	26 7%c	47 11%acgh	62 15%abcdf ghjkn o	34 9%c	36 9%c	45 11%rtwy A	35 8%	25 6%	33 7%	27 6%
The amount of saturated fat in food	30 7%	20 4%	23 5%	20 5%	39 9%bcd	30 7%	33 7%	23 5%	36 9%bcd	37 9%bd	27 7%	57 13%abcd fghko	58 14%abcd elghijk o	41 11%abcdh o	26 6%	42 10%rst	36 8%rt	19 4%	27 6%	19 4%
The amount of sugar in food	27 6%	30 6%	22 5%	33 8%	47 11%abc	41 9%c	36 8%	52 12%abcd g	61 15%abcd fg	82 19%abcd efgho	55 14%abd	103 24%abcd elghiko	90 22%abcd elghiko	72 18%abcd efgh	57 14%abcd g	77 19%qrst uvwxy	37 8%	35 8%	36 8%	37 8%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	454	448	499	464	441	497	450	491	407	488	431	443
Weighted Base	452	422	443	459	452	449	469	452	454	466	457	467
Food prices	103 23%pqrs vxyzABC D	66 16%B	88 20%qxy zABC	62 14%	54 12%	58 13%	54 11%	48 11%	65 14%	75 16%AB	69 15%	66 14%
The use of additives (such as preservatives and colouring) in food products	39 9%	38 9%	51 11%t	43 9%t	41 9%	56 13%stA	38 8%	43 9%t	43 10%t	68 14%prstu vxyzABC	40 9%	49 11%
The amount of salt in food	52 11%rA	54 13%rA	42 9%	53 11%rA	46 10%	46 10%	32 7%	63 14%qrst wA	57 12%rA	63 13%qrtA	44 10%	56 12%
The amount of fat in food	50 11%rt	59 14%qtw yA	43 10%r	48 11%rt	43 10%r	45 10%r	38 8%	60 13%qrtA	57 13%qrtA	48 10%rt	50 11%	52 11%
Animal welfare	39 9%nw	32 7%r	22 5%	45 10%rwy	27 6%r	48 11%rstwy	40 9%nw	52 11%rstv wy	47 10%rswy	65 14%qrst uwxyA	49 11%	56 12%
Food hygiene when eating out	38 8%	37 9%	28 6%	37 8%	29 6%	39 9%	27 6%	42 9%rtA	39 9%	49 10%rtwyA	38 8%	41 9%
The amount of saturated fat in food	38 8%rt	36 8%rt	29 7%	37 8%rt	32 7%	47 11%rstw	39 8%rt	48 11%rstw	39 9%rt	51 11%rstw y	47 10%	44 9%
The amount of sugar in food	40 9%	42 10%	47 11%	61 13%qrst u	59 13%qrst u	62 14%qrst u	71 15%qrst uv	86 19%qrst uvwxyz	81 18%qrst uvw	81 17%qrst uvw	67 15%	95 20%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
 Base: All adults England/Wales/NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	398	365	375	372	453	445	441	497
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	411	387	417	414	450	450	455	469
Genetically Modified (GM) foods	23 5%	29 6%	23 5%	22 5%	28 6%	32 7%	26 6%	24 6%	43 10%abcdg	33 8%	25 7%	39 9%acd	52 13%abcde	34 9%	27 6%	32 8%	45 10%rstv	27 6%	24 5%	27 6%
The use of pesticides to grow food	23 5%	24 5%	14 3%	18 4%	26 6%ch	28 6%ch	18 4%	11 3%	34 8%cdghk	26 6%ch	15 4%	41 9%abcdg	36 9%abcdg	27 7%ch	27 6%ch	26 6%	23 5%	22 5%	19 4%	18 4%
Food waste	22 5%	13 3%	14 3%	19 5%	36 8%bodh	33 7%bc	27 6%b	19 5%	39 9%abcd	46 11%abcdg	31 8%bc	62 14%abcd	61 15%abcd	41 11%abcd	42 10%abcd	54 13%grst	21 5%	10 2%	23 5%r	19 4%
Date labels, such as "best before" and "use by" labels	20 4%	19 4%	14 3%	22 5%	32 8%bcjno	24 6%j	20 4%	20 5%	30 7%cjno	11 3%	17 4%	31 7%cjno	30 7%bcjno	13 3%	16 4%	23 6%	19 4%	17 4%	25 6%	21 5%
Food poisoning such as Salmonella and E.Coli	20 4%h	16 3%	17 4%	25 6%gh	25 6%h	23 5%h	13 3%	7 2%	25 6%gh	19 5%h	25 6%bgh	28 6%bgh	35 9%abogh	24 6%gh	23 5%h	25 6%ry	28 6%rwy	13 3%	25 6%	20 4%
Food miles (e.g. the distance food travels)	20 4%c	22 5%c	7 1%	13 3%	22 5%c	18 4%c	15 3%	20 5%c	21 5%c	28 7%cdgkl	12 3%	14 3%	29 7%cdgkl	26 7%cdgkl	17 4%c	17 4%	31 7%rsy	14 3%	15 3%	23 5%
Food hygiene at home	19 4%	18 4%	14 3%	16 4%	43 10%abcdf	24 5%gh	12 3%	10 2%	21 5%	21 5%	11 3%	15 3%	34 8%abcdg	23 6%ghk	20 5%	20 5%t	26 6%tA	16 4%	21 5%t	8 2%
Hormones/steroids /antibiotics in food	17 4%c	18 4%c	7 2%	15 3%	18 4%c	23 5%c	14 3%	16 4%c	35 8%abcde	19 5%c	11 3%	32 7%abcde	36 9%abcde	29 7%abcdg	21 5%c	21 5%	15 3%	15 3%	17 4%	15 3%
The feed given to livestock	17 4%gh	18 4%cgh	7 2%	13 3%	20 5%cgh	21 5%cgh	6 1%	5 1%	26 6%cdghk	15 4%gh	9 2%	31 7%abcdg	34 8%abcde	16 4%cgh	10 2%	14 3%	17 4%y	17 4%y	17 4%y	14 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	454	448	499	464	441	497	450	491	407	488	431	443
Weighted Base	452	422	443	459	452	449	469	452	454	466	457	467
Genetically Modified (GM) foods	31 7%	23 6%	32 7%	28 6%	50 11%rstu	51 11%rstuv	28 6%	37 8%	37 8%	38 8%	35 8%	35 8%
The use of pesticides to grow food	19 4%	27 6%	27 6%	26 6%	24 5%	36 8%stu	27 6%	35 8%stu	36 8%stu	43 9%qrst	46 10%	34 7%
Food waste	31 7%r	26 6%r	47 11%qrstu	27 6%r	33 7%rt	28 6%r	50 11%qrst	45 10%qrst	51 11%qrst	64 14%qrst	51 11%	61 13%
Date labels, such as "best before" and "use by" labels	27 6%A	27 6%A	35 8%qrtyA	31 7%A	17 4%	26 6%	14 3%	24 5%	30 7%A	32 7%ryA	20 4%	24 5%
Food poisoning such as Salmonella and E.Coli	22 5%	17 4%	14 3%	20 4%	14 3%	24 5%	21 4%	29 7%rwy	23 5%	29 6%rwy	29 6%	19 4%
Food miles (e.g. the distance food travels)	29 6%rs	16 4%	26 6%r	28 6%r	17 4%	37 8%prstv	25 5%	22 5%	28 6%r	36 8%prsvy	16 3%	22 5%
Food hygiene at home	19 4%t	23 5%tA	15 3%	22 5%t	15 3%	24 5%tA	13 3%	26 6%tA	24 5%t	24 5%t	19 4%	25 5%
Hormones/steroids /antibiotics in food	17 4%	20 5%	16 4%	25 5%	20 4%	26 6%	15 3%	23 5%	31 7%qrstu	34 7%qrstu	29 6%	24 5%
The feed given to livestock	14 3%	20 5%y	19 4%y	21 4%y	6 1%	25 6%y	16 3%	23 5%y	28 6%tuy	21 4%y	20 4%	20 4%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	398	365	375	372	453	445	441	497
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	411	387	417	414	450	450	455	469
Foods aimed at children including school meals	13 3%	17 4% ^c	6 1%	11 3%	27 6% ^{acd}	19 4% ^c	16 4% ^c	16 4% ^c	17 4% ^c	20 5% ^c	16 4% ^c	40 9% ^{abcd}	44 11% ^{abode}	22 6% ^{acd}	28 7% ^{abcdg}	30 7% ^{qrst}	10 2%	7 2%	7 2%	11 2% ^A
BSE ('mad cow disease')	9 2%	8 2%	5 1%	7 2%	9 2%	22 5% ^{abcde}	8 2%	4 1%	11 3%	9 2%	6 2%	7 2%	15 4% ^{ch}	7 2%	6 1%	3 1%	14 3% ^p	11 2%	9 2%	11 2%
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	24 6% ^{abode}	18 5% ^{abcd}	47 11% ^{abcd}	39 10% ^{abode}	36 9% ^{abode}	24 6% ^{abode}	35 8% ^{qrst}	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	30 7% ^{abode}	18 5% ^{abode}	31 7% ^{abode}	27 7% ^{abode}	28 7% ^{abode}	13 3% ^{abode}	17 4% ^{qrst}	-	-	-	-
Other	25 6% ⁿ	20 4%	29 6% ⁿ	23 5%	27 6% ⁿ	51 12% ^{abcde}	27 6% ⁿ	36 9% ^{blmno}	27 7% ⁿ	23 5%	25 7% ⁿ	19 4%	15 4%	10 3%	20 5%	18 4%	32 7% ^B	19 4%	31 7% ^B	30 6%
Net: Any	192 43%	216 47%	196 44%	204 48%	239 55% ^{abcd}	229 52% ^{aco}	224 50%	209 50%	208 50%	211 50%	180 47%	230 53% ^{aco}	229 56% ^{abcd}	205 53% ^{aco}	182 44%	216 52% ^A	207 46%	182 40%	206 45%	235 50% ^r
None	218 49% ^{emn}	219 47% ^{en}	229 51% ^{efjk}	196 46% ^{lmn}	174 40%	190 43%	207 46%	190 46%	187 45%	183 43%	165 43%	184 42%	170 41%	156 40%	203 49% ^{emn}	173 42%	214 48% ^D	232 52% ^{ptw}	213 47% ^D	205 44%
Don't know	32 7% ^{gm}	28 6% ^m	23 5%	26 6% ^m	18 4%	23 5%	17 4%	19 5%	19 5%	27 6% ^m	36 9% ^{cefgh}	21 5%	12 3%	25 7% ^m	32 8% ^{egm}	24 6% ^{lmw}	29 7% ^{lmw}	36 8% ^{lmwyz}	37 8% ^{lmwyz}	29 6% ^{lmw}
Average number of mentions	2.95 ^c	2.50	2.38	2.61	3.30 ^{bcd}	3.10 ^{cg}	2.48	2.57	3.65 ^{bcd}	3.48 ^{bcd}	2.98 ^c	4.26 ^{abc}	4.49 ^{abc}	3.59 ^{bcd}	3.46 ^{bcd}	3.53 ^{rt}	3.12 ⁱ	2.52	2.85	2.33
Standard deviation	3.08	2.91	2.34	2.85	3.33	3.32	2.55	2.69	3.75	3.69	2.96	4.12	4.49	3.61	3.88	3.50	3.47	2.94	3.24	2.42
Standard error	0.23	0.20	0.17	0.20	0.22	0.22	0.17	0.19	0.27	0.26	0.23	0.28	0.31	0.26	0.31	0.25	0.24	0.22	0.23	0.16

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	454	448	499	464	441	497	450	491	407	488	431	443
Weighted Base	452	422	443	459	452	449	469	452	454	486	457	467
Foods aimed at children including school meals	5 1%	12 3%A	10 2%	12 3%A	7 2%	20 4%rsuyA	3 1%	17 4%rsuA	17 4%suA	20 4%rsuyA	14 3%	23 5%
BSE ('mad cow disease')	12 3%	15 3%p	9 2%	12 3%	6 1%	14 3%p	9 2%	14 3%p	6 1%	16 4%py	14 3%	11 2%
Chemicals from the environment, such as lead, in food	-	-	-	-	-	9%qrstu vwxyA	18 4%qrstu vwxy	41 9%qrstu vwxyA	39 8%qrstu vwxyA	40 9%qrstu vwxyA	41 9%	29 6%
Food not being what the label says it is	-	-	-	-	-	24 5%qrstu vwxy	17 4%qrstu vwxy	31 7%qrstu vwxyA	26 6%qrstu vwxy	26 6%qrstu vwxy	32 7%	20 4%
Other	44 10%prAB CD	64 15%pqrst uvwxyZABC D	37 8%prBCD	41 9%prBC D	44 10%prAB CD	45 10%prtAB CD	26 6%	16 4%	20 4%	20 4%	16 4%	27 6%
Net: Any	236 52%rsA	210 50%r	234 53%qrsA	225 49%r	226 50%r	228 51%r	210 45%	233 52%rA	227 50%r	252 54%qrsA	222 49%	249 53%
None	203 45%	193 46%	196 44%	211 46%	218 48%D	201 45%	231 49%pD	199 44%	208 46%	185 40%	213 47%	189 40%
Don't know	12 3%	20 5%y	13 3%	24 5%y	9 2%	20 4%y	28 6%lwy	20 5%y	19 4%	29 6%lwy	22 5%	29 6%
Average number of mentions	2.94t	3.33rt	2.90t	3.19t	2.72	3.77rst uwy	3.08t	3.64rst uwy	3.69rst uwy	3.81rst uwyA	3.61	3.49
Standard deviation	2.95	3.77	2.98	3.66	2.49	4.54	3.17	4.33	3.96	4.11	4.12	3.84
Standard error	0.19	0.25	0.19	0.24	0.17	0.29	0.23	0.28	0.28	0.25	0.29	0.25

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	451	405	414	447	432	493	485	449	515	573	488	517	516	561	584	619
Weighted Base	330	327	329	312	321	334	331	325	328	336	329	335	332	331	339	348
Food prices	46 14%hjl	39 12%j	41 12%j	41 13%hjl	68 21%abcdf ghijklmn o	53 16%hklm o	44 13%hjl	27 8%	40 12%j	25 7%	33 10%	30 9%	33 10%	47 14%hilm	38 11%j	34 10%
The amount of salt in food	31 9%b	15 5%	26 8%	26 8%b	30 9%b	42 13%bcdkn o	32 10%b	36 11%bko	37 11%bko	35 10%bk	22 7%	34 10%bk	30 9%b	25 8%	24 7%	27 8%
The amount of fat in food	26 8%	20 6%	23 7%	27 9%	28 9%	44 13%abcde jklno	36 11%bkn	33 10%b	35 11%bkn	28 8%	22 7%	30 9%	33 10%b	23 7%	28 8%	28 8%
Food hygiene at home	23 7%bcdg hklm	9 3%	12 4%	7 2%	16 5%dhl	21 6%bdghkl	9 3%	8 2%	15 5%l	15 4%	9 3%	7 2%	20 6%bdghkl	12 4%	15 5%l	16 5%
Food poisoning such as Salmonella and E.Coli	23 7%bdgh kl	12 4%g	18 5%g	11 4%g	13 4%g	19 6%gl	5 1%	10 3%	17 5%g	14 4%g	11 3%	10 3%	18 5%g	16 5%g	14 4%g	10 3%
Food hygiene when eating out	20 6%	13 4%	18 5%	14 4%	24 7%bg	32 10%bcdghj klm	13 4%	14 4%	28 8%bdghk	21 6%	17 5%	19 6%	24 7%bg	19 6%	23 7%g	20 6%
The amount of sugar in food	20 6%	16 5%	17 5%	22 7%	28 9%b	39 12%abcd	32 10%abc	35 11%abc	40 12%abcd	49 15%abcde go	39 12%abcd	50 15%abcde go	38 11%abcd	47 14%abcde go	35 10%abc	40 12%
Date labels, such as "best before" and "use by" labels	19 6%bg	10 3%	17 5%g	13 4%	17 5%g	26 8%bdgkl n	8 2%	19 6%bg	22 7%bgj	13 4%	15 4%	14 4%	19 6%bg	15 4%	16 5%g	16 5%
The use of additives (such as preservatives and colouring) in food products	19 6%b	8 2%	22 7%b	28 9%bbh	25 8%b	27 8%b	21 6%b	17 5%b	21 6%b	23 7%b	21 6%b	22 7%b	29 9%bth	21 6%b	19 6%b	20 6%
The amount of saturated fat in food	18 5%b	7 2%	15 5%	13 4%	17 5%b	29 9%abcdeg	16 5%b	23 7%b	27 8%bcdg	24 7%b	25 7%bd	25 8%bd	30 9%abcdeg o	23 7%b	19 6%b	19 5%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	451	405	414	447	432	493	485	449	515	573	488	517	516	561	584	619
Weighted Base	330	327	329	312	321	334	331	325	328	336	329	335	332	331	339	348
Food waste	15 4%	7 2%	9 3%	7 2%	20 6%bcd	24 7%bcd	22 7%bcd	19 6%bcd	32 10%abcdeh j	15 4%b	35 11%abcdeg hj	27 8%abcdj	24 7%bcd	33 10%abcde hj	32 10%abcdhj	33
Animal welfare	15 4%	9 3%	15 5%	15 5%	28 9%abcdgh	18 5%	10 3%	17 5%	25 8%bfg	25 8%abg	22 7%bfg	29 9%abcdfg h	31 9%abcdfg h	28 8%abcdgh	26 8%abg	15 4%
The use of pesticides to grow food	14 4%	8 2%	12 4%	15 5%	15 5%	18 6%bfg	9 3%	16 5%	19 6%bfg	15 5%	13 4%	20 6%bfg	23 7%bcgk	20 6%bfg	20 6%bfg	19 5%
Genetically Modified (GM) foods	12 4%	12 4%	8 3%	11 4%	14 4%	13 4%	10 3%	13 4%	24 7%abcdef ghijklno	11 3%	9 3%	12 4%	20 6%cgjk	12 4%	12 4%	11 3%
Food miles (e.g. the distance food travels)	12 4%	8 2%	6 2%	12 4%	10 3%	16 5%c	13 4%	11 3%	19 6%bceklm	12 3%	10 3%	9 3%	11 3%	19 6%bcekl	19 6%bcd	8 2%
BSE ('mad cow disease')	7 2%	9 3%	7 2%	8 2%	5 2%	12 4%gkm	3 1%	6 2%	11 3%gkm	6 2%	5 1%	7 2%	5 1%	5 2%	8 2%	5 1%
The feed given to livestock	7 2%	4 1%	8 3%	11 3%	10 3%	20 6%abgjh kno	4 1%	9 3%	17 5%abgjk o	8 2%	8 3%	11 3%	22 7%abcdg hijklno	9 3%	9 3%	10 3%
Hormones/steroids /antibiotics in food	6 2%	5 2%	8 2%	8 3%	13 4%bfg	18 5%abcdgh k	3 1%	8 3%	19 6%abcdgh jk	10 3%	6 2%	14 4%abgk	16 5%abgk	15 4%abgk	16 5%abgk	13 4%
Foods aimed at children including school meals	5 2%	3 1%	3 1%	7 2%	6 2%	8 2%	4 1%	3 1%	13 4%abghk lo	7 2%	5 2%	4 1%	7 2%	7 2%	5 2%	7 2%
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	13 4%abcdef	14 4%abcdef	16 5%abcdef	19 6%abcdef	23 7%abcdef	22 6%abcdef	17 5%
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	15 5%abcdef	13 4%abcdef	15 5%abcdef	16 5%abcdef	12 4%abcdef	10 3%abcdef	11 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	451	405	414	447	432	493	485	449	515	573	488	517	516	561	584	619
Weighted Base	330	327	329	312	321	334	331	325	328	336	329	335	332	331	339	348
Other	18 5%lm	20 5%lm	21 6%lm	12 4%	16 5%	24 7%dlmno	17 5%l	18 6%lm	18 5%lm	16 5%	17 5%l	8 2%	9 3%	12 4%	13 4%	16 5%
Net: Any	132 40%	123 38%	125 38%	120 38%	139 43%	140 42%	124 38%	121 37%	129 39%	136 41%	128 39%	127 38%	142 43%	138 42%	140 41%	137 39%
None	173 53%	171 52%	181 55%	164 52%	169 53%	180 54%	188 57%	179 58%ln	179 55%	177 53%	179 54%	186 55%	175 53%	168 51%	181 53%	187 54%
Don't know	24 7%ef	32 10%efgh imo	23 7%	30 9%efghmo	13 4%	14 4%	19 6%	16 5%	21 6%	23 7%	22 7%	22 7%	15 5%	25 7%eflm	18 5%	23 7%
Average number of mentions	2.83b	2.09	2.56	2.67	3.02b	3.70abcd	2.59	2.94b	3.86abcd	3.00b	2.93b	3.34bcg	3.43bcg	3.26bg	3.00b	3.03
Standard deviation	3.16	2.55	2.89	2.99	3.32	4.03	2.70	3.05	4.36	3.35	2.87	3.59	4.25	3.71	3.41	3.60
Standard error	0.24	0.21	0.24	0.23	0.25	0.28	0.20	0.24	0.32	0.22	0.21	0.26	0.29	0.24	0.22	0.23

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	1738	1769	1771	1775	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	1637	1634	1678	1672	..*	..*	..*	..*
Food prices	237 14%j	247 15%hjk	252 15%hjk	267 16%hjk	368 22%abcd fghijkl mno	265 16%hjk	286 17%ahij kl	207 12%	241 14%jk	192 11%	200 12%	234 14%j	266 16%hjk	274 17%ahjk l	252 15%hjk	245 15%	-	-	-	-
The amount of salt in food	138 8%	125 7%	131 8%	132 8%	176 11%abcd k	174 10%abcdk	151 9%	163 10%bk	172 10%abcdk	160 9%bk	126 8%	200 12%abcd ghjko	179 11%abcd ko	170 10%abcdk	146 9%	162 10%	-	-	-	-
The amount of fat in food	136 8%	128 8%	135 8%	117 7%	175 11%abcd k	185 11%abcdk	152 9%cd	156 9%cd	178 11%abcdk	151 9%cd	127 8%	196 12%abcd ghjko	187 11%abcd gkjo	166 10%abcdk	150 9%cd	162 10%	-	-	-	-
The use of additives (such as preservatives and colouring) in food products	127 8%	106 6%	100 6%	106 6%	115 7%	129 8%	118 7%	109 7%	125 7%	128 8%	103 6%	162 10%abcd efghjk o	173 11%abcd efghjk	171 10%abcde fghjko	111 7%	124 7%	-	-	-	-
Food hygiene when eating out	115 7%c	114 7%c	81 5%	100 6%	164 10%abcd ghjk	169 10%abcdg hjk	108 7%c	102 6%	158 10%abcdg hjk	125 7%c	114 7%c	171 10%abcd ghjk	172 11%abcd ghjk	164 10%abcdg hjk	148 9%abcd ghk	162 10%	-	-	-	-
The amount of sugar in food	101 6%	113 7%c	86 5%	110 7%	143 9%acd	154 9%abcd	143 9%acd	169 10%abcd	203 12%abcd efg	241 14%abcd efgh	208 12%abcd efgh	319 19%abcd efghjk o	273 17%abcd efghjko	274 17%abcd efghjko	214 13%abcd efgh	267 16%	-	-	-	-
Animal welfare	99 6%c	77 5%	69 4%	89 5%	120 7%bcdfg	90 5%	76 5%	116 7%bfg	129 8%abcdf g	126 7%bcdfg	140 8%abcd fg	209 12%abcd efghjk o	188 11%abcd efghjko	195 12%abcde fghjko	158 9%abcd efghj	186 11%	-	-	-	-
The amount of saturated fat in food	93 6%cd	78 5%	70 4%	67 4%	123 7%abcd	123 7%abcd	110 7%bcd	98 6%cd	132 8%abcdh	136 8%abcdh	115 7%bcd	177 11%abcd efghjk o	158 10%abcd efghk	163 10%abcde fghjko	130 8%abcdh	144 9%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base
Food prices	-	-	-	-	-	-	-	-	-	-	-	-
The amount of salt in food	-	-	-	-	-	-	-	-	-	-	-	-
The amount of fat in food	-	-	-	-	-	-	-	-	-	-	-	-
The use of additives (such as preservatives and colouring) in food products	-	-	-	-	-	-	-	-	-	-	-	-
Food hygiene when eating out	-	-	-	-	-	-	-	-	-	-	-	-
The amount of sugar in food	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-
The amount of saturated fat in food	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	1738	1769	1771	1775	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	1637	1634	1678	1672	..*	..*	..*	..*
Food hygiene at home	88 5%cdgh k	76 5%cdgh k	53 3%	47 3%	113 7%abcdgh ijkl	106 6%bcdgh jk	53 3%	48 3%	78 5%cdghk	77 5%cdghk	53 3%	86 5%cdghk	114 7%abcdg hijkl	101 6%bcdgh jk	99 6%cdghk	104 6%	-	-	-	-
Genetically Modified (GM) foods	88 5%	91 5%c	66 4%	75 4%	82 5%	82 5%	82 5%	87 5%	145 9%abcde fghjko	112 7%defg k	78 5%	118 7%acdef ghk	145 9%abcde fghjko	124 8%abcde fghko	95 6%c	106 6%	-	-	-	-
Food poisoning such as Salmonella and E.Coli	81 5%gh	69 4%g	69 4%g	80 5%gh	86 5%gh	82 5%gh	46 3%	53 3%	88 5%gh	67 4%	75 4%gh	100 6%boghj	113 7%abcde fghjk	120 7%abcde fghjk	100 6%boghj	95 6%	-	-	-	-
Date labels, such as "best before" and "use by" labels	77 5%j	79 5%cdj	56 3%	56 3%	91 5%cdj	106 6%acdjk	88 5%cdj	80 5%cdj	104 6%acdjk	53 3%	69 4%	85 5%cdj	97 6%cdjk	84 5%cdj	87 5%cdj	93 6%	-	-	-	-
The use of pesticides to grow food	73 4%c	71 4%c	48 3%	56 3%	77 5%c	82 5%cd	76 5%c	60 4%	100 6%abcdh k	89 5%cdh	69 4%	137 8%abcde fghijk	127 8%abcde fghijk	133 8%abcde fghijk	107 6%abcde ghk	96 6%	-	-	-	-
Food waste	71 4%b	48 3%	54 3%	51 3%	106 6%abcdh	103 6%abcd	135 8%abcdf h	79 5%bcd	130 8%abcdh	118 7%abcdh	154 9%abcd efhj	191 11%abcd efghijk	191 12%abcd efghijk	207 13%abcd efghijk o	169 10%abcd efhij	190 11%	-	-	-	-
Food miles (e.g. the distance food travels)	71 4%c	51 3%	38 2%	57 3%c	71 4%c	53 3%	65 4%c	66 4%c	73 4%bc	84 5%bcdf	63 4%c	72 4%c	82 5%bcdf	97 6%abcde fghklo	70 4%c	61 4%	-	-	-	-
Foods aimed at children including school meals	43 3%c	40 2%	24 1%	40 2%	50 3%c	60 4%ck	42 3%c	42 2%c	52 3%c	48 3%c	35 2%	86 5%abcde fghjk	81 5%abcde fghjk	81 5%abcde fghjk	63 4%bcdhk	73 4%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
Food hygiene at home	-	-	-	-	-	-	-	-	-	-	-	-
Genetically Modified (GM) foods	-	-	-	-	-	-	-	-	-	-	-	-
Food poisoning such as Salmonella and E.Coli	-	-	-	-	-	-	-	-	-	-	-	-
Date labels, such as "best before" and "use by" labels	-	-	-	-	-	-	-	-	-	-	-	-
The use of pesticides to grow food	-	-	-	-	-	-	-	-	-	-	-	-
Food waste	-	-	-	-	-	-	-	-	-	-	-	-
Food miles (e.g. the distance food travels)	-	-	-	-	-	-	-	-	-	-	-	-
Foods aimed at children including school meals	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	1738	1769	1771	1775	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	1637	1634	1678	1672	**	**	**	**
Hormones/steroids /antibiotics in food	40 2%	57 3% ^c	30 2%	39 2%	50 3% ^c	70 4% ^{acd} gk	41 2%	60 4% ^{acd} k	90 5% ^{abcde}	58 3% ^c	40 2%	99 6% ^{abcde}	111 7% ^{abcde}	118 7% ^{abcde}	90 5% ^{abcde}	85 5%	-	-	-	-
The feed given to livestock	39 2%	63 4% ^{acgh} k	36 2%	44 3%	49 3%	65 4% ^{acdgh} k	33 2%	42 3%	64 4% ^{acdgh} k	52 3%	43 3%	93 6% ^{abcde} fghjko	108 7% ^{abcde} fghjkn	68 4% ^{acdgh} k	56 3% ^c g	57 3%	-	-	-	-
BSE ('mad cow disease')	30 2%	45 3% ^{cegh} k	21 1%	33 2%	23 1%	51 3% ^{acegh} jk	21 1%	23 1%	34 2%	30 2%	24 1%	36 2% ^c g	35 2%	39 2% ^{ceghk}	47 3% ^{ceghj} k	22 1%	-	-	-	-
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	81 5% ^{abcde} fghi	71 4% ^{abcde} fghi	138 8% ^{abcde} fghijk	135 8% ^{abcde} fghijk	143 9% ^{abcde} fghijk	128 8% ^{abcde} fghijk	122 7%	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	82 5% ^{abcde} fghi	72 4% ^{abcde} fghi	108 6% ^{abcde} fghjko	99 6% ^{abcde} fghik	106 6% ^{abcde} fghjko	81 5% ^{abcde} fghi	67 4%	-	-	-	-
Other	83 5% ⁿ	74 4% ⁿ	97 6% ^{lmn}	83 5% ⁿ	100 6% ^{lmn}	170 10% ^{abcde} ghijklmn o	100 6% ^{lmn}	116 7% ^{abdim} no	112 7% ^{abdim} no	97 6% ^{lmn}	91 5% ^{lmn}	62 4%	60 4%	50 3%	76 5% ⁿ	79 5%	-	-	-	-
Net: Any	674 40%	665 40%	663 39%	707 42%	793 48% ^{abcd} ghjko	753 44% ^{abc}	725 44% ^{bc}	710 42%	740 45% ^{abc}	740 44% ^{bc}	699 42%	807 48% ^{abcd} fghjko	827 51% ^{abcd} fghjko	810 50% ^{abcd} fghjko	730 44% ^{bc}	812 49%	-	-	-	-
None	863 52% ^{elmn} n	858 52% ^{elmn} n	886 53% ^{elmn}	835 50% ^{lmn}	784 47% ⁿ	853 50% ^{lmn}	864 52% ^{elmn}	874 52% ^{elmn}	838 50% ^{lmn}	843 50% ^{lmn}	844 50% ^{lmn}	783 47% ⁿ	745 46% ⁿ	687 42%	847 50% ^{lmn}	734 44%	-	-	-	-
Don't know	133 8% ^{efgh} ilmo	143 9% ^{efgh} ijmo	133 8% ^{efghi} lmo	134 8% ^{efghi} lmo	84 5%	88 5%	70 4%	97 6% ^{gmn}	86 5%	109 6% ^{gmn}	136 8% ^{efghi} lmo	89 5%	65 4%	137 8% ^{efghi} jmo	102 6% ^{gmn}	127 8%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
Hormones/steroids	-	-	-	-	-	-	-	-	-	-	-	-
antibiotics in food	-	-	-	-	-	-	-	-	-	-	-	-
The feed given to livestock	-	-	-	-	-	-	-	-	-	-	-	-
BSE ('mad cow disease')	-	-	-	-	-	-	-	-	-	-	-	-
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	1738	1769	1771	1775	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	1637	1634	1678	1672	..*	..*	..*	..*
Average number of mentions	2.83cd	2.74	2.43	2.45	2.99cd	3.23abc	2.78cd	2.77cd	3.37abc	3.22abc	3.04cd	3.89abc	3.79abc	3.81abc	3.59abc	3.44	-	-	-	-
Standard deviation	3.01	3.34	2.48	2.61	2.99	3.50	2.84	2.98	3.44	3.57	3.02	4.16	4.10	3.95	4.12	3.66	-	-	-	-
Standard error	0.11	0.13	0.10	0.10	0.10	0.12	0.10	0.11	0.12	0.13	0.11	0.14	0.14	0.13	0.15	0.13	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.1a What food issues, if any, are you concerned about? (Spontaneous)

Base: All adults England/Wales/NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	109	99	109	105	64	63	53	53
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	95*	90*	90*	94*	60*	60*	53*	54*
Food prices	13 13% ⁿ	8 9%	9 8%	12 11% ⁿ	19 18% ^{kmn}	10 11% ⁿ	24 24% ^{bcdf lmno}	15 18% ^{mn}	15 15% ^{kmn}	23 26% ^{abcd fmno}	13 15% ^{kmn}	7 8%	6 6%	2 3%	9 10% ⁿ	6 7%	5 8%	12 20% ^{pxy B}	6 12%	11 21% ^{pxyB}
Animal welfare	11 11% ^{bdflg in}	2 2%	7 7% ^{dgn}	1 1%	5 4% ^{gn}	1 1%	-	8 10% ^{bdflg n}	1 1%	17 19% ^{bdef gklmno}	3 4%	3 4% ^g	4 4% ^g	-	7 8% ^{dfgin}	7 7% ^{ABC D}	2 4%	2 4%	1 2%	3 6% ^{yAB}
The use of additives (such as preservatives and colouring) in food products	7 7% ^{fg}	4 5%	10 10% ^{efglo}	4 4%	3 3%	*	1 1%	7 8% ^{fg}	6 6% ^f	10 11% ^{efgl o}	11 12% ^{defgl o}	2 3%	8 8% ^{fg}	5 5% ^f	2 2%	7 7% ^C	6 10% ^C	6 10% ^C	3 5%	6 11% ^C
Genetically Modified (GM) foods	6 6% ^f	1 1%	6 6% ^f	2 2%	3 3%	*	2 2%	5 7% ^f	2 2%	13 14% ^{bdef gilmno}	8 9% ^{bdflg mn}	3 3%	1 1%	1 1%	2 2%	6 6% ^{CD}	3 5%	4 6% ^D	1 1%	7 13% ^{xyzABC D}
Food miles (e.g. the distance food travels)	6 6% ^{egkn}	3 4% ^e	2 2%	5 5% ^{en}	-	1 1%	1 1%	6 8% ^{efgkn}	2 2%	12 14% ^{bdef gklno}	*	2 2%	5 6% ^{ekn}	-	2 2%	3 4%	2 4%	2 3%	1 3%	1 2% ^{ppqxyzA}
The amount of salt in food	5 5%	3 3%	7 7% ^{lo}	4 4%	2 2%	1 1%	2 2%	10 13% ^{bdefg klo}	6 6%	13 15% ^{abdef gklo}	3 4%	4 4%	9 9% ^{efgo}	6 7% ^{lo}	1 1%	7 7%	4 7%	9 14% ^B	2 4%	6 11% ^B
The amount of fat in food	4 4%	3 4%	10 10% ^{deflo}	3 3%	3 3%	-	9 9% ^{defl o}	11 14% ^{abdef lno}	2 2%	11 13% ^{abdef ino}	6 7% ^{lo}	5 5% ^{lo}	9 9% ^{deflo}	4 5% ^{lo}	-	6 6%	4 7% ^B	5 9% ^B	3 6%	11 21% ^{ppqxyzA BCD}
Date labels, such as "best before" and "use by" labels	4 4%	2 2%	4 4%	4 4%	3 2%	-	3 3%	7 8% ^{kn}	3 3%	8 9% ^{efkn}	1 1%	3 4%	4 5% ^f	1 1%	2 2%	4 4%	5 8%	1 1%	3 6%	13 24% ^{ppqxyzA zABCD}

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	60	127	141	115	119	135	126	126	120	123	109	124
Weighted Base	57*	57	64	64	64	60	60	60	109	113	106	110
Food prices	14 25%ppxy ABC	17 30%ppqw xyzABCD	10 15%pB	5 7%	6 9%	9 14%B	7 11%	4 6%	12 11%	17 15%B	25 23%	28 25%
Animal welfare	4 7%yABD	6 10%wxyzA BCD	2 4%yAB	2 2%	- -	2 3%	- -	- -	1 1%	1 1%	6 6%	6 6%
The use of additives (such as preservatives and colouring) in food products	8 14%xBC	13 23%pqrs wxyzABC D	7 10%xC	2 4%	5 8%C	5 8%C	4 6%C	2 4%	1 1%	11 9%C	3 3%	9 8%
Genetically Modified (GM) foods	5 9%zBCD	7 12%ixyzA BCD	3 5%	2 2%	1 2%	1 2%	2 3%	1 2%	1 1%	1 1%	5 4%	2 2%
Food miles (e.g. the distance food travels)	4 7%yzA	4 7%wxyzA BCD	1 1%	1 1%	- -	- -	- -	1 2%	1 1%	2 2%	1 1%	1 1%
The amount of salt in food	9 17%sexzB	14 24%pqst xyzABCD	11 17%psxyz ABCD	4 6%	4 6%	3 6%	4 7%	1 2%	8 8%	8 7%	13 12%	23 21%
The amount of fat in food	10 17%pxzB D	13 23%pqrs xyzABCD	9 15%pxzAB D	4 6%B	6 9%B	3 6%B	4 7%B	* 1%	8 8%B	7 6%B	15 14%	20 18%
Date labels, such as "best before" and "use by" labels	8 13%pryA B	8 14%prxyA BC	6 9%ryB	3 5%	1 2%	4 6%	2 4%	1 2%	6 6%	9 8%y	2 2%	4 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	109	99	109	105	64	63	53	53
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	95*	90*	90*	94*	60*	60*	53*	54*
The use of pesticides to grow food	4	-	5	-	1	*	4	6	1	13	5	2	3	-	7	9	3	4	-	3
	4%	-	5%bdn	-	1%	*	4%d	7%bdefn	1%	15%abcde	6%bdfn	2%	3%	-	7%bdef	10%swxy	5%	7%C	-	6%
The feed given to livestock	4	-	5	-	1	1	2	3	1	10	3	2	1	-	1	3	4	3	-	1
	4%	-	5%bdn	-	1%	1%	2%	4%d	1%	12%abdef	3%	2%	1%	-	1%	3%	7%xyzCD	4%C	-	1%
Food poisoning such as Salmonella and E.Coli	3	-	12	4	3	1	2	3	1	11	5	4	4	-	-	4	5	3	-	6
	3%	-	12%abdef	3%	2%	1%	2%	4%	1%	12%abdef	6%bno	4%bno	4%	-	-	4%	8%SD	5%	-	12%xyAD
Food hygiene when eating out	3	1	8	1	-	-	2	5	-	15	6	3	7	1	1	5	7	3	-	9
	3%	2%	8%bdefg	1%	-	-	2%	7%ef	-	18%abcde	6%ef	3%	8%bdefg	1%	2%	5%	11%ey	5%	-	17%pry
Food waste	3	-	4	1	4	-	7	6	4	8	5	5	6	-	2	8	3	2	-	7
	3%	-	4%	1%	4%	-	7%bdfn	7%bdfn	4%bfn	9%bdfno	6%bdfn	5%bdfn	6%bdfn	-	2%	9%syB	6%	3%	-	13%rsyzBC
BSE ('mad cow disease')	2	-	3	-	1	-	3	1	4	1	1	-	-	-	-	4	2	2	-	-
	2%	-	3%	-	1%	-	4%	1%	4%bdfgm	1%	1%	-	-	-	-	4%D	4%D	3%	-	-
Food hygiene at home	2	-	9	-	1	-	9	6	4	12	2	3	5	-	-	-	3	2	1	5
	2%	-	9%abdef	-	1%	-	9%	8%bdefg	4%dg	13%abdef	3%	3%	5%bdfgn	-	-	-	5%p	3%	2%	9%pyAC
The amount of saturated fat in food	2	1	4	-	1	1	-	10	1	16	7	3	6	1	-	5	4	4	1	7
	2%	1%	4%dg	-	1%	1%	-	12%abcde	1%	18%abcde	7%bdefg	3%	7%defgi	1%	-	5%	7%	7%	1%	12%szB

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	60	127	141	115	119	135	126	126	120	123	109	124
Weighted Base	57*	57	64	64	64	60	60	60	109	113	106	110
The use of pesticides to grow food	7 12% zBCD	9 16% zABCD	1 2%	1 1%	1 2%	1 2%	3 5%	1 1%	1 1%	2 2%	4 4%	4 3%
The feed given to livestock	5 9% BCD	5 9% zABCD	1 2%	- -	1 1%	* *	2 3% C	* 1%	- -	1 1%	2 2%	2 2%
Food poisoning such as Salmonella and E.Coli	12 20% xyzABCD	6 10% sxyAD	5 8% sxyD	1 2%	1 1%	5 8% sxyAD	1 2%	3 5% D	5 4%	1 1%	10 10%	3 3%
Food hygiene when eating out	6 10% sy	10 18% zABD	5 8% sy	4 7% s	1 2%	5 9% sy	4 7% s	4 7% s	13 12% sy	11 9% sy	11 10%	10 9%
Food waste	10 17% zABC	8 14% ABC	3 5% B	5 8% sB	1 2%	2 3%	3 4%	* 1%	4 4%	9 8% sB	20 19%	24 22%
BSE ('mad cow disease')	5 10% zABCD	7 12% xyzABCD	3 5% yzABD	1 1%	- -	- -	* 1%	- -	1 1%	- -	- -	* *
Food hygiene at home	8 13% zABCD	5 9% CD	2 3% p	3 4% p	1 1%	2 4% p	* 1%	2 3%	2 2%	3 2%	- -	3 2%
The amount of saturated fat in food	8 14% ezB	9 16% zABCD	8 12% pszBC	4 6%	4 7%	2 3%	5 8%	1 2%	6 5%	7 6%	9 9%	19 18%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	109	99	109	105	64	63	53	53
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	95*	90*	90*	94*	60*	60*	53*	54*
The amount of sugar in food	2 2%	3 3%	7 6%df	1 1%	2 2%	1 1%	6 6%df	16 19%abcde fgjno	7 8%df	17 19%abcd efgimno	9 10%abde f	10 12%abcdef	9 9%adef	6 7%df	4 4%	12 12%	3 6%	9 16%ABC	2 4%	6 11%
Foods aimed at children including school meals	1 2%	- -	2 2%	1 1%	1 1%	1 1%	- -	4 5%bgiln	- -	10 11%abcde fgjno	4 5%bgiln	- -	4 4%bgil	- -	1 1%	4 4%y	2 3%	4 7%yD	1 2%	2 4%
Hormones/steroids /antibiotics in food	1 1%	- -	8 7%abdfg imn	- -	2 2%	- -	- -	5 7%abdfg i	- -	13 14%abdef gkimno	1 1%	3 3%	1 1%	1 1%	2 2%	5 6%xCd	5 8%BCD	1 2%	- -	1 1%
Chemicals from the environment, such as lead, in food	- -	- -	- -	- -	- -	- -	- -	- -	- -	19 21%abcde fghikmn o	3 4%	3 3%	1 1%	2 2%	1 1%	3 3%	- -	- -	- -	- -
Food not being what the label says it is	- -	- -	- -	- -	- -	- -	- -	- -	- -	14 16%abcde fghikmn o	- -	3 3%	1 1%	- -	- -	7 7%qrwv wxyzABC	- -	- -	- -	- -
Other	13 14%bdkl mno	1 2%	6 6%	2 2%	6 6%	12 13%bdkm no	7 7%k	5 6%	9 10%bdkl	8 9%bdk	1 1%	2 3%	4 4%	4 5%	3 3%	4 4%C	1 2%	4 7%C	6 11%wyzA BCD	4 8%CD
Net: Any	39 40%mo	25 27%	41 40%mo	33 32%	33 31%	25 28%	48 48%bdef lmno	29 36%	39 40%	56 64%abcd efghikl mno	35 40%	28 32%	25 26%	24 27%	23 26%	40 43%yAB C	19 32%	38 64%pqz uwyzA BCD	20 37%B	36 67%pqsuwxy zABCD
None	55 56%gj	64 68%gjk	57 57%gj	64 61%gj	73 69%gjk	61 68%gjk	42 41%	48 60%gj	58 59%gj	25 29%	46 53%j	53 60%gj	56 59%gj	59 65%gj	61 68%gjk	53 57%rtv	39 65%rtu v	17 29%	31 59%rtv	19 33%
Don't know	3 3%	4 4%e	3 3%	7 7%e	- -	4 4%e	11 11%acei	3 4%	2 2%	6 7%e	6 7%e	6 7%e	14 15%abcef hio	7 8%ei	5 6%e	1 1%	2 3%	4 6%p	2 4%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	60	127	141	115	119	135	126	126	120	123	109	124
Weighted Base	57*	57	64	64	64	60	60	60	109	113	106	110
The amount of sugar in food	10 18% qpxz BC	13 23% pqpq yzABC	10 15% sBC	5 7%	6 9%	4 7%	5 8%	3 5%	6 6%	16 14% B	18 17%	29 27%
Foods aimed at children including school meals	9 16% ppqstw xyzABCD	5 8% yzD	3 5% y	2 4%	-	1 2%	2 3%	2 3%	4 4%	1 1%	15 14%	12 11%
Hormones/steroids /antibiotics in food	5 10% sxyB CD	7 13% rstwx yzBCD	3 4% xC	-	1 2%	3 4% xC	4 6% sxB CD	* 1%	-	1 1%	2 2%	4 3%
Chemicals from the environment, such as lead, in food	-	-	-	-	-	1 2%	3 4% vwxyC	1 1%	-	3 2%	1 1%	2 2%
Food not being what the label says it is	-	-	-	-	-	3 5% rwxxy BC	1 1%	-	1 1%	2 2%	-	1 1%
Other	3 5% C	1 2%	1 2%	6 10% vwyzA BCD	2 2%	1 2%	1 1%	1 2%	-	2 1%	2 2%	-
Net: Any	26 46% yABC	35 62% pqpqsw xyzABCD	26 41% yABC	21 32%	16 24%	22 37% yBC	17 28%	13 22%	26 24%	37 33%	42 39%	41 38%
None	26 45%	21 36%	36 56% rtv	41 63% rtuv	41 65% rtuv	35 59% rtv	42 70% prtuv vw	46 76% prt uvwxD	80 74% prtuv vw	71 63% rtuv	61 57%	67 61%
Don't know	5 9% ptC	1 2%	2 3%	3 4%	7 11% ptvwA BC	2 4%	1 2%	1 2%	2 2%	5 4%	3 3%	1 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

* small base

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	109	99	109	105	64	63	53	53
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	95*	90*	90*	94*	60*	60*	53*	54*
Average number of mentions	2.69dg	1.50	3.23dg	1.48	2.02	1.30	1.68	4.90	1.88	4.98ade	2.88dgi	2.65	4.13	1.73	2.08	3.08	4.02	2.23	1.87	3.19
Standard deviation	3.02	0.70	4.40	0.88	1.47	0.64	1.13	4.86	1.25	6.02	2.50	3.34	4.15	0.93	1.96	4.08	5.47	1.37	1.12	3.23
Standard error	0.47	0.13	0.67	0.15	0.24	0.12	0.16	0.89	0.20	0.73	0.42	0.56	0.73	0.18	0.36	0.61	1.17	0.22	0.26	0.55

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base



Q.1a What food issues, if any, are you concerned about? (Spontaneous)

Base: All adults England/Wales/NI

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	60	127	141	115	119	135	126	126	120	123	109	124
Weighted Base	57*	57	64	64	64	60	60	60	109	113	106	110
Average number of mentions	5.76	4.77prx	3.54r	2.82	2.67	2.60	3.28r	2.30	3.23	3.14	3.94	4.98
Standard deviation	5.61	4.45	3.42	2.90	2.22	2.36	3.13	1.55	2.39	2.83	2.92	3.60
Standard error	1.04	0.50	0.44	0.45	0.42	0.33	0.53	0.30	0.46	0.43	0.44	0.54

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

* small base

Q.1a What food issues, if any, are you concerned about? (Spontaneous)
 Base: All adults England/Wales/NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876
Animal welfare	112 6%bcg	81 4%	77 4%	93 5%	129 7%bcdfg	96 5%	78 4%	125 7%bcdfg	130 7%bcdfg	144 8%abcdfg	143 8%abcdf	212 12%abcde	194 11%abcde	196 11%abcdef	171 9%abcde	200 11%
BSE ('mad cow disease')	35 2%	47 3%cegh k	25 1%	33 2%	29 2%	57 3%acdegh ijklm	24 1%	27 1%	35 2%	34 2%	25 1%	37 2%	36 2%	39 2%	47 3%ceghk	27 1%
Date labels, such as "best before" and "use by" labels	86 5%	82 5%	63 3%	73 4%	101 6%cdjk	114 6%bcdjk	96 5%cj	90 5%cj	109 6%cdjk	65 4%	72 4%	90 5%cj	108 6%cdjk	94 5%cj	90 5%cj	100 5%
Food hygiene at home	94 5%cdgh k	78 4%djgk	63 3%	52 3%	122 7%bcdghi kl	111 6%bcdghi k	55 3%	57 3%	83 5%cdghk	91 5%cdghk	55 3%	90 5%cdghk	121 7%bcdghi kl	103 6%cdghk	99 5%cdghk	107 6%
Food hygiene when eating out	124 7%c	118 7%c	88 5%	111 6%	169 9%abcdg hk	180 10%abcdg jk	115 6%	112 6%	160 9%abcdg k	145 8%cdh	123 7%c	178 10%abcdg hjk	192 10%abcdg hjk	175 10%abcdg k	160 9%bcdghk	176 9%
Food miles (e.g. the distance food travels)	79 4%c	56 3%	41 2%	63 3%c	74 4%c	58 3%	67 4%c	73 4%c	75 4%c	96 5%bcdfgk	64 3%c	75 4%c	89 5%bcdk	99 5%bcdgh	73 4%c	65 3%
Food poisoning such as Salmonella and E.Coli	89 5%gh	72 4%	81 4%gh	90 5%gh	101 6%bgh	89 5%gh	53 3%	57 3%	91 5%gh	83 5%gh	82 4%gh	107 6%bgh	121 7%abcdfg hjk	120 7%abcdfg hjk	110 6%bgh	102 5%
Food prices	255 14%	267 15%hjk	266 15%jk	290 16%hjkl	401 22%abcdf ghijklmn o	292 16%hjkl	320 18%abchi jkl	226 12%	261 14%k	223 12%	219 12%	245 13%	283 15%hjk	294 16%hjkl	286 15%hjk	279 15%
Foods aimed at children including school meals	46 3%c	44 2%c	27 1%	43 2%	60 3%c	65 4%bcdk	46 2%c	48 3%c	52 3%c	59 3%c	41 2%	88 5%abcdeg hjk	89 5%abcdeg hjk	82 4%abcdgh ik	78 4%abcdgh ik	89 5%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
Base: All adults England/Wales/NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1825	1825	1841	1837	1874	1876
Food waste	77 4%b	49 3%	58 3%	58 3%	120 7%abcdh	111 6%abcd	145 8%abcdfh	89 5%bcd	136 7%abcdh	128 7%abcdh	162 9%abcde fhj	196 11%abcde fghij	202 11%abcde fghijk	217 12%abcde fghijk	191 10%abcde fghij	223 12%
Genetically Modified (GM) foods	97 5%	96 5%	72 4%	84 5%	90 5%	89 5%	87 5%	94 5%	148 8%abcdef ghiko	126 7%cdefgh k	88 5%	122 7%cdefgh k	147 8%abcdef ghiko	126 7%bcdefg hk	102 5% c	114 6%
Hormones/steroids antibiotics in food	45 2%	59 3%cd	38 2%	39 2%	57 3% c	77 4%acdjk	44 2%	66 4%cdgk	91 5%abcdeg hk	74 4%acdjk	44 2%	102 6%abcdef ghjk	112 6%abcdef ghjk	120 7%abcdef ghjk	95 5% abcdeg hk	94 5%
The amount of fat in food	144 8%	136 7%	148 8%	131 7%	187 10%abcdk	198 11%abcdk	170 9%bd	171 9%bd	196 10%abcdk	165 9% d	138 8%	201 11%abcdj ko	204 11%abcdj ko	177 10% bdk	165 9%	188 10%
The amount of salt in food	147 8%	136 7%	140 8%	143 8%	187 10%abcdk	189 10%abcdk	163 9%	178 10%bcdk	182 10%abcdk	176 10% bcdk	134 7%	205 11%abcdg ko	196 11%abcdk o	184 10% abcdk	160 9%	191 10%
The amount of saturated fat in food	99 5%	83 5%	75 4%	74 4%	132 7% abcd	133 7% abcd	118 6% bcd	112 6% bcd	137 8% abcd	154 8% abcdgh	126 7% bcd	181 10% abcdef ghiko	170 9% abcdef ghiko	171 9% abcdef ghiko	139 7% abcd	168 9%
The amount of sugar in food	106 6%	125 7% c	95 5%	117 6%	156 9% acd	168 9% abcd	159 9% abcd	189 10% abcd	216 12% abcde fg	262 14% abcde fghi	222 12% abcde fg	332 18% abcde fghikmo	288 16% abcde fghiko	296 16% abcde fghiko	236 13% abcde fgh	308 16%
The feed given to livestock	46 3%	66 4% cdgh	40 2%	44 2%	55 3%	71 4% acdghk	36 2%	45 2%	66 4% cdg	63 3% cg	48 3%	96 5% abcdef ghijkno	109 6% abcdef ghijkno	70 4% acdghk	59 3% g	63 3%
The use of additives (such as preservatives and colouring) in food products	140 8%	116 6%	113 6%	116 6%	127 7%	143 8%	126 7%	118 6%	135 7%	142 8%	117 6%	166 9% bcdeg hko	182 10% abcde fghiko	186 10% abcdef ghiko	116 6%	139 7%

Proportions/Mean: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l/m/n/o



Q.1a What food issues, if any, are you concerned about? (Spontaneous)
 Base: All adults England/Wales/NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876
The use of pesticides to grow food	79 4% <i>c</i>	75 4% <i>c</i>	53 3%	60 3%	85 5% <i>cd</i>	91 5% <i>cd</i>	81 4% <i>c</i>	67 4%	102 6% <i>bdth</i>	103 6% <i>bdth</i>	77 4% <i>c</i>	139 8% <i>abcdef</i>	131 7% <i>abcdef</i>	134 7% <i>abcdef</i>	117 6% <i>abcdedg</i>	108 6%
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	101 5% <i>abcdef</i>	77 4% <i>abcdef</i>	142 8% <i>abcdef</i>	136 7% <i>abcdef</i>	147 8% <i>abcdef</i>	129 7% <i>abcdef</i>	128 7%
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	99 5% <i>abcdef</i>	73 4% <i>abcdef</i>	111 6% <i>abcdef</i>	102 6% <i>abcdef</i>	108 6% <i>abcdef</i>	81 4% <i>abcdef</i>	75 4%
Other	98 5% <i>lmn</i>	80 4% <i>n</i>	110 6% <i>blmno</i>	89 5% <i>mn</i>	109 6% <i>blmno</i>	183 10% <i>abcdefg</i>	108 6% <i>blmno</i>	127 7% <i>bdklmn</i>	123 7% <i>bdklmn</i>	106 6% <i>lmno</i>	93 5% <i>lmn</i>	65 4%	65 4%	55 3%	81 4% <i>n</i>	83 4%
Net: Any	732 40%	728 40%	723 39%	777 42%	852 47% <i>abcdh</i>	813 44% <i>abc</i>	800 44% <i>abc</i>	759 42%	794 44% <i>abc</i>	819 45% <i>abck</i>	750 41%	848 46% <i>abcdh</i>	878 48% <i>abcdf</i>	871 47% <i>abcdg</i>	795 42%	893 48%
None	957 52% <i>elmn</i>	939 52% <i>lmn</i>	974 53% <i>ejlmn</i>	916 50% <i>n</i>	883 48% <i>n</i>	935 51% <i>n</i>	942 52% <i>lmn</i>	963 53% <i>ejlmn</i>	937 51% <i>lmn</i>	904 49% <i>n</i>	932 51% <i>n</i>	882 48% <i>n</i>	882 48% <i>n</i>	816 44%	969 52% <i>lmn</i>	854 46%
Don't know	139 8% <i>efgh</i>	151 8% <i>efgh</i>	138 7% <i>efghil</i>	142 8% <i>efghil</i>	89 5%	93 5%	83 5%	103 6%	94 5%	117 6% <i>gm</i>	144 8% <i>efghil</i>	97 5%	81 4%	150 8% <i>efghij</i>	110 6% <i>m</i>	129 7%
Average number of mentions	2.86 <i>cd</i>	2.67	2.46	2.45	3.04 <i>abcdg</i>	3.24 <i>abcd</i>	2.74 <i>d</i>	2.86 <i>cd</i>	3.28 <i>abcd</i>	3.32 <i>abcd</i>	3.04 <i>abcdg</i>	3.82 <i>abcd</i>	3.78 <i>abcd</i>	3.73 <i>abcd</i>	3.57 <i>abcd</i>	3.50
Standard deviation	3.10	3.22	2.60	2.60	3.10	3.52	2.80	3.09	3.36	3.79	3.00	4.12	4.06	3.87	4.02	3.69
Standard error	0.11	0.12	0.10	0.09	0.10	0.12	0.10	0.11	0.12	0.13	0.11	0.14	0.13	0.13	0.14	0.12

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



Q.1b And which of these food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876
Food hygiene when eating out	679 37%p	689 38%kp	666 36%	716 39%ekp	641 35%	755 41%acegh kmnop	667 37%	665 36%	728 40%ceghk nop	702 38%kp	633 35%	694 38%kp	688 37%p	662 36%	673 36%	628 33%
Food poisoning such as Salmonella and E.Coli	541 30%g	550 30%g	560 31%g	574 31%eghkp	507 28%	547 30%g	471 26%	515 28%	590 32%eghjk np	524 28%	506 28%	544 30%g	572 31%egkp	537 29%g	557 30%g	522 28%
The use of additives (such as preservatives and colouring) in food products	516 28%	521 29%	495 27%	506 28%	470 26%	499 27%	481 26%	510 28%	542 30%egko	536 29%eko	476 26%	531 29%eko	569 31%cdelfg ko	535 29%eko	486 26%	543 29%eo
The use of pesticides to grow food	455 25%	475 26%ce	424 23%	464 25%	424 23%	470 26%	465 25%	446 24%	493 27%cek	509 28%cehk	426 23%	497 27%cek	532 29%acef ghko	516 28%acehk	482 26%	503 27%cek
Date labels, such as "best before" and "use by" labels	396 22%	489 27%acg jknop	436 24%	475 26%ajp	471 26%ap	509 28%acgjk lmnop	427 23%	500 27%acgjk lmnop	532 29%acdeg jklmnop	424 23%	430 24%	436 24%	449 24%	433 24%	441 24%	418 22%
Genetically Modified (GM) foods	379 21%	405 22%e	375 20%	408 22%e	353 19%	373 20%	372 20%	390 21%	453 25%acelg hop	444 24%acelg	405 22%e	426 23%cefg	489 27%abcde fghklop	436 24%acelg	412 22%	410 22%
Food hygiene at home	370 20%ghk n	375 21%ghk n	354 19%gk n	357 19%gk n	397 22%eghkn p	390 21%eghkn p	278 15%	316 17%	362 20%gkn op	366 20%gkn op	281 15%	354 19%gk n	369 20%ghkn n	314 17%	368 20%gk n	341 18%gk n
Hormones/steroids /antibiotics in food	357 20%	355 20%	324 18%	384 21%ce	332 18%	409 22%bceg	353 19%	436 24%abode gk	471 26%abode fgk	469 25%abode fgk	385 21%ce	447 24%abode gk	501 27%abode fghk	493 27%abode fghk	476 25%abode fghk	488 26%abcde fghk
The feed given to livestock	356 19%eg	360 20%segk	320 17%	318 17%	290 16%	375 20%cdegk p	304 17%	330 18%	372 20%cdegk p	346 19%e	311 17%	396 22%cddeg jknop	397 22%cddeg jknop	338 18%e	353 19%e	325 17%
BSE ('mad cow disease')	277 15%egk nop	321 18%aag hklmno p	287 16%egkno p	324 18%aaghj klmnop	205 11%	290 16%egkno p	233 13%p	271 15%enop	306 17%egkin op	271 15%eop	230 13%p	255 14%ep	274 15%enop	231 13%p	227 12%	194 10%

Proportions/Mean: All Columns Tested (5% risk level)

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1b And which of these food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	515	474	541	534	557	542	562
										28%abcde	26%abcde	30%abcde	29%abcde	30%abcde	29%abcde	30%abcde
										fghi	fghi	fghik	fghik	fghik	fghik	fghik
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	522	456	492	453	441	460	420
										28%abcde	25%abcde	27%abcde	25%abcde	24%abcde	25%abcde	22%abcde
										fghikmno	fghi	fghinp	fghi	fghi	fghi	fghi
Net: Any	1230	1276	1215	1314	1244	1286	1225	1209	1271	1295	1216	1268	1279	1253	1233	1233
	67%	70% ^{cogh}	66%	72% ^{aceagh}	68%	70% ^{uchkop}	67%	66%	70% ^{uchkop}	70% ^{acgghk}	67%	69% ^{uchop}	69% ^{uchop}	66%	66%	66%
None of these	445	372	443	373	387	379	437	475	406	402	461	392	424	385	467	422
	24% ^{bdde}	20%	24% ^{bddefn}	20%	21%	21%	24% ^{bdfn}	26% ^{bddefi}	22%	22%	25% ^{bddefi}	21%	23%	21%	25% ^{bddefj}	22%
	fln						jlmnp				ijn				ln	
Don't know	153	169	177	147	193	176	162	141	148	143	150	166	137	199	173	221
	8%	9%	10% ^{hjm}	8%	11% ^{adhij}	10% ^{lm}	9%	8%	8%	8%	8%	9%	7%	11% ^{adhijk}	9%	12% ^{abcdghijklmo}
					kn								m			
Average number of mentions	3.52 ^{eg}	3.56 ^{eg}	3.49 ^e	3.44	3.29	3.59 ^{eg}	3.31	3.62 ^{eg}	3.81 ^{abcd}	4.35 ^{abcd}	4.13 ^{abcd}	4.43 ^{abcd}	4.55 ^{abcd}	4.38 ^{abcd}	4.44 ^{abcd}	4.34 ^{abcd}
Standard deviation	2.49	2.56	2.48	2.53	2.49	2.62	2.47	2.57	2.63	3.12	2.99	3.15	3.30	3.07	3.19	3.06
Standard error	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.08	0.08	0.08	0.09	0.08	0.09	0.08

Proportions/Means: All Columns Tested (5% risk level)



Q.1b And which of these food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	933	983	978	978	1040	1025	977	1013
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	894	894	921	910	945	937	941	951
Food hygiene when eating out	294 33%	302 34%cp	265 30%	301 34%cp	311 35%cp	327 37%cgko p	277 31%	288 33%	324 36%cgkp	304 34%cp	282 32%	301 34%p	303 34%p	294 33%	294 32%	267 29%	385 41%u	387 41%u	401 43%uAF	415 44%uADF
Food poisoning such as Salmonella and E.Coli	240 27%g	225 25%	238 27%	247 28%g	231 26%	224 25%	200 23%	217 24%	271 30%bdefg hkp	232 26%	230 26%	245 28%g	261 29%gh	246 28%g	267 29%gh	230 25%	300 32%	325 35%uwA EF	323 34%uwA	327 34%uWA
The use of additives (such as preservatives and colouring) in food products	200 23%	223 25%	193 22%	198 22%	200 23%	195 22%	200 23%	214 24%	210 24%	215 24%	192 22%	226 26%	246 27%acde fgko	218 24%	203 22%	220 24%	316 33%u	299 32%	301 32%	308 32%
The use of pesticides to grow food	179 20%	196 22%	169 19%	175 20%	185 21%	203 23%	205 23%c	193 22%	193 22%	204 23%c	174 20%	217 24%acdk	235 26%acde hik	239 27%abcd ehk	210 23%c	210 23%c	277 29%	279 30%u	255 27%	289 30%u
Food hygiene at home	163 18%gk	154 17%g	138 15%	149 17%	181 20%cgkh np	172 19%cgkh	119 13%	138 16%	161 18%g	162 18%gk	130 15%	168 19%gk	171 19%cgk	144 16%	163 18%g	145 16%	207 22%wAD	221 24%wxA BD	216 23%wxAD	208 22%wAD
Date labels, such as "best before" and "use by" labels	159 18%	206 23%a	175 20%	198 22%a	196 22%a	233 26%acgj mop	180 20%	227 26%acgj op	236 27%aceg jlmop	179 20%	202 23%a	198 22%a	192 21%	217 24%acgj p	191 21%	185 20%	237 25%	284 30%qzA BDF	261 28%D	277 29%qADF
Hormones/steroids /antibiotics in food	152 17%c	158 18%c	116 13%	150 17%c	134 15%	170 19%ce	147 17%c	209 24%abcd efgk	193 22%acde g	197 22%abcd eg	168 19%ce	193 22%abcd eg	212 24%abcd efgk	220 25%abcd efgk	196 21%acde g	206 23%abc deg	205 22%	197 21%	208 22%	233 25%
The feed given to livestock	149 17%	151 17%	128 14%	138 16%	124 14%	165 18%cegh kp	121 14%	128 14%	157 18%eg	136 15%	132 15%	177 20%cddeg hkp	174 19%cddeg	153 17%	157 17%	131 14%	207 22%u	209 22%u	192 20%	180 19%
Genetically Modified (GM) foods	149 17%	177 20%	150 17%	173 20%	149 17%	159 18%	169 19%	172 19%	188 21%aceo	187 21%aceo	187 21%aceo	183 21%ace	226 25%abcd efghijk lop	214 24%acde fghop	159 17%	175 19%	230 24%	229 24%	225 24%	235 25%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.1b And which of these food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	1008	1044	1000	1060	1010	1073	1043	1060	1034	1008	1011	1026
Weighted Base	935	947	940	937	933	953	936	939	947	943	953	966
Food hygiene when eating out	330 35%	428 45% uXAC DEF	390 42% u	376 40% u	404 43% uAF	398 42% u	351 38%	393 42% uF	385 41% u	368 39%	379 40% u	361 37%
Food poisoning such as Salmonella and E.Coli	276 30%	323 34% uwA	272 29%	298 32%	319 34% uwA	292 31%	276 30%	300 32%	312 33%	290 31%	290 30%	292 30%
The use of additives (such as preservatives and colouring) in food products	270 29%	305 32%	281 30%	296 32%	332 36% uwAE	320 34% u	283 30%	305 33%	323 34% uE	316 34% u	283 30%	323 33% u
The use of pesticides to grow food	239 26%	267 28%	259 28%	253 27%	299 32% suwx A	305 32% suwx A	252 27%	280 30% u	298 31% suXA	277 29%	271 28%	293 30% u
Food hygiene at home	216 23% wxAD	218 23% wxAD	159 17%	178 19%	201 22% wA	204 21% wA	152 16%	187 20% A	197 21% wA	170 18%	205 22% wA	196 20% A
Date labels, such as "best before" and "use by" labels	275 29% qABD F	275 29% qADF	247 26%	273 29% qADF	296 32% qwzA BCDEF	245 26%	228 24%	238 25%	257 27% D	216 23%	250 26%	233 24%
Hormones/steroids /antibiotics in food	198 21%	238 25% ru	206 22%	227 24%	278 30% qrst uwxA	272 29% qrstu wxA	217 23%	254 27% qrstu w	290 31% qrst uwxA	273 29% qrst uwxA	280 29% qrst uwxA	282 29% qrstuwxA
The feed given to livestock	166 18%	210 22% u	183 19%	203 22% u	216 23% tuA	210 22% u	179 19%	219 23% tuwA	223 24% tuwA D	185 20%	196 21%	194 20%
Genetically Modified (GM) foods	204 22%	214 23%	203 22%	218 23%	265 28% qsuv wxAD	257 27% uwv	218 23%	243 26% uw	263 28% uwvx AD	222 24%	253 27% uwv	236 24%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.1b And which of these food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	933	983	978	978	1040	1025	977	1013
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	894	894	921	910	945	937	941	951
BSE ('mad cow disease')	129	139	109	140	93	125	99	108	138	122	101	117	124	112	96	82	148	182	178	184
	15%ago	16%ceg	12%p	16%cegh	10%	14%eop	11%	12%ip	15%cegh	14%eop	11%	13%p	14%eop	13%p	10%	9%	16%uF	19%quw	19%uwAB	19%quwABC
	p	hkop		kop					kop									F	zABCDE	DEF
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	216	210	256	248	261	245	236	-	-	-	-
										24%abcd	24%abcd	29%abcd	28%abcd	29%abcd	27%abcd	26%abcd				
										efghi	efghi	efghijk	efghijk	efghijk	efghi	efghi				
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	240	193	207	188	203	197	181	-	-	-	-
										27%abcd	22%abcd	23%abcd	21%abcd	23%abcd	21%abcd	20%abcd				
										efghikm	efghi	efghi	efghi	efghi	efghi	efghi				
Net: Any	545	574	536	594	591	569	556	562	587	583	558	569	600	588	569	548	685	703	679	720
	62%	65%cp	60%	67%acko	66%acp	64%	63%	63%	66%cp	66%cp	63%	64%	67%acop	66%cp	62%	60%	73%	75%luxA	72%	76%uwADEF
				p														DEF		
None of these	250	213	254	206	203	220	236	254	225	226	253	225	223	198	261	230	195	160	190	167
	28%den	24%	28%bden	23%	23%	25%	27%an	29%bden	25%	25%	28%bden	25%	25%	22%	28%den	25%	21%uv	17%	20%	18%
Don't know	89	95	104	83	96	106	92	72	79	79	93	71	109	92	132	122	64	74	73	64
	10%	11%	12%hm	9%	11%m	12%hijk	10%	8%	9%	9%	10%	8%	12%hijk	10%	14%abde	14%abde	7%	8%	8%	7%
						m							m		o	o				
Average number of mentions	3.33	3.36e	3.14	3.15	3.05	3.47cde	3.09	3.37e	3.53cde	4.11abc	3.95abc	4.37abc	4.30abc	4.29abc	4.18abc	4.14abc	3.66	3.72	3.77w	3.69
						g			g	defghi	defghi	defghik	defghi	defghi	defghi	cdefgh				
Standard deviation	2.47	2.50	2.37	2.45	2.37	2.61	2.37	2.52	2.58	3.10	2.95	3.26	3.31	3.18	3.11	3.11	2.50	2.59	2.54	2.58
Standard error	0.11	0.11	0.10	0.10	0.10	0.10	0.10	0.11	0.10	0.12	0.12	0.13	0.13	0.13	0.13	0.13	0.09	0.09	0.10	0.09

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.1b And which of these food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	1008	1044	1000	1060	1010	1073	1043	1060	1034	1008	1011	1026
Weighted Base	935	947	940	937	933	953	936	939	947	943	953	966
BSE ('mad cow disease')	112 .12%	165 17%uADE F	134 14%	163 17%uADE F	168 18%uwAD EF	149 16%uF	129 14%	138 15%F	150 16%uDF	119 13%	131 14%	112 12%
Chemicals from the environment, such as lead, in food	-	-	-	-	-	299 31%qrst uvwxyz	264 28%qrst uvwxyz	285 30%qrst uvwxyz	286 30%qrst uvwxyz	296 31%qrst uvwxyz	297 31%qrst uvwxyz	326 34%qrstuvwxyA
Food not being what the label says it is	-	-	-	-	-	282 30%qrst uvwxyzDF	263 28%qrst uvwxyz	285 30%qrst uvwxyzDF	264 28%qrst uvwxyz	238 25%qrst uvwxyz	263 28%qrst uvwxyz	238 25%qrstuvwxy
Net: Any	653 70%	717 76%uwx ADEF	669 71%	647 69%	684 73% x	712 75%uxAD E	658 70%	699 74%uxAE	680 72%	665 71%	664 70%	685 71%
None of these	184 20%	160 17%	201 21%rtvB	221 24%rtuv yzB	180 19%	176 18%	207 22%rtvz B	167 18%	201 21%rtv	187 20%	207 22%rtvB	192 20%
Don't know	97 10%qvw yzAC	70 7%	70 7%	69 7%	69 7%	65 7%	70 8%	73 8%	66 7%	91 10%qtzC	82 9%	89 9%qt
Average number of mentions	3.50	3.69	3.49	3.84uw	4.06qrs tuvw	4.54qrs tuwxy	4.28qrs tuwvx	4.48qrs tuwxy	4.78qrs tuwxyA	4.46qrs tuwxy	4.67qrs tuwxyA	4.50qrstuvwxy
Standard deviation	2.58	2.62	2.54	2.59	2.65	3.13	3.02	3.06	3.29	2.98	3.24	3.02
Standard error	0.10	0.09	0.10	0.10	0.10	0.11	0.11	0.11	0.12	0.11	0.12	0.11

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.1b And which of these food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	252	266	242	296	317	303	327
Weighted Base	291	274	299	288	298	293	286	297	296	297	297	266	290	304	288	278	315	304	304	339
Food hygiene when eating out	94 32%	98 36%	91 30%	88 30%	96 32%	117 40%cdhj kmn	90 32%	83 28%	95 32%	90 30%	84 28%	87 33%	85 29%	94 31%	94 33%	69 25%	104 33%p	121 40%pu	112 37%p	138 41%pq
Food poisoning such as Salmonella and E.Coli	72 25%	85 31%ghk	79 27%	73 25%	81 27%k	73 25%	58 20%	63 21%	80 27%	78 26%	60 20%	69 26%	76 26%	84 28%	87 30%ghk	67 24%	68 22%	83 27%	76 25%	107 32%iq
Date labels, such as "best before" and "use by" labels	46 16%	71 25%ace g	53 18%	63 22%	54 19%	64 22%	52 18%	64 22%	61 21%	64 21%	57 19%	53 20%	62 21%	58 19%	70 24%a	35 13%	66 21%p	90 30%pqs zBC	65 21%p	90 27%p
Food hygiene at home	37 13%	56 20%adg hk	51 17%	36 13%	50 17%	52 18%h	38 13%	33 11%	45 15%	42 14%	40 13%	40 15%	57 20%adhk	43 14%	48 17%	46 17%	57 18%	68 22%a	49 16%	80 24%sxA
The use of pesticides to grow food	32 11%	38 14%	35 12%	30 10%	32 11%	38 13%	46 16%	37 13%	37 13%	39 13%	38 13%	48 18%acde hi	55 19%acde	53 17%ade	44 15%	35 13%	62 20%p	59 19%p	52 17%	71 21%p
The use of additives (such as preservatives and colouring) in food products	29 10%	50 18%aeh	40 13%	45 16%	31 10%	35 12%	38 13%	35 12%	40 14%	41 14%	43 14%	41 15%	57 20%acef h	59 19%afh	43 15%	40 14%	82 26%pA	63 21%	74 24%p	105 31%pruvA
Genetically Modified (GM) foods	28 10%	41 15%	33 11%	43 15%	32 11%	27 9%	37 13%	39 13%	32 11%	34 11%	52 18%acef ij	38 14%	49 17%aefi ij	57 19%acef ij	42 14%	34 12%	60 19%p	64 21%pu	50 16%	83 24%psu
The feed given to livestock	26 9%	26 10%	26 9%	17 6%	19 6%	31 11%	22 8%	28 9%	29 10%	23 8%	27 9%	29 11%d	34 12%de	36 12%de	31 11%	35 13%	38 12%	56 18%qsu wxzA	34 11%	50 15%z
Hormones/steroids /antibiotics in food	22 8%	26 9%	20 7%	17 6%	21 7%	37 13%cdeg	20 7%	34 11%d	38 13%acde g	37 12%code	36 12%cdeg	41 15%abcd eg	55 19%abcd efghjk	62 20%abcd efghjk	44 15%abcd eg	40 14%	45 14%	49 16%	37 12%	66 19%e

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.1b And which of these food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	299	349	287	323	319	321	336	320	350	325	333	328
Weighted Base	322	350	315	325	335	337	349	338	354	350	373	369
Food hygiene when eating out	102 32%	134 38%p	115 37%p	114 35%p	132 39%p	127 38%p	126 36%p	133 39%p	123 35%p	117 33%p	137 37%	128 35%
Food poisoning such as Salmonella and E.Coli	79 25%	100 29%	86 27%	88 27%	120 36%pqrs	86 26%	87 25%	104 31%q	104 30%q	102 29%q	112 30%	114 31%
Date labels, such as "best before" and "use by" labels	78 24%p	106 30%ppqz BC	75 24%p	90 28%pz	108 32%ppqsu wzBCD	69 20%p	95 27%pz	73 22%p	80 23%p	85 24%p	97 26%	84 23%
Food hygiene at home	72 22%xA	77 22%xA	56 18%	51 16%	66 20%	50 14%	80 24%xA	64 18%	64 18%	64 19%	81 22%	75 20%
The use of pesticides to grow food	56 17%	59 17%	58 18%	71 22%p	74 22%p	67 20%p	58 17%	76 22%p	90 26%psuv wA	88 25%psuv wA	88 23%	88 24%
The use of additives (such as preservatives and colouring) in food products	70 22%p	79 23%p	62 20%	81 25%p	97 29%prwA	81 24%p	64 18%	87 26%pA	95 27%pwA	87 25%pA	81 22%	100 27%
Genetically Modified (GM) foods	46 14%	65 19%p	62 20%p	68 21%pu	69 20%p	69 21%p	72 21%pu	87 26%psuv	86 24%psu	73 21%pu	74 20%	72 19%
The feed given to livestock	34 11%	45 13%	34 11%	40 12%	50 15%z	30 9%	39 11%	59 17%suwz A	61 17%suwz A	55 16%z	73 19%	49 13%
Hormones/steroids /antibiotics in food	46 14%	54 15%	56 18%	67 21%qsu	72 21%qsu	62 18%z	57 16%	80 24%pqrs uvA	84 24%pqrs uvA	91 26%pqrs tuwzA	84 22%	94 26%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1b And which of these food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	252	266	242	296	317	303	327
Weighted Base	291	274	299	288	298	293	286	297	296	297	266	290	304	288	278	315	304	304	339	
BSE ('mad cow disease')	20	29	21	26	11	31	14	27	28	16	17	22	21	28	19	25	45	46	36	50
	7%	10%	7%	9%	4%	11%	5%	9%	10%	5%	6%	8%	7%	9%	7%	9%	14%wA	15%puv	12%	15%puvA
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	39	39	47	47	66	62	60	60	-	-	-	-
	-	-	-	-	-	-	-	-	13%abcd	13%abcd	18%abcd	16%abcd	22%abcd	22%abcd	22%qrst	22%qrst	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	54	56	45	57	64	58	40	40	-	-	-	-
	-	-	-	-	-	-	-	-	18%abcd	19%abcd	17%abcd	20%abcd	21%abcd	20%abcd	14%qrst	14%qrst	-	-	-	-
Net: Any	166	174	165	176	178	170	163	156	171	175	171	168	175	196	172	152	202	211	196	245
	57%	64%ch	55%	61%	60%	58%	57%	53%	59%	59%	58%	63%ch	60%	64%ch	60%	55%	64%p	69%sp	64%p	72%ppqwA
None of these	97	74	100	86	84	93	94	119	100	91	100	73	85	72	90	87	82	68	80	66
	33%n	27%	33%n	30%	28%	32%n	33%n	40%bdej	34%n	31%	33%n	27%	29%	24%	31%	31%rtu	26%	22%	26%	20%
							Imno									vyBD				
Don't know	28	26	34	26	36	30	29	22	26	31	27	25	30	36	26	40	30	25	29	27
	10%	9%	12%	9%	12%	10%	10%	8%	9%	10%	9%	9%	11%	12%	9%	14%rtx	10%	8%	9%	8%
																zC				
Average number of mentions	2.46	2.98ae	2.73	2.49	2.40	2.99ade	2.54	2.83	2.84e	3.18ade	3.22ade	3.32acd	3.75abc	3.60abc	3.74abc	3.47	3.10	3.32	2.99	3.43u
										g	g	eg	defghi	defghi	defghi					
Standard deviation	1.82	2.36	2.19	1.82	1.74	2.21	2.20	2.08	2.08	2.44	2.66	2.68	2.79	2.86	2.77	2.71	2.36	2.43	2.19	2.65
Standard error	0.14	0.19	0.17	0.14	0.13	0.16	0.18	0.16	0.16	0.18	0.19	0.19	0.21	0.22	0.22	0.23	0.17	0.16	0.16	0.17

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.1b And which of these food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	299	349	287	323	319	321	336	320	350	325	333	328
Weighted Base	322	350	315	325	335	337	349	338	354	350	373	369
BSE ('mad cow disease')	29 9%	32 9%	35 11%	36 11%	40 12%	31 9%	26 8%	45 13%A	46 13%A	33 10%	32 8%	34 9%
Chemicals from the environment, such as lead, in food	-	-	-	-	-	69 20%qrst uvwxyz	79 23%qrst uvwxyz	96 28%qrst uvwxyz	88 25%qrst uvwxyz	111 32%pqrs tuvwxyz A	100 27%	85 23%
Food not being what the label says it is	-	-	-	-	-	84 25%pqrs tuvwxyz	82 24%pqrs tuvwxyz	95 28%pqrs tuvwxyzC	69 19%qrst uvwxyz	84 24%pqrs tuvwxyz	90 24%	84 23%
Net: Any	209 65%p	237 68%p	199 63%p	218 67%p	231 69%p	219 65%p	224 64%p	230 68%p	233 66%p	233 67%p	249 67%	232 63%
None of these	75 23%	76 22%	81 28%	82 25%	75 22%	89 26%t	93 27%t	76 22%	91 26%	70 20%	97 26%	83 23%
Don't know	38 12%	37 11%	34 11%	25 8%	30 9%	29 9%	33 9%	32 10%	30 8%	46 13%tx	27 7%	53 14%
Average number of mentions	2.93	3.17	3.20	3.23	3.58qsu	3.85qrs uvw	3.73qsu vw	4.41pqr stuvwxy A	4.26pqr stuvwxy	4.25pqr stuvwxy	4.21	4.34
Standard deviation	2.35	2.50	2.32	2.32	2.32	2.82	2.57	3.20	3.35	3.00	3.19	3.25
Standard error	0.17	0.16	0.17	0.16	0.16	0.19	0.18	0.22	0.22	0.20	0.21	0.23

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.1b And which of these food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	398	365	375	372	453	445	441	497
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	411	387	417	414	450	450	455	469
Food hygiene when eating out	185 42% _o	193 42% _o	168 38%	177 41%	160 37%	193 44% _{nno}	170 38%	177 42% _o	166 40%	158 37%	158 41%	177 41%	188 46% _{cegi} no	138 36%	145 35%	145 35%	189 42%	178 40%	190 42%	200 43% _p
The use of additives (such as preservatives and colouring) in food products	143 32%	163 35% _{dg}	135 30%	123 29%	136 31%	132 30%	126 28%	140 34%	136 33%	133 32%	113 30%	152 35% _g	159 39% _{cdef} gik	132 34%	135 32%	138 33%	173 38% _{tu}	162 36%	152 33%	149 32%
Food poisoning such as Salmonella and E.Coli	139 31% _g	138 30% _g	132 29%	126 29%	116 27%	129 29%	106 24%	116 28%	134 32% _g	112 27%	121 32% _g	135 31% _g	134 33% _g	107 28%	122 29%	121 29%	159 35%	146 33%	175 39% _{pwD}	168 36% _p
Date labels, such as "best before" and "use by" labels	118 27%	134 29% _{gjn}	115 26%	107 25%	128 30% _{gkn}	116 26%	97 22%	127 30% _{gkn}	119 29% _{gjn}	89 21%	87 23%	113 26%	111 27%	85 22%	102 25%	106 26%	91 20%	121 27% _q	119 26% _q	136 29% _q
The use of pesticides to grow food	106 24%	140 30% _{ach}	106 24%	107 25%	119 27%	118 27%	121 27%	99 24%	120 29%	119 28%	108 28%	135 31% _{ach}	142 35% _{acde} lghno	99 26%	113 27%	118 29%	155 34%	146 32%	149 33%	165 35% _p
Hormones/steroids /antibiotics in food	101 23%	102 22%	86 19%	92 22%	89 21%	105 24%	92 21%	109 26% _c	116 28% _{bode}	120 29% _{bode}	88 23%	128 29% _{abcd}	131 32% _{abcd}	112 28% _{bode}	114 27% _{ceeg}	114 28%	123 27%	120 27%	117 26%	143 31%
The feed given to livestock	100 23% _g	115 25% _{cde} ghno	81 18%	74 17%	76 18%	93 21%	72 16%	74 18%	92 22% _g	90 21%	81 21%	111 25% _{cdeg} hno	115 28% _{cdef} ghjkn	67 17%	72 17%	77 19%	119 27% _p	99 22%	113 25% _p	119 25% _p
Genetically Modified (GM) foods	96 22%	115 25%	100 22%	94 22%	111 26%	115 26%	103 23%	97 23%	121 29% _{acdj}	119 28% _a	99 26%	122 28% _a	140 34% _{abcd} elghko	109 28% _a	108 26%	109 26%	126 28%	127 28%	126 28%	123 26%
Food hygiene at home	92 21% _{gn}	94 20% _{gn}	82 18% _g	88 21% _{gn}	103 24% _{gkn}	83 19% _g	58 13%	79 19% _g	84 20% _{gn}	80 19% _g	61 16%	78 18% _g	94 23% _{gkn}	54 14%	84 20% _{gn}	75 18%	106 24% _{WA}	92 21%	99 22%	93 20%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.1b And which of these food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	454	448	499	464	441	497	450	491	407	488	431	443
Weighted Base	452	422	443	459	452	449	469	452	454	466	457	467
Food hygiene when eating out	183 41%	189 45%pA	183 41%	202 44%p	210 46%prAC	195 43%p	176 38%	180 40%	178 39%	192 41%	188 41%	177 38%
The use of additives (such as preservatives and colouring) in food products	142 31%	148 35%	163 37%	164 36%	168 37%	176 39%tu	164 35%	162 36%	169 37%	169 36%	147 32%	168 36%
Food poisoning such as Salmonella and E.Coli	146 32%	143 34%	141 32%	155 34%	159 35%	145 32%	153 33%	147 32%	154 34%	147 32%	146 32%	124 27%
Date labels, such as "best before" and "use by" labels	126 28%q	130 31%q	126 28%q	140 30%q	133 29%q	118 26%q	117 25%	116 26%	112 25%	122 26%q	102 22%	106 23%
The use of pesticides to grow food	134 30%	154 36%pu	154 35%	153 33%	152 34%	179 40%prsu xAB	144 31%	147 32%	154 34%	185 40%prsu xAB	145 32%	163 35%
Hormones/steroids /antibiotics in food	113 25%	134 32%u	124 28%	158 34%pqrs uwB	151 34%qrsu	157 35%pqrs uwAB	132 28%	128 28%	145 32%u	154 33%rsu	154 34%	167 36%
The feed given to livestock	100 22%	133 32%prst uAD	117 26%p	122 27%p	122 27%p	121 27%p	100 21%	130 29%pruA	115 25%p	118 25%p	112 25%	109 23%
Genetically Modified (GM) foods	107 24%	108 26%	111 25%	125 27%	156 35%pqrs tuvwxAB	141 32%uw	124 27%	123 27%	142 31%uw	137 29%	120 26%	137 29%
Food hygiene at home	105 23%wA	101 24%wAC	77 17%	98 21%	98 22%	107 24%wA	78 17%	99 22%	83 18%	94 20%	93 20%	83 18%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1b And which of these food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	398	365	375	372	453	445	441	497
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	411	387	417	414	450	450	455	469
BSE ('mad cow disease')	73 16%en	75 16%en	70 16%en	71 17%en	50 12%	77 17%en	58 13%	55 13%	71 17%en	64 15%	52 14%	63 14%	71 17%en	41 11%	58 14%	37 9%	85 19%p	102 23%puA	101 22%puA	117 25%puwABC D
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	134 32%abcd efghi	124 33%abcd efghi	152 35%abcd efghi	147 36%abcd efghi	125 32%abcd efghi	132 32%abcd efghi	151 36%qrst uvwxy	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	133 32%abcd efghin	108 28%abcd efghi	121 28%abcd efghi	124 30%abcd efghin	88 23%abcd efghi	115 28%abcd efghi	92 22%qrst uvwxy	-	-	-	-
Net: Any	305 69%	349 75%ao	315 70%	310 73%	320 74%	328 74%	325 72%	302 72%	300 73%	313 74%	284 75%	327 75%o	313 76%ao	273 71%	285 68%	288 70%	344 76%p	331 74%	332 73%	365 78%pD
None of these	103 23%bel	79 17%	96 22%	88 21%	70 16%	76 17%	90 20%	82 20%	78 19%	83 20%	73 18%	80 18%	81 20%	82 21%	93 22%e	74 18%	79 18%	80 18%	78 17%	68 15%
Don't know	35 8%m	35 8%m	37 8%m	29 7%	42 10%en	38 9%en	34 7%en	34 8%en	35 8%en	25 6%	24 6%	28 6%	17 4%	32 8%en	40 9%en	52 12%qtuw xyzAC	27 6%	39 9%	45 10%qz	35 7%
Average number of mentions	3.77g	3.64g	3.42	3.42	3.40	3.54g	3.08	3.55g	3.86cde g	4.31abc defgh	4.22bcd efgh	4.55abc defghi	4.98abc defghij kn	4.23bcd efgh	4.57abc defghi	4.45qr tuw	3.85	3.91	4.04	3.87
Standard deviation	2.56	2.53	2.45	2.52	2.54	2.51	2.37	2.43	2.74	3.18	3.03	3.06	3.39	2.85	3.25	2.92	2.53	2.66	2.56	2.63
Standard error	0.15	0.13	0.14	0.15	0.15	0.14	0.13	0.14	0.16	0.18	0.18	0.18	0.20	0.18	0.21	0.18	0.14	0.15	0.14	0.13

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.1b And which of these food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	454	448	499	464	441	497	450	491	407	488	431	443
Weighted Base	452	422	443	459	452	449	469	452	454	486	457	467
BSE ('mad cow disease')	70 16%p	90 21%pu	80 18%p	93 20%kp	100 22%puA	106 24%puwA C	75 16%p	85 19%p	78 17%p	88 19%p	75 16%	60 13%
Chemicals from the environment, such as lead, in food	-	-	-	-	-	172 38%qrst uvwxyz	152 32%qrst uvwxyz	159 35%qrst uvwxyz	166 37%qrst uvwxyz	169 36%qrst uvwxyz	160 35%	176 38%
Food not being what the label says it is	-	-	-	-	-	152 34%pqrs tuvwxy	135 29%pqrs tuvwxy	151 33%pqrs tuvwxy	128 28%qrst uvwxyz	134 29%pqrs tuvwxy	125 27%	131 28%
Net: Any	335 74%	321 76%	329 74%	334 73%	350 77%pD	350 78%pD	341 73%	331 73%	342 75%	333 71%	317 69%	337 72%
None of these	84 19%	63 15%	83 19%	93 20%tv	72 16%	71 16%	95 20%tv	81 18%	84 18%	81 17%	95 21%	92 20%
Don't know	33 7%	38 9%	31 7%	33 7%	30 7%	27 6%	33 7%	40 9%	28 6%	52 11%qvwxy zAC	44 10%	39 8%
Average number of mentions	3.67	4.14u	3.87	4.21u	4.14u	5.06pqr stuvwxy A	4.54qrs tuw	4.91qrs tuvwxy	4.75qrs tuvwxy A	5.13pqr stuvwxy A	4.94	4.76
Standard deviation	2.60	2.85	2.63	2.88	2.76	3.35	3.21	3.32	3.30	3.26	3.25	3.12
Standard error	0.14	0.15	0.14	0.16	0.15	0.17	0.18	0.18	0.19	0.17	0.19	0.18

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.1b And which of these food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	451	405	414	447	432	493	485	449	515	573	488	517	516	561	584	619
Weighted Base	330	327	329	312	321	334	331	325	328	336	329	335	332	331	339	348
Food hygiene when eating out	107 33%	100 30%	104 32%	113 36% ^{hkh}	100 31%	123 37% ^{hkh}	109 33%	90 28%	125 38% ^{lbcethk} o	131 39% ^{abceg} hko	90 27%	117 35% ^{hkh}	113 34% ^{hkh}	121 37% ^{bhkh}	109 32%	110 32%
Food poisoning such as Salmonella and E.Coli	102 31% ^g	97 30%	98 30%	101 32% ^{gk}	85 27%	102 31% ^g	81 24%	93 29%	99 30%	102 31% ^g	85 26%	90 27%	104 31% ^g	97 29%	90 27%	96 29%
The use of pesticides to grow food	100 30% ^{lk}	93 28%	82 25%	91 29%	83 26%	101 30% ^k	86 26%	86 27%	109 33% ^{ceghk} lmo	105 31% ^{ck}	79 24%	92 27%	91 27%	92 28%	92 27%	99 28%
The use of additives (such as preservatives and colouring) in food products	90 27%	83 26%	94 29%	85 27%	91 28%	105 31% ^o	92 28%	90 28%	101 31% ^o	103 31% ^o	92 28%	90 27%	88 26%	88 27%	81 24%	97 28%
Food hygiene at home	79 24% ^{ghk} lno	64 20%	73 22% ^{gk}	60 19%	66 21% ^g	77 23% ^{ghkl}	50 15%	55 17%	69 21% ^{gk}	72 21% ^{gk}	52 16%	58 17%	70 21% ^{gk}	60 18%	61 18%	62 18%
Date labels, such as "best before" and "use by" labels	74 22%	73 22%	83 25%	79 25%	85 26% ^o	92 28% ^o	76 23%	79 24%	111 34% ^{abcde} fghklmn o	85 25%	74 23%	82 25%	84 25%	83 25%	70 21%	87 25%
The feed given to livestock	72 22%	64 20%	65 20%	57 18%	60 19%	72 22%	60 18%	66 20%	80 24% ^{degno}	83 25% ^{degno}	64 20%	68 20%	72 22%	61 18%	65 19%	55 16%
Genetically Modified (GM) foods	70 21%	60 18%	66 20%	56 21%	56 18%	57 17%	60 18%	62 19%	76 23% ^{ekli}	80 24% ^{betgk} ln	58 18%	56 17%	73 22% ^l	60 18%	68 20%	58 17%
Hormones/steroids /antibiotics in food	66 20%	59 18%	65 20%	67 21%	64 20%	79 24% ^{lb}	62 19%	69 21%	93 29% ^{abode} ghkin	92 28% ^{abode} ghkl	71 22%	70 21%	86 26% ^{abceg}	74 22%	81 24% ^{bg}	73 21%
BSE ('mad cow disease')	54 16% ^l	70 21% ^{egj} lno	58 18% ^{lno}	60 19% ^{egno}	44 14%	61 18% ^{lno}	47 14%	60 19% ^{lno}	67 20% ^{egno}	54 16%	60 18% ^{lno}	40 12%	58 17% ^{lno}	41 12%	43 13%	38 11%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



Q.1b And which of these food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	451	405	414	447	432	493	485	449	515	573	488	517	516	561	584	619
Weighted Base	330	327	329	312	321	334	331	325	328	336	329	335	332	331	339	348
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	101 30%abcde fghik	79 24%abcde fghi	87 26%abcde fghi	86 26%abcde fghi	86 26%abcde fghi	87 26%abcde fghi	90 26%abcde fghi
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	99 29%abcde fghiklmno	75 23%abcde fghi	79 24%abcde fghi	74 22%abcde fghi	70 21%abcde fghi	72 21%abcde fghi	73 21%abcde fghi
Net: Any	213 65%	212 65%	207 63%	218 70%ceghklo	203 63%	230 69%khko	208 63%	199 61%	220 67%ik	238 71%aceghklo	195 59%	211 63%	217 65%	218 66%k	210 62%	224 64%
None of these	83 25%	71 22%	90 27%dfj	63 20%	75 23%	71 21%	88 27%dfj	99 31%bdefjln	82 25%	67 20%	100 30%bdefjln	83 25%	83 25%	79 24%	92 27%bdfj	86 25%
Don't know	33 10%	44 13%hij	32 10%	30 10%	44 14%hij	33 10%	35 10%	27 8%	27 8%	30 9%	34 10%	41 12%hi	32 10%	34 10%	36 11%	38 11%
Average number of mentions	3.83	3.59	3.80	3.56	3.63	3.77	3.47	3.78	4.23bdefgh	4.65abcd	4.51abcd	4.39abcd	4.61abcd	4.28abcd	4.37abcd	4.18
Standard deviation	2.64	2.64	2.64	2.57	2.71	2.66	2.50	2.58	2.77	3.07	3.10	3.10	3.40	3.07	3.22	3.07
Standard error	0.15	0.16	0.16	0.15	0.16	0.14	0.14	0.16	0.15	0.15	0.18	0.17	0.19	0.16	0.17	0.15

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



Q.1b And which of these food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	1738	1769	1771	1775	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	1637	1634	1678	1672	**	**	**	**
Food hygiene when eating out	621 37%	638 38%k	606 36%	640 38%k	582 35%	697 41%acag hjmno	607 37%	600 36%	647 39%ek	635 38%k	573 34%	645 38%ek	614 37%k	587 36%	609 36%	579 35%	-	-	-	-
Food poisoning such as Salmonella and E.Coli	483 29%g	503 30%egk	504 30%eg	510 30%egjk	445 27%	497 29%g	426 26%	468 28%	525 32%eghj kn	461 27%	454 27%	497 30%g	490 30%g	464 28%	486 29%g	459 27%	-	-	-	-
The use of additives (such as preservatives and colouring) in food products	464 28%	474 28%	449 27%	458 27%	423 25%	451 27%	437 26%	466 28%	485 29%eko	479 28%	429 26%	495 30%egko	504 31%cdf gko	470 29%ek	431 26%	477 29%	-	-	-	-
The use of pesticides to grow food	414 25%	438 26%cek	391 23%	420 25%	384 23%	430 25%	415 25%	415 25%	440 27%cek	454 27%cek	384 23%	458 27%cek	470 29%acde fghko	457 28%aceh k	420 25%	446 27%	-	-	-	-
Date labels, such as "best before" and "use by" labels	359 21%	453 27%acg klmno	393 23%	419 25%aj	422 25%aj	464 27%acgj klmno	387 23%	445 27%acgj kn	475 29%acde gklmno	373 22%	395 24%	399 24%	395 24%	382 23%	395 24%	383 23%	-	-	-	-
Genetically Modified (GM) foods	339 20%	383 23%e	349 21%	368 22%e	315 19%	347 20%	346 21%	367 22%e	413 25%acef ghko	401 24%acef	362 22%	401 24%acef g	434 27%abcd efghko g	389 24%acef g	365 22%	371 22%	-	-	-	-
Food hygiene at home	338 20%ghk n	348 21%ghk n	319 19%gk n	324 19%gk n	360 22%ghjk n	359 21%ghkn	257 16%	283 17%	321 19%gk	319 19%gk	263 16%	333 20%ghk	344 21%ghkn	284 17%	345 21%ghkn	320 19%	-	-	-	-
The feed given to livestock	322 19%eg k	328 20%deg k	295 18%	285 17%	259 16%	342 20%degk	272 16%	307 18%e	335 20%degk	308 18%	279 17%	367 22%cddeg hkn	345 21%cddeg hkn	297 18%e	307 18%e	289 17%	-	-	-	-
Hormones/steroids /antibiotics in food	315 19%	333 20%	298 18%	348 21%ce	296 18%	379 22%ace	327 20%	407 24%abcd egk	426 26%abcd efgk	414 24%abcd egk	348 21%ce	415 25%abcd efgk	436 27%abcd efgk	432 26%abcd efgk	417 25%abcd egk	428 26%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1b And which of these food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
Food hygiene when eating out	-	-	-	-	-	-	-	-	-	-	-	-
Food poisoning such as Salmonella and E.Coli	-	-	-	-	-	-	-	-	-	-	-	-
The use of additives (such as preservatives and colouring) in food products	-	-	-	-	-	-	-	-	-	-	-	-
The use of pesticides to grow food	-	-	-	-	-	-	-	-	-	-	-	-
Date labels, such as "best before" and "use by" labels	-	-	-	-	-	-	-	-	-	-	-	-
Genetically Modified (GM) foods	-	-	-	-	-	-	-	-	-	-	-	-
Food hygiene at home	-	-	-	-	-	-	-	-	-	-	-	-
The feed given to livestock	-	-	-	-	-	-	-	-	-	-	-	-
Hormones/steroids /antibiotics in food	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1b And which of these food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	1738	1769	1771	1775	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	1637	1634	1678	1672	..*	..*	..*	..*
BSE ('mad cow disease')	240 14%eno	300 18%ace fghjkl mno	259 15%egkn o	293 17%aegh ijklmno	174 10%	258 15%ekno	214 13%e	244 15%ekno	268 16%egkn o	242 14%eno	204 12%	232 14%e	229 14%eo	195 12%	195 12%	159 9%	-	-	-	-
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	466 28%abcd	418 25%abcd	498 30%abcd	459 28%abcd	494 30%abcd	482 29%abcd	501 30%	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	460 27%abcd	414 25%abcd	453 27%abcd	388 24%abcd	377 23%abcd	412 25%abcd	377 23%	-	-	-	-
Net: Any	1115 67%	1169 70%acg hko	1114 66%	1193 71%acgh ko	1142 69%	1186 70%acgh ko	1107 67%	1111 66%	1148 69%	1181 70%chk	1112 66%	1183 71%acgh ko	1142 70%chk	1131 69%	1117 67%	1116 67%	-	-	-	-
None of these	409 24%bde fin	334 20%	401 24%bdef in	346 21%	336 20%	343 20%	404 24%bdef ijn	433 26%bdef ijmn	375 23%	378 22%	424 25%bdef in	339 20%	370 23%n	323 20%	403 24%bdef in	347 21%	-	-	-	-
Don't know	146 9%	161 10%cm	167 10%jm	138 8%	183 11%adgh ijklm	165 10%km	147 9%	196 8%	139 8%	133 8%	142 8%	156 9%	124 8%	180 11%adghi jkm	159 9%	210 13%	-	-	-	-
Average number of mentions	3.49e	3.59eg	3.47e	3.41	3.20	3.56eg	3.33	3.60eg	3.78acd	4.24abc	4.07abc	4.39abc	4.47abc	4.27abc	4.36abc	4.29	-	-	-	-
Standard deviation	2.46	2.57	2.48	2.50	2.42	2.59	2.48	2.54	2.61	3.04	2.97	3.11	3.25	3.00	3.11	3.01	-	-	-	-
Standard error	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.08	0.08	0.09	0.09	0.09	0.09	0.09	0.09	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.1b And which of these food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
BSE ('mad cow disease')	-	-	-	-	-	-	-	-	-	-	-	-
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any	-	-	-	-	-	-	-	-	-	-	-	-
None of these	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.1b And which of these food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	109	99	109	105	64	63	53	53
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	95*	90*	90*	94*	60*	60*	53*	54*
Food poisoning such as Salmonella and E.Coli	36 37%gl	25 27%	33 32%	43 41%bgin o	30 28%	27 30%	22 22%	27 34%	38 39%gl	32 37%gl	30 34%l	19 21%	31 32%	25 27%	24 25%	24 25%	21 35%	22 37%	23 44%p	22 40%
Food hygiene when eating out	36 36%	27 29%	35 35%	48 46%begl mo	31 30%	30 33%	33 32%	33 41%lm	49 50%lbcdf glmno	42 48%befg lmo	38 44%belm	24 28%	25 26%	31 34%	27 31%	25 26%	23 37%	24 40%	25 46%p	29 53%p
The use of additives (such as preservatives and colouring) in food products	33 34%glo	22 23%	26 26%	27 26%	27 25%	21 23%	22 21%	21 27%	31 32%lo	31 35%glo	28 31%lo	14 16%	26 27%	23 26%	15 17%	24 26%	19 31%	26 43%p	20 37%	20 38%
The use of pesticides to grow food	30 31%bcl	13 14%	19 19%	29 28%bl	23 22%	19 21%	29 29%bl	16 20%	28 29%bl	30 34%bceh lmo	24 28%b	14 16%	19 20%	20 22%	19 21%	21 23%	10 17%	23 39%pqx	15 29%	15 29%
Hormones/steroids /antibiotics in food	29 30%bcl ghlo	10 11%	17 17%	20 19%	23 21%l	15 17%	16 16%	13 16%	25 25%bl	33 38%bcde fghkmo	20 23%bl	9 10%	19 20%	25 27%blo	13 14%	24 26%	14 23%	12 20%	9 17%	16 29%w
Genetically Modified (GM) foods	27 27%bgl o	8 9%	17 17%	21 20%b	24 23%bll	10 11%	15 15%	13 16%	20 20%b	25 29%bcfg hio	30 35%bcdf ghilno	10 11%	25 27%bglj o	15 17%	12 13%	18 19%	13 22%	14 23%	10 18%	19 36%pwx
BSE ('mad cow disease')	25%begl o	6 6%	16 16%bg	17 17%bg	15 14%	16 18%bg	7 7%	14 18%bg	19 19%bgo	16 19%bgo	17 20%bgo	8 10%	14 15%	18 20%bgo	8 9%	13 14%	13 21%	15 25%	12 23%	14 26%
The feed given to livestock	23 24%blm	9 9%	15 15%	18 16%	19 18%	14 15%	18 18%	12 15%	19 19%	23 27%blcm o	22 25%blm	10 11%	12 12%	18 20%	12 14%	16 17%	11 16%	23 38%pqg uwxAD	10 18%	14 27%
Date labels, such as "best before" and "use by" labels	19 20%	12 13%	24 24%b	30 29%bmo	29 27%bm	24 27%b	20 19%	25 31%bmo	36 37%abgl mno	24 28%bm	24 28%b	17 20%	15 16%	19 21%	14 16%	15 16%	18 29%	24 41%pA	19 35%pA	26 49%pqwAD

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1b And which of these food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	60	127	141	115	119	135	126	126	120	123	109	124
Weighted Base	57*	57	64	64	64	60	60	60	109	113	106	110
Food poisoning such as Salmonella and E.Coli	32 56%pqrw xA	24 42%p	23 36%	19 30%	28 43%p	31 51%ppwx A	22 36%	29 49%px	52 47%px	48 42%p	46 43%	39 36%
Food hygiene when eating out	28 48%p	28 50%pA	27 43%p	32 50%pA	32 49%p	25 42%p	22 37%	25 42%p	49 45%p	43 38%	37 34%	25 23%
The use of additives (such as preservatives and colouring) in food products	20 35%	27 48%ppwA	22 35%	23 36%	25 39%p	26 43%p	19 32%	22 37%	39 38%	41 36%	40 38%	42 38%
The use of pesticides to grow food	17 29%	21 36%pqx	20 32%q	15 24%	24 37%pqx	26 43%ppxA	17 29%	24 41%pqx	43 40%ppx	39 34%q	43 41%	36 32%
Hormones/steroids \antibiotics in food	14 24%	14 25%w	10 15%	17 26%w	20 32%sw	22 36%rsw	17 29%w	23 39%pqrs uwxA	46 42%pqrs uwxA	37 32%sw	46 44%	36 33%
Genetically Modified (GM) foods	13 23%	16 28%wx	11 17%	10 16%	20 31%wx	17 29%wx	13 22%	16 26%	30 27%	32 28%x	36 34%	22 20%
BSE ('mad cow disease')	16 29%pA	16 28%pAD	12 19%	12 19%	19 29%pAD	12 21%	9 15%	14 24%	31 29%pAD	18 16%	25 23%	23 20%
The feed given to livestock	12 21%	19 33%pqx AD	14 22%	12 18%	18 29%p	15 26%	11 18%	19 32%ppxA D	40 38%pqsu wxAD	23 20%	33 31%	19 18%
Date labels, such as "best before" and "use by" labels	20 34%pA	20 35%pA	21 32%pA	30 47%pqwy ABD	21 33%pA	27 45%ppwA D	11 19%	20 33%pA	39 36%pA	32 28%	32 30%	20 18%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1b And which of these food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	109	99	109	105	64	63	53	53
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	95*	90*	90*	94*	60*	60*	53*	54*
Food hygiene at home	19 19%g	13 14%	21 21%g	17 16%g	15 14%	15 17%g	7 7%	15 19%g	27 28%begl mo	25 29%bdeg lmno	15 17%g	12 13%	12 13%	14 16%	11 12%	12 13%	14 23%AC	13 22%A	13 25%AC	16 30%pACD
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	32 37%abcd efghilm o	34 38%abcd efghilm o	15 17%abcd efghi	23 24%abcd efghi	25 27%abcd efghi	14 16%abcd efghi	21 22%qrst uvwxy	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	32 36%abcd efghilm o	25 29%abcd efghi	13 14%abcd efghi	13 14%abcd efghi	25 28%abcd efghilm	16 18%abcd efghi	21 22%qrst uvwxy	-	-	-	-
Net: Any	73 74%bce flno	53 57%	60 60%	72 70%elno	57 54%	55 60%	74 73%bcel no	51 64%	77 79%bcef himno	70 80%bcef himno	67 76%bcef lmno	47 53%	58 61%	50 56%	47 53%	57 61%	42 70%	54 91%pqv wxyzAB CD	41 77%A	49 91%pqvwxyzA BCD
None of these	20 20%j	34 37%adg jk	31 31%gijk	23 23%j	39 37%adgi jk	27 30%gij	16 16%	26 32%gijk	13 13%	8 10%	15 18%	31 35%adgi jk	25 26%ij	24 27%ij	33 37%adgi jk	30 32%rtv	16 27%rt	3 6%	12 22%rt	4 7%
Don't know	5 5%	6 6%	10 10%	8 8%	9 9%	8 9%	11 11%	3 4%	8 8%	9 10%	5 6%	10 12%	12 13%h	16 17%abdh k	9 10%	6 7%yBC	2 3%	2 3%	1 1%	1 2%
Average number of mentions	3.80bg	2.73	3.73bg	3.73bg	4.10bg	3.53g	2.55	3.67g	3.77bg	4.83abc dfghij	4.62bg	3.52g	4.00bg	5.13abc dfghij	3.93bg	4.06	3.69	3.62	3.80	3.93
Standard deviation	2.71	1.99	2.41	2.75	3.08	2.84	1.98	2.85	2.46	3.14	3.03	3.23	3.35	3.04	3.28	2.93	2.61	2.72	3.02	3.02
Standard error	0.31	0.26	0.30	0.31	0.39	0.37	0.22	0.39	0.27	0.39	0.38	0.39	0.40	0.45	0.41	0.41	0.43	0.35	0.43	0.44

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base



Q.1b And which of these food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	60	127	141	115	119	135	126	126	120	123	109	124
Weighted Base	57*	57	64	64	64	60	60	60	109	113	106	110
Food hygiene at home	22 38% ^{spwyA} BCD	16 28% ^{pABC} D	13 20% ^A	19 29% ^{pABC} D	14 22% ^{AC}	23 38% ^{spwyA} BCD	3 6%	10 17% ^A	13 12%	16 14%	12 11%	9 8%
Chemicals from the environment, such as lead, in food	-	-	-	-	-	17 29% ^{qrst} uvwxyz	22 36% ^{pqrs} tuvwxyz	28 47% ^{pqrs} tuvwxyz	52 48% ^{pqrs} tuvwxyz	38 34% ^{qrst} uvwxyz	46 43%	40 37%
Food not being what the label says it is	-	-	-	-	-	31 51% ^{pqrs} tuvwxyzA D	18 29% ^{qrst} tuvwxyz	26 44% ^{pqrs} tuvwxyzA	51 47% ^{pqrs} tuvwxyzA	39 34% ^{qrst} tuvwxyz	32 30%	22 20%
Net: Any	45 78% ^{pAB}	45 79% ^{pwAB} D	44 68%	47 73%	46 72%	44 73% ^A	36 60%	38 63%	79 72%	72 64%	70 65%	60 54%
None of these	12 21% ^{rt}	9 15%	17 26% ^{rtv}	16 25% ^{rt}	17 27% ^{rtv}	15 25% ^{rt}	21 35% ^{rtuv}	22 36% ^{rtuv}	29 27% ^{rtv}	37 33% ^{rtv}	32 30%	45 41%
Don't know	1 2%	3 5% ^{BC}	4 6% ^{yBC}	2 3%	1 1%	1 2%	3 4%	*	1 1%	4 3%	5 5%	5 5%
Average number of mentions	4.34	4.43	3.99	4.06	4.77 ^r	6.19 ^{pqr} stuvwxyz A	5.07 ^{qrs} wx	6.84 ^{pqr} stuvwxyz AD	6.16 ^{pqr} stuvwxyz	5.63 ^{pqr} stuvwx	6.15	5.56
Standard deviation	2.99	2.97	2.80	2.83	3.23	3.61	3.39	3.37	3.67	3.59	3.93	3.61
Standard error	0.44	0.29	0.28	0.31	0.35	0.37	0.39	0.38	0.39	0.40	0.47	0.45

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base



Q.1b And which of these food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1825	1825	1841	1837	1874	1876
Food poisoning such as Salmonella and E.Coli	541 30%g	550 30%g	560 31%g	574 31%eghik	507 28%	547 30%g	471 26%	515 28%	590 32%eghijk n	524 28%	506 28%	544 30%g	572 31%egk	537 29%g	557 30%g	522 28%
Genetically Modified (GM) foods	379 21%	405 22%e	375 20%	408 22%e	353 19%	373 20%	372 20%	390 21%	453 25%acefg ho	444 24%acefg	405 22%e	426 23%cefg	489 27%abcde fghklo	436 24%acefg	412 22%	410 22%
BSE ('mad cow disease')	277 15%egk no	321 18%aag hklmno	287 16%egkno	324 18%aaghj klmno	205 11%	290 16%egkno	233 13%	271 15%eno	306 17%egkin o	271 15%eo	230 13%	255 14%e	274 15%eno	231 13%	227 12%	194 10%
The feed given to livestock	356 19%eg	360 20%egk	320 17%	318 17%	290 16%	375 20%cddegk	304 17%	330 18%	372 20%cddegk	346 19%e	311 17%	396 22%cddeg jkno	397 22%cddeg jkno	338 18%e	353 19%e	325 17%
The use of pesticides to grow food	455 25%	475 26%ce	424 23%	464 25%	424 23%	470 26%	465 25%	446 24%	493 27%ceek	509 28%cehk	426 23%	497 27%ceek	532 29%acdef ghko	516 28%cehk	482 26%	503 27%
The use of additives (such as preservatives and colouring) in food products	516 28%	521 29%	495 27%	506 28%	470 26%	499 27%	481 26%	510 28%	542 30%egko	536 29%eko	476 26%	531 29%eko	569 31%cdelfg ko	535 29%eko	486 26%	543 29%
Hormones/steroids /antibiotics in food	357 20%	355 20%	324 18%	384 21%cee	332 18%	409 22%bceeg	353 19%	436 24%abcde gk	471 26%abcde fgk	469 25%abcde fgk	385 21%cee	447 24%abcde gk	501 27%abcde fghk	493 27%abcde fghk	476 25%abcde fgk	488 26%
Date labels, such as "best before" and "use by" labels	396 22%	489 27%aag jklno	436 24%	475 26%aj	471 26%a	509 28%acgjk lmno	427 23%	500 27%acgjk lmno	532 29%acdeg jklmno	424 23%	430 24%	436 24%	449 24%	433 24%	441 24%	418 22%
Food hygiene when eating out	679 37%	689 38%k	666 36%	716 39%ek	641 35%	755 41%acegh kmno	667 37%	665 36%	728 40%ceghk no	702 38%k	633 35%	694 38%k	688 37%	662 36%	673 36%	628 33%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



Q.1b And which of these food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1825	1825	1841	1837	1874	1876
Food hygiene at home	370 20%ghkn	375 21%ghkn	354 19%gkn	357 19%gkn	397 22%ghkn	390 21%ghkn	278 15%	316 17%	362 20%gkn	366 20%gkn	281 15%	354 19%gkn	369 20%ghkn	314 17%	368 20%gkn	341 18%
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	515 28%abcde fghi	474 26%abcde fghi	541 30%abcde fghik	534 29%abcde fghik	557 30%abcde fghik	542 29%abcde fghik	562 30%
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	522 28%abcde fghikmno	456 25%abcde fghi	492 27%abcde fghikmno	453 25%abcde fghi	441 24%abcde fghi	460 25%abcde fghi	420 22%
Net: Any	1230 67%	1276 70%scghko	1215 66%	1314 72%aceghkno	1244 68%	1286 70%schko	1225 67%	1209 66%	1271 70%schko	1295 70%acghko	1216 67%	1268 69%cho	1279 69%cho	1253 68%	1233 66%	1233 66%
None of these	445 24%bde fin	372 20%	443 24%bdefn	373 20%	387 21%	379 21%	437 24%bdfn	475 26%bdefi jlmn	406 22%	402 22%	461 25%bdefi jln	392 21%	424 23%	385 21%	467 25%bdefj lm	422 22%
Don't know	153 8%	169 9%	177 10%hjm	147 8%	193 11%adhijkm	176 10%lm	162 9%	141 8%	148 8%	143 8%	150 8%	166 9%	137 7%	199 11%adhijk m	173 9%	221 12%
Average number of mentions	3.52eg	3.56eg	3.49e	3.44	3.29	3.59eg	3.31	3.62eg	3.81abcd efg	4.35abcd efghi	4.13abcd efghi	4.43abcd efghik	4.55abcd efghik	4.38abcd efghik	4.44abcd efghik	4.34
Standard deviation	2.49	2.56	2.48	2.53	2.49	2.62	2.47	2.57	2.63	3.12	2.99	3.15	3.30	3.07	3.19	3.06
Standard error	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.08	0.08	0.08	0.09	0.08	0.09	0.08

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



Q.1c And which of THESE food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876
The amount of salt in food	830 45%kp	910 50%aag ijkimn op	863 47%ekmop	901 49%aegik lmnop	797 44%	876 48%egkmo p	800 44%	862 47%egkmo p	819 45%kp	860 47%kmp	763 42%	822 45%kp	777 42%	819 45%kp	799 43%	775 41%
The amount of fat in food	741 41%o	816 45%ace gijklm nop	753 41%o	836 46%acegh ijklmnop	756 41%ko	807 44%agikm nop	726 40%	768 42%kop	735 40%o	755 41%o	692 38%	747 41%o	728 40%	721 39%	687 37%	718 38%
The amount of saturated fat in food	713 39%kop	766 42%ahj kmnop	752 41%jkmno p	777 42%aahjk mnop	707 39%kp	767 42%jkmno p	720 39%kop	706 39%kp	716 39%kop	689 37%	638 35%	719 39%kop	694 38%	676 37%	670 36%	660 35%
The amount of sugar in food	712 39%	757 42%	714 39%	772 42%	717 39%	800 43%ace	793 43%ace	883 48%abode fg	868 48%abode fg	949 52%abcde fgi	926 51%abcde fghiko	1011 55%abcde fghiko	961 52%abcde fghi	977 53%abcde fghi	972 52%abcde fghi	1029 55%abcde fghik
Foods aimed at children including school meals	410 22%	470 26%a	437 24%	487 27%a	460 25%	476 26%a	469 26%a	478 26%a	472 26%a	495 27%ac	457 25%	498 27%aco	501 27%aco	510 28%aco	454 24%	551 29%abcde fghiko
Net: Any	1239 68%	1301 72%ace ghikmo p	1250 68%	1335 73%acefg hijkimno p	1240 68%	1276 69%	1241 68%	1231 67%	1230 67%	1273 69%	1218 67%	1270 70%o	1228 67%	1274 69%	1245 66%	1275 68%
None of these	440 24%bdf n	363 20%	426 23%bdn	369 20%	400 22%	390 21%	446 24%bdfnp	438 24%bdfn	409 22%	402 22%	459 25%bdefj inp	398 22%	439 24%bdn	375 20%	453 24%bdfn	402 21%
Don't know	150 8%	154 8%	160 9%	130 7%	184 10%adgk	175 10%gd	137 8%	156 9%	184 10%gdgk	165 9%cd	149 8%	158 9%	174 9%dg	188 10%adgk	176 9%gd	199 11%abdghk
Average number of mentions	2.75	2.86	2.82	2.83	2.77	2.92ae	2.83	3.00abcd egko	2.93ae	2.94acde g	2.86	2.99abcd egk	2.98abcd egk	2.91ae	2.88a	2.93ae
Standard deviation	1.48	1.47	1.44	1.45	1.49	1.49	1.48	1.47	1.50	1.47	1.48	1.49	1.50	1.46	1.45	1.49
Standard error	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04

Proportions/Mean: All Columns Tested (5% risk level)



Q.1c And which of THESE food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	933	983	978	978	1040	1025	977	1013
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	894	894	921	910	945	937	941	951
The amount of salt in food	361 41%	393 45% egk mop	367 41%	376 43%p	352 40%	386 43%kp	349 40%	376 42%	367 41%	398 45% egkm op	343 39%	362 41%	347 39%	383 43%p	363 39%	342 38%	469 50%AF	516 55% quw yzABCD EF	496 53% luwAC DEF	525 55% quwyzAB CDEF
The amount of fat in food	311 35%	336 38%p	325 36%	365 41% acgi klmnop	336 38%	352 39% kop	308 35%	339 38%kp	317 36%	345 39% kop	299 34%	314 35%	314 35%	319 36%	313 34%	304 33%	430 46%E	480 51% qsu wxyzAB CDEF	428 45%E	470 49% wyzACDE F
The amount of saturated fat in food	309 35%	320 38%kp	318 36%p	337 38% kop	322 36%kp	348 39% jkno p	322 36%kp	310 35%	331 37%kp	298 34%	280 31%	312 35%	314 35%	302 34%	304 33%	281 31%	404 43%A	446 48% quw xyzACD EF	434 46% luyzA CDEF	440 46% luyzACDE F
The amount of sugar in food	300 34%	317 36%	298 33%	329 37%	308 35%	337 38%	349 39% ace	392 44% abcd ef	377 42% abcd ef	432 49% abcd efgi	401 45% abcd efg	452 51% abcd efghiko	438 49% abcd efghi	431 48% abcd efgi	421 46% abcd efg	456 50% abc delghi k	412 44%	440 47%	416 44%	444 47%
Foods aimed at children including school meals	174 20%	205 23% c	170 19%	191 22%	188 21%	192 21%	188 21%	199 22%	196 22%	192 22%	193 22%	223 25% ac	219 25% ac	219 24% ac	204 22%	241 26% acd efgijk o	237 25%	265 28%	267 28%	296 31% qE
Net: Any	550 62%	584 66% o	560 63%	598 68% achi kmo	579 65% o	575 64%	566 64%	553 62%	560 63%	583 66% o	549 62%	581 66% o	563 63%	587 66% o	555 60%	588 65%	688 73%	717 77% quwx yzACEF	689 73%	737 77% quwxyz ABCDE
None of these	258 29% bde fnp	207 24%	245 27% n	207 23%	213 24%	220 25%	251 28% bden p	233 26% bdnp	223 25%	261 29% bbdef np	224 25%	241 27% n	241 23%	201 23%	270 29% bbdef np	216 24%	181 19%	156 17%	180 19%	162 17%
Don't know	75 8%	90 10%	88 10%	78 9%	98 11% g	98 11% g	67 8%	85 10%	98 11% g	81 9%	79 9%	82 9%	89 10%	106 12% adgk	97 10% g	106 12% ag	75 8% t	64 7%	72 8%	52 5%
Average number of mentions	2.64	2.69	2.64	2.67	2.60	2.81e	2.68	2.92abc	2.83ace	2.86acd	2.76	2.86acd	2.90abc	2.82ce	2.89abc	2.76	2.84	3.00q	2.96	2.95
Standard deviation	1.49	1.48	1.39	1.44	1.45	1.47	1.43	1.49	1.48	1.46	1.46	1.52	1.52	1.44	1.46	1.48	1.47	1.45	1.46	1.45
Standard error	0.06	0.06	0.06	0.06	0.06	0.06	0.06	deg	deg	eg	deg	deg	deg	deg	deg	deg	0.05	0.05	0.06	0.05

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/yz/A/B/C/D/E/F

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1c And which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	1008	1044	1000	1060	1010	1073	1043	1060	1034	1008	1011	1026
Weighted Base	935	947	940	937	933	953	936	939	947	943	953	966
The amount of salt in food	445 48%	489 52%ACDE F	451 48%	487 52%ACDE F	452 48%	462 49%	420 45%	459 49%	430 45%	436 46%	436 46%	432 45%
The amount of fat in food	420 45%E	455 48%zADE F	417 44%E	429 46%E	418 45%E	410 43%	394 42%	433 46%E	414 44%	402 43%	374 39%	414 43%
The amount of saturated fat in food	385 41%	419 44%ADEF	398 42%	396 42%	385 41%	391 41%	358 38%	407 43%AE	380 40%	374 40%	366 38%	379 39%
The amount of sugar in food	409 44%	463 49%qsu	444 47%	492 53%qrst uw	491 53%qrst uw	517 54%qrst uvw	525 56%qrst uvw	559 59%qrst uvwxyz	523 55%qrst uvw	546 58%qrst uvwxy	552 58%qrst uvwxy	573 59%qrstuvwxyz
Foods aimed at children including school meals	272 29%q	284 30%q	280 30%q	278 30%q	276 30%q	302 32%qE	264 28%	276 29%q	282 30%q	291 31%qE	250 26%	310 32%qE
Net: Any	661 71%	701 74%	676 72%	678 72%	671 72%	691 72%	668 71%	689 73%	665 70%	687 73%	690 72%	687 71%
None of these	187 20%	170 18%	195 21%rt	188 20%	177 19%	178 19%	198 21%rt	175 19%	198 21%rt	174 18%	183 19%	185 19%
Don't know	87 9%rt	77 8%t	70 7%	71 8%	86 9%t	84 9%t	70 7%	75 8%t	84 9%t	82 9%t	79 8%t	94 10%rt
Average number of mentions	2.92	3.01q	2.95	3.07qE	3.02q	3.02q	2.93	3.09quA	3.05qE	2.98	2.86	3.07qE
Standard deviation	1.51	1.49	1.51	1.45	1.52	1.47	1.49	1.45	1.49	1.46	1.44	1.49
Standard error	0.06	0.05	0.06	0.05	0.06	0.05	0.05	0.05	0.06	0.05	0.05	0.06

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1c And which of THESE food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	252	266	242	296	317	303	327
Weighted Base	291	274	299	288	298	293	286	297	296	297	297	266	290	304	288	278	315	304	304	339
The amount of salt in food	80 27%	109 40%acd afnjk lmo	85 28%	88 30%	75 25%	80 27%	93 32%	86 29%	93 31%	79 27%	86 29%	73 27%	81 28%	103 34%e	84 29%	59 21%	121 39%p	145 48%pqz ACD	147 48%pqzA CD	161 48%pqzACD
The amount of saturated fat in food	78 27%	85 31%k	86 29%k	79 28%	75 25%	87 30%k	78 27%	80 27%	81 27%	75 25%	65 22%	70 26%	74 25%	96 32%k	77 27%	55 20%	102 33%p	119 39%pAC	117 39%pA	140 41%pqyACD
The amount of fat in food	70 24%	99 36%ace	76 25%	97 34%ac	79 26%	86 29%	76 27%	90 30%	97 33%ac	86 29%	82 28%	84 32%a	89 31%	93 31%	78 27%	58 21%	112 36%p	132 43%pyA C	118 39%p	155 46%pqy2ACD
The amount of sugar in food	59 20%	79 29%ae	79 27%e	68 23%	55 19%	68 23%	81 28%ae	75 25%	93 31%adef	98 33%adef	103 35%acde fh	113 42%abcd efghij	104 36%acde fh	122 40%abcd efghi	110 38%abcd efgh	81 29%	112 36%	118 39%p	108 36%	137 40%p
Foods aimed at children including school meals	52 18%ai	52 19%di	45 15%	35 12%	49 16%	47 16%	47 17%	44 15%	33 11%	43 15%	48 16%	72 17%ai	46 15%	72 24%def hjkmo	40 14%	51 18%	75 24%	87 29%p	86 28%p	117 34%pqyviAD
Net: Any	161 55%	170 62%h	164 55%	176 61%h	164 55%	169 58%	153 53%	151 51%	172 58%	164 55%	170 57%	156 53%	154 53%	186 61%h	158 56%	136 49%	211 67%p	221 73%pAC	211 69%p	246 73%pAC
None of these	107 37%bln	75 27%	108 36%bln	95 33%n	97 32%	97 33%ln	106 37%bln	114 38%bln	92 31%	94 32%	96 32%	75 28%	92 32%	75 25%	100 35%ln	97 35%qrs tuwxyz zBCD	78 25%	60 20%	64 21%	69 20%
Don't know	23 8%	30 11%cd	26 9%	16 6%	37 12%cd	27 9%	27 9%	32 11%cd	32 11%cd	39 13%cd	31 10%cd	34 13%cd	44 15%acd	42 14%ad	30 10%cd	45 16%qrst uvwxyzA B	26 8%	23 8%	29 10%	24 7%
Average number of mentions	2.10	2.50ad ef	2.26	2.08	2.03	2.18	2.45ade	2.48ade	2.31e	2.32	2.26	2.47ade	2.55ade	2.61acd efk	2.46ade	2.23	2.48	2.72p	2.73p	2.88pq
Standard deviation	1.32	1.40	1.39	1.22	1.22	1.39	1.48	1.44	1.27	1.36	1.38	1.46	1.42	1.46	1.35	1.38	1.48	1.50	1.47	1.46
Standard error	0.10	0.11	0.11	0.09	0.10	0.11	0.13	0.12	0.09	0.10	0.10	0.11	0.11	0.12	0.11	0.13	0.11	0.10	0.10	0.10

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1c And which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	299	349	287	323	319	321	336	320	350	325	333	328
Weighted Base	322	350	315	325	335	337	349	338	354	350	373	369
The amount of salt in food	132 41%p	166 47%pqzA	134 42%p	146 45%pAC	140 42%p	126 37%p	126 36%p	146 43%pC	125 35%p	135 39%p	148 40%	158 43%
The amount of saturated fat in food	118 36%p	133 38%pA	109 35%p	116 36%p	109 33%p	114 34%p	105 30%p	124 37%p	111 31%p	116 33%p	138 37%	135 37%
The amount of fat in food	127 39%pC	139 40%pC	119 38%p	134 41%pC	117 35%p	120 36%p	120 34%p	131 39%pC	110 31%p	130 37%p	119 32%	143 39%
The amount of sugar in food	106 33%	137 39%p	126 40%p	150 46%pqsu	153 46%pqsu	157 47%pqsu	167 48%pqrs uv	185 55%pqrs tuwxy	171 48%pqrs tuvw	169 48%pqrs tuw	193 52%	218 59%
Foods aimed at children including school meals	83 26%p	85 24%	98 31%p	96 30%p	85 25%	105 31%p	87 25%	108 32%pqv	97 27%p	92 26%p	99 27%	122 33%
Net: Any	216 67%p	239 68%p	215 68%p	218 67%p	229 68%p	227 67%p	223 64%p	232 68%p	225 64%p	233 67%p	254 68%	269 73%
None of these	74 23%	81 23%	71 23%	76 23%	76 23%	83 25%	102 29%rstD	81 24%	91 26%	78 22%	92 25%	60 16%
Don't know	32 10%	30 8%	28 9%	31 9%	30 9%	28 8%	25 7%	26 8%	38 11%	39 11%	28 7%	40 11%
Average number of mentions	2.62p	2.76p	2.72p	2.94pqu	2.64p	2.75p	2.71p	2.99pqu	2.73p	2.76p	2.75	2.88
Standard deviation	1.45	1.48	1.48	1.51	1.46	1.48	1.45	y 1.49	1.56	1.45	1.49	1.51
Standard error	0.10	0.10	0.11	0.10	0.10	0.10	0.10	0.10	0.11	0.10	0.10	0.10

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1c And which of THESE food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	398	365	375	372	453	445	441	497
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	411	387	417	414	450	450	455	469
The amount of salt in food	214 48%	253 55%gik n	225 50%g	225 53%gk	218 51%g	219 49%g	187 42%	220 53%gk	193 47%	224 53%gkn	171 45%	212 49%g	206 50%g	177 46%	201 48%	168 41%	263 58%puw AC	246 55%p	249 55%p	267 57%pwAC
The amount of fat in food	190 43%	220 48%go	205 46%	190 45%	207 48%go	194 44%	179 40%	190 45%	173 42%	198 47%go	165 43%	194 45%	193 47%go	164 42%	165 40%	164 40%	236 52%puA BCD	223 50%p	218 48%p	239 51%pA
The amount of sugar in food	185 42%	201 44%	182 41%	192 45%	194 45%	206 47%	199 44%	216 52%abcg	208 50%ac	254 60%abcd efghi	209 55%abcd efg	267 61%abcd efghi	245 60%abcd efgi	227 59%abcd efgi	251 60%abcd tuw	245 59%qrs	215 48%	226 50%	212 47%	227 48%
The amount of saturated fat in food	184 41%	224 48%ahj kno	202 45%	186 44%	189 44%	196 44%	188 42%	170 41%	173 42%	174 41%	148 39%	200 46%k	191 47%k	157 41%	168 40%	151 37%	218 48%pA	210 47%p	217 48%p	240 51%ppzABCD
Foods aimed at children including school meals	130 29%	147 32%	149 33%	136 32%	153 35%	148 34%	142 32%	150 36%	142 34%	133 32%	121 32%	157 36%a	160 39%abbdj jk	138 36%	145 35%	150 36%qrs tuwyA BCD	107 24%	121 27%	111 24%	133 28%
Net: Any	314 71%	345 75%	322 72%	323 76%	326 76%	323 73%	331 74%	309 74%	293 71%	323 77%	276 72%	328 76%	297 72%	289 75%	309 74%	303 73%	340 75%	341 76%	338 74%	369 79%uwYAC
None of these	97 22%ef	80 17%	97 22%ef	70 16%	70 16%	67 15%	91 20%	76 18%	71 17%	70 20%	77 18%	80 21%f	87 18%	68 18%	75 18%	73 18%	73 16%	78 17%	81 18%	67 14%
Don't know	32 7%	38 8%	29 6%	33 8%	36 8%	52 12%acgjk lm	26 6%	34 8%	48 12%acgjl m	28 7%	28 7%	26 6%	27 7%	29 8%	33 8%	38 9%	37 8%	30 7%	37 8%	33 7%
Average number of mentions	2.87	3.03g	2.99g	2.87	2.95	2.99g	2.70	3.07g	3.03g	3.04g	2.95	3.14adg	3.36abc defghij kno	2.98g	3.01g	2.90	3.06	3.01	2.98	3.00
Standard deviation	1.52	1.51	1.43	1.48	1.57	1.52	1.49	1.55	1.56	1.42	1.51	1.56	1.47	1.46	1.50	1.50	1.44	1.46	1.43	1.44
Standard error	0.09	0.08	0.08	0.08	0.09	0.08	0.08	0.09	0.09	0.08	0.09	0.09	0.09	0.09	0.09	0.09	0.08	0.08	0.08	0.07

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.1c And which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	454	448	499	464	441	497	450	491	407	488	431	443
Weighted Base	452	422	443	459	452	449	469	452	454	466	457	467
The amount of salt in food	227 50%p	244 58%puwA C	223 50%p	260 57%pC	239 53%p	263 59%puwA C	234 50%p	237 52%p	219 48%p	247 53%p	227 50%	235 50%
The amount of fat in food	206 46%	232 55%psuw xyzABCD	205 46%	214 47%	211 47%p	209 47%	208 44%	206 46%	202 45%	210 45%	196 43%	212 45%
The amount of sugar in food	214 47%	227 54%e	225 51%	285 62%qrst	251 56%qstu	262 58%qrst	279 60%qrst	270 60%qrst	266 59%qrst	279 60%qrst	257 56%	298 64%
The amount of saturated fat in food	205 45%p	214 51%pzAB CD	217 49%pACD	216 47%p	213 47%p	195 43%	194 41%	198 44%p	191 42%	196 42%	182 40%	195 42%
Foods aimed at children including school meals	112 25%	130 31%qsu	129 29%	125 27%	130 29%	137 31%qsu	131 28%	124 27%	122 27%	137 29%	108 24%	148 32%
Net: Any	322 71%	320 76%	319 72%	350 78%	320 71%	334 75%	340 72%	340 75%	330 73%	348 75%	317 70%	338 72%
None of these	89 20%t	64 15%	90 20%tvD	73 16%	73 19%	86 18%	79 20%t	95 17%	86 19%	71 15%	92 20%	89 19%
Don't know	40 9%	38 9%	34 8%	37 8%	45 10%	35 8%	34 7%	37 8%	38 8%	47 10%	47 10%	40 9%
Average number of mentions	2.99	3.27prs tuBC	3.13	3.14p	3.26prs tu	3.19p	3.08	3.05	3.04	3.07	3.06	3.22
Standard deviation	1.44	1.44	1.45	1.40	1.48	1.47	1.45	1.46	1.45	1.49	1.39	1.45
Standard error	0.08	0.08	0.08	0.07	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.1c And which of THESE food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	451	405	414	447	432	493	485	449	515	573	488	517	516	561	584	619
Weighted Base	330	327	329	312	321	334	331	325	328	336	329	335	332	331	339	348
The amount of salt in food	151 46%	156 48%o	157 48%o	161 52%kmo	145 45%	166 50%o	164 50%o	150 46%	153 47%	168 50%o	146 44%	154 46%	146 44%	157 47%o	139 41%	155 45%
The amount of sugar in food	140 42%	133 41%	133 40%	149 48%bc	148 46%	161 48%bc	163 49%abc	157 48%bc	163 50%abc	179 53%abce	168 51%abc	176 53%abc	175 53%abce	180 54%abcde	161 47%bc	187 54%
The amount of fat in food	134 41%	141 43%k	138 42%	154 49%acijk lmno	138 43%k	155 46%kkno	147 44%kno	140 43%k	137 42%	141 42%k	117 36%	132 39%	133 40%	124 38%	128 38%	141 40%
The amount of saturated fat in food	131 40%no	128 39%o	130 40%o	131 42%no	121 38%o	137 41%no	130 39%o	124 38%o	139 42%no	132 39%no	126 38%o	126 38%o	126 38%o	110 33%	104 31%	123 35%
Foods aimed at children including school meals	46 14%	63 19%a	47 14%	66 21%acg	63 20%ac	66 20%ac	82 16%	63 19%ac	82 25%acghl o	76 23%acg	70 21%acg	63 19%a	78 23%acg	70 21%acg	63 19%	81 23%
Net: Any	213 65%	224 68%o	215 65%	221 71%hklo	211 66%	225 67%o	223 67%o	203 62%	215 66%	225 67%o	209 63%	214 64%	222 67%	217 66%	207 61%	229 66%
None of these	86 26%	70 22%	75 23%	67 22%	70 22%	80 24%	87 26%	99 31%bcdef j	84 26%	76 23%	90 27%	86 26%	83 25%	83 25%	94 28%bde	84 24%
Don't know	31 9%	33 10%	39 12%dgh	24 8%	40 12%dghm	29 9%	21 6%	23 7%	29 9%	35 10%g	31 9%	35 10%g	27 8%	30 9%	38 11%gh	36 10%
Average number of mentions	2.83	2.78	2.81	3.00	2.91	3.04b	2.94	3.13abco	3.13abco	3.10abco	3.00	3.05bc	2.96	2.95	2.87	3.00
Standard deviation	1.41	1.42	1.36	1.41	1.47	1.37	1.43	1.37	1.48	1.42	1.44	1.37	1.50	1.36	1.41	1.45
Standard error	0.08	0.08	0.08	0.08	0.09	0.08	0.08	0.08	0.08	0.07	0.08	0.08	0.08	0.07	0.07	0.07

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

Q.1c And which of THESE food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	1738	1769	1771	1775	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	1637	1634	1678	1672	**	**	**	**
The amount of salt in food	757 45%ko	834 50%ace gjkim no	780 46%kmo	814 49%egik mno	724 44%	807 48%egik mno	727 44%	794 47%ekmo	730 44%	780 46%kmo	696 41%	759 45%kk	689 42%	721 44%	702 42%	697 42%	-	-	-	-
The amount of fat in food	671 40%o	754 45%ace gjkim no	692 41%o	758 45%aceg ijkimno	694 42%ko	746 44%agij kmno	657 40%o	709 42%ko	658 40%o	679 40%o	635 38%	694 41%ko	648 40%o	637 39%	607 36%	642 38%	-	-	-	-
The amount of saturated fat in food	646 39%k	702 42%aceh ijkimno	691 41%jkmm o	693 41%jkmm o	641 39%k	705 42%hijk mno	662 40%jko	642 38%k	634 38%k	613 36%	577 34%	665 40%jko	616 38%	602 37%	602 36%	587 35%	-	-	-	-
The amount of sugar in food	642 38%	688 41%	651 39%	705 42%a	650 39%	734 43%ace	719 43%ace	805 48%abcd efg	777 47%abcd ef	860 51%abcd efgi	854 51%abcd efgi	934 56%abcd efghijk o	854 52%abcd efghi	869 53%abcd efghi	866 52%abcd efghi	919 55%	-	-	-	-
Foods aimed at children including school meals	369 22%	430 26%a	390 23%	437 26%a	414 25%	438 26%a	430 26%a	437 26%a	416 25%	439 26%a	409 24%	451 27%aco	434 27%ac	446 27%aco	397 24%	483 29%	-	-	-	-
Net: Any	1136 68%	1192 72%acg hkmo	1141 68%	1222 73%acef gijkmo	1138 69%	1176 69%	1133 68%	1128 67%	1111 67%	1164 69%	1121 67%	1174 70%o	1099 67%	1140 70%	1120 67%	1151 69%	-	-	-	-
None of these	393 24%bdn	323 19%	391 23%bdn	336 20%	349 21%	355 21%	406 25%bdef ln	401 24%bdfn	376 23%bn	377 22%bn	420 25%bdef ln	356 21%	379 23%bdn	316 19%	397 24%bdn	329 20%	-	-	-	-
Don't know	140 8%	150 9%cd	149 9%cd	118 7%	174 10%adgk	163 10%sdg	119 7%	150 9%cd	175 11%adgk	152 9%cd	137 8%	148 9%	158 10%cdg	178 11%adgk l	162 10%cdg	193 12%	-	-	-	-
Average number of mentions	2.71	2.86a	2.81	2.79	2.74	2.92ade	2.82	3.00abc degkno	2.90ae	2.90ae	2.83	2.98abc degko	2.95acd eg	2.87ae	2.83	2.89	-	-	-	-
Standard deviation	1.48	1.47	1.43	1.44	1.49	1.49	1.48	1.47	1.50	1.45	1.47	1.48	1.48	1.44	1.43	1.48	-	-	-	-
Standard error	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

* small base; ** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018

Q.1c And which of THESE food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
The amount of salt in food	-	-	-	-	-	-	-	-	-	-	-	-
The amount of fat in food	-	-	-	-	-	-	-	-	-	-	-	-
The amount of saturated fat in food	-	-	-	-	-	-	-	-	-	-	-	-
The amount of sugar in food	-	-	-	-	-	-	-	-	-	-	-	-
Foods aimed at children including school meals	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any	-	-	-	-	-	-	-	-	-	-	-	-
None of these	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1c And which of THESE food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	109	99	109	105	64	63	53	53
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	95*	90*	90*	94*	60*	60*	53*	54*
The amount of salt in food	47 48%im	36 39%	47 47%im	58 56%bfg lmo	37 35%	36 40%	38 38%	36 45%im	54 55%bfg lmo	44 50%elm	39 44%im	31 35%	28 29%	41 45%im	36 40%	32 34%	26 43%	40 67%pqx AD	36 69%ppxA D	30 55%p
The amount of saturated fat in food	47 46%bfg lmo	31 33%	38 38%mo	56 54%bcef ghlmo	39 37%mo	30 33%	27 26%	31 38%mo	53 54%bcef ghlmo	44 50%bfgl mno	37 42%glmo	23 26%	22 23%	25 28%	21 23%	30 32%	20 33%	33 56%pq	23 43%	28 52%pq
The amount of fat in food	46 47%bcef lm	30 33%	37 36%	49 47%bcef m	34 33%	30 33%	39 38%l	29 36%	44 44%lm	41 47%bcef m	34 39%l	21 24%	27 29%	32 36%	32 35%	30 32%	23 39%	32 54%p	25 47%	28 53%p
The amount of sugar in food	46 47%	33 35%	37 36%	43 42%	39 37%	36 39%	43 42%	45 56%bcef	55 56%bcef	51 58%bode fgm	44 50%	43 49%	40 42%	42 46%	46 51%bbc	48 52%	24 41%	36 60%q	26 50%	24 45%
Foods aimed at children including school meals	25 25%	14 15%	31 31%bgmo	36 35%bfg lmo	23 22%	18 20%	18 17%	19 23%	32 33%bfgl mo	26 30%bgo	17 19%	18 18%	22 24%	15 17%	23 25%	16 27%	16 27%	25 42%p	16 31%	14 26%
Net: Any	69 70%em	54 58%	66 66%	74 71%em	57 54%	57 63%	63 62%	56 70%em	75 77%bfg lmo	64 74%bem	60 69%em	54 61%	51 54%	56 62%	55 62%	56 60%	33 55%	54 91%pat uvwxyz ABCD	42 79%ppA	39 72%
None of these	23 23%	37 40%adg jk	27 27%j	25 24%j	40 38%adgi jk	27 30%j	23 22%	21 27%j	17 18%	11 13%	18 20%	26 30%j	29 31%j	26 29%j	27 31%j	32 35%rst uv	24 39%rstu vz	4 6%	8 15%	7 14%
Don't know	6 6%	2 2%	7 7%	4 4%	9 8%	7 8%	16 15%abdhi	3 4%	9 6%	12 14%bdh	10 11%b	8 9%b	14 15%abdhi	7 8%	7 8%	5 6%C	4 6%C	2 3%	3 6%	8 14%rwzABC D
Average number of mentions	3.06l	2.67	2.85	3.27bfg lmo	3.03l	2.65	2.61	2.85	3.15glm	3.19fgl	2.99	2.51	2.61	2.86	2.71	2.91	3.32	3.07	3.03	3.21
Standard deviation	1.40	1.54	1.52	1.55	1.41	1.42	1.36	1.43	1.46	1.46	1.50	1.42	1.51	1.54	1.24	1.43	1.53	1.42	1.45	1.35
Standard error	0.16	0.20	0.18	0.17	0.17	0.18	0.16	0.18	0.16	0.16	0.19	0.17	0.20	0.20	0.16	0.18	0.25	0.19	0.23	0.22

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
* small base



Q.1c And which of THESE food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	60	127	141	115	119	135	126	126	120	123	109	124
Weighted Base	57*	57	64	64	64	60	60	60	109	113	106	110
The amount of salt in food	36 63%ppA	32 57%p	35 54%p	33 51%p	35 55%p	37 61%ppqA	28 47%	31 52%p	60 56%p	58 51%p	61 57%	46 42%
The amount of saturated fat in food	27 47%	31 55%ppqA	31 49%ppq	33 51%ppq	29 45%	33 55%ppqA	24 41%	31 52%ppq	56 52%ppq	49 44%	47 44%	43 39%
The amount of fat in food	28 49%p	30 53%pA	30 46%p	31 48%p	33 52%p	35 58%ppqA	24 40%	32 53%pA	53 48%p	52 46%p	48 45%	45 41%
The amount of sugar in food	27 48%	30 53%	31 48%	34 53%	36 57%q	38 63%qtwA	29 48%	34 57%	67 62%qwwA	66 58%q	60 57%	62 57%
Foods aimed at children including school meals	23 39%	20 35%	21 33%	22 34%	24 37%	29 49%ppqst vwvA	21 35%	31 51%ppqst vwvAD	50 46%ppqw	42 37%	43 40%	45 41%
Net: Any	44 77%ppqA	44 77%ppqA	45 70%q	46 73%q	44 69%	45 75%ppqA	36 60%	42 70%	77 71%q	77 68%	70 66%	68 62%
None of these	11 19%r	8 14%	17 26%rv	15 23%r	16 25%r	14 23%r	22 36%rstu vz	16 27%rv	31 28%rv	33 29%rtv	29 27%	40 37%
Don't know	2 4%	5 9%zCD	2 4%	3 4%	4 6%C	1 2%	2 3%	2 3%	1 1%	2 2%	7 7%	1 1%
Average number of mentions	3.20	3.28	3.27	3.26	3.54p	3.81prs tuvwx	3.49p	3.77prs uwvx	3.70prs	3.45p	3.68	3.55
Standard deviation	1.38	1.50	1.54	1.57	1.61	1.45	1.58	1.64	1.63	1.55	1.66	1.64
Standard error	0.20	0.15	0.15	0.17	0.18	0.14	0.18	0.18	0.18	0.17	0.20	0.19

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base



Q.1c And which of THESE food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876
The amount of salt in food	830 45%k	910 50%laag ijkmn o	863 47%ekmo	901 49%laagik lmno	797 44%	876 48%legkmo	800 44%	862 47%legkmo	819 45%	860 47%ukmo	763 42%	822 45%	777 42%	819 45%	799 43%	775 41%
The amount of sugar in food	712 39%	757 42%	714 39%	772 42%	717 39%	800 43%eace	793 43%eace	883 48%abode fg	868 48%abode fg	949 52%abode fgi	926 51%abode fg	1011 55%abode fghjko	961 52%abode fghi	977 53%abode fghi	972 52%abode fghi	1029 55%
The amount of fat in food	741 41%o	816 45%ace ghikm no	753 41%o	836 46%acegh ijkmno	756 41%ko	807 44%lagikm no	726 40%	768 42%uko	735 40%o	755 41%o	692 38%	747 41%o	728 40%	721 39%	687 37%	718 38%
The amount of saturated fat in food	713 39%ko	766 42%ehj kmno	752 41%jkmno	777 42%eahjk mno	707 39%k	767 42%jkmno	720 39%ko	706 39%k	716 39%ko	689 37%	638 35%	719 39%ko	694 38%	676 37%	670 36%	660 35%
Foods aimed at children including school meals	410 22%	470 26%a	437 24%	487 27%a	460 25%	476 26%a	469 26%a	478 26%a	472 26%a	495 27%ac	457 25%	498 27%aco	501 27%aco	510 28%aco	454 24%	551 29%
Net: Any	1239 68%	1301 72%ace ghikmo	1250 68%	1335 73%acefg hijkmno	1240 68%	1276 69%	1241 68%	1231 67%	1230 67%	1273 69%	1218 67%	1270 70%o	1228 67%	1274 69%	1245 66%	1275 68%
None of these	440 24%bdf n	363 20%	426 23%bdn	369 20%	400 22%	390 21%	446 24%bdfn	438 24%bdfn	409 22%	402 22%	459 25%bdefj ln	398 22%	439 24%bdn	375 20%	453 24%bdfn	402 21%
Don't know	150 8%	154 8%	160 9%	130 7%	184 10%adgk	175 10%dgd	137 8%	156 9%	184 10%cdgk	165 9%cd	149 8%	158 9%	174 9%dgd	188 10%adgk	176 9%dgd	199 11%
Average number of mentions	2.75	2.86	2.82	2.83	2.77	2.92ae	2.83	3.00abcd egko	2.93ae	2.94acde g	2.86	2.98abcd egk	2.98abcd egk	2.91ae	2.88a	2.93
Standard deviation	1.48	1.47	1.44	1.45	1.49	1.49	1.48	1.47	1.50	1.47	1.48	1.49	1.50	1.46	1.45	1.49
Standard error	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876
Food prices	976 53% ijkl mnop	1133 62% agh ijklmn op	1114 61% ahijk lmnop	1150 63% alghi ijklmnop	1116 61% ahijk lmnop	1094 59% ahijk lmnop	1073 59% ahijk lmnop	933 51% ijkimn op	915 50% ijkimn op	781 42%	771 42%	729 40%	774 42%	844 46% ijkim	854 46% kim	804 43%
Food waste	766 42%	805 44%	806 44%	835 46% a	800 44%	818 44%	925 51% abode fh	808 44%	883 48% abcef h	895 49% abcef h	898 49% abode fh	964 53% abode fhijkmo	908 49% abode fh	941 51% abode fh	901 48% abcef h	960 51% abcefh
Animal welfare	747 41%	732 40%	707 39%	761 41%	698 38%	732 40%	710 39%	750 41%	757 42% e	783 43% ceg	752 41%	826 45% abode fgijk	803 44% bcefg	808 44% bcefg	806 43% cefg	789 42% ce
Food miles (e.g. the distance food travels)	425 23% c	452 25% ceak op	360 20%	424 23% c	401 22%	438 24% ck	438 24% ck	411 23% c	414 23% c	468 25% cehkl op	384 21%	408 22% c	420 23% c	418 23% c	412 22%	401 21%
Packaging/over packaging	-	-	-	-	-	11 1% abode	13 1% abode	15 1% abodem	12 1% abode	14 1% abode	9 * abode	9 * abode	5 * abode	14 1% abode	12 1% abode	66 4% abceefghijklmno
Labelling/mislabelling/ensuring labelling is correct/not misleading	-	-	-	-	-	11 1% abode l mnop	11 1% abode l mnop	12 1% abode l mnop	10 * abodem	5 * abodem	4 * abodem	1 * abodem	-	2 * abodem	2 * abodem	4 * abodem
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	87 5% abodeg hijklmno p	31 2% abode ijklmnop	18 1% abode ijklmnop	14 1% abode ijklmnop	-	-	-	-	-	-	-
Fair Trade	-	-	-	-	-	-	-	-	3 * abode	-	-	-	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	2 * abode	3 * abode	2 * abode	1 * abode	-	1 * abode	1 * abode	-
Any other issue not previously seen/mentioned	-	-	-	-	-	8 * abode	6 * abode	7 * abode	13 1% abodeo p	11 1% abodep	14 1% abode op	5 * abode	10 1% abodep	9 * abodep	5 * abode	2 * abode

Proportions/Mean: All Columns Tested (5% risk level)



Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876
Net: Any	1435	1511	1481	1523	1482	1493	1477	1405	1401	1397	1383	1383	1344	1413	1396	1392
	79%kmo p	83%lahi jklnmo p	81%hijkl mnop	83%ahijk lmnop	81%ahijk lmnop	81%hijkl mnop	81%hijkl mnop	77%lm	77%lm	76%lm	76%	76%	73%	77%lm	74%	74%
None of these	316	229	272	251	273	270	286	341	319	331	355	314	371	314	378	350
	17%bcd f	13%	15%	14%	15%b	15%	16%b	19%bcdef g	18%bcdef	18%bcdef	19%bcdef g	17%bdf	20%abcde fglin	17%bdf	20%abcde fglin	19%bcdefg
Don't know	76	78	82	60	69	77	60	78	104	113	88	128	125	110	100	133
	4%	4%	4%	3%	4%	4%	3%	4%	6%abdefg	6%abdefg gh	5%dg	7%abdefg ghko	7%abdefg ghk	6%abdefg gh	5%deg	7%abdefg ghko
Average number of mentions	2.03	2.07	2.02	2.08	2.03	2.14acek	2.17abcd ek	2.10c	2.16abcd ek	2.12ace	2.05	2.13ace	2.17abcd ek	2.15abce k	2.14acek	2.17abcd ek
Standard deviation	1.04	1.07	1.03	1.06	1.06	1.14	1.09	1.10	1.09	1.07	1.06	1.05	1.08	1.05	1.08	1.10
Standard error	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03

Proportions/Mean: All Columns Tested (5% risk level)



Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	933	983	978	978	1040	1025	977	1013
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	894	894	921	910	945	937	941	951
Food prices	459 52%hij kimnop	517 59%ahi jlmno p	487 54%hijk lmnop	506 57%ahij kimnop	521 59%ahij kimnop	501 56%hijk lmnop	484 55%hijk lmnop	417 47%jkim op	409 46%jkim op	351 40%	343 39%	332 37%	364 41%	384 43%l	379 41%	361 40%	517 55%zAB CDEF	616 66%qpy 2ABCDE F	627 67%qyz ABCDEF	644 68%qvwxyz BCDEF
Food waste	325 37%	333 38%	345 39%	375 42%a	377 42%a	360 40%	420 48%abcd efh	367 41%	402 45%abcd	387 44%abc	402 45%abcd	439 49%abcd efhjo	413 46%abcd h	434 49%abcd efhj	407 44%abc	421 46%abc fh	441 47%	472 50%u	461 49%	460 48%
Animal welfare	318 36%	300 34%	282 32%	321 36%c	306 34%	294 33%	296 33%	331 37%c	326 37%c	328 37%c	330 37%c	365 41%abcd efj	364 41%bcdf g	356 40%bcdf g	356 39%cdg	348 38%cdg	429 45%	432 46%	425 45%	440 46%
Food miles (e.g. the distance food travels)	175 20%	196 22%ck	148 17%	178 20%c	174 20%	181 20%c	176 20%	170 19%	166 19%	187 21%ck	148 17%	184 21%ck	188 21%ck	173 19%	188 20%c	172 19%	250 26%	256 27%a	213 23%	246 26%
Packaging/over packaging	-	-	-	-	-	3	4	8	4	7	3	4	2	5	6	19	-	-	-	-
Labeling/mislabelling/e nsuring labelling is correct/not misleading	-	-	-	-	-	5	6	3	6	3	1	-	-	-	1	-	-	-	-	
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	37	13	8	6	-	-	-	-	-	-	-	-	-	-	
Fair Trade	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	1	-	1	1	-	-	-	-	-	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	1008	1044	1000	1060	1010	1073	1043	1060	1034	1008	1011	1026
Weighted Base	935	947	940	937	933	953	936	939	947	943	953	966
Food prices	595 64%qxyz ABCDEF	593 63%qxyz ABCDEF	590 63%qxyz ABCDEF	517 55%zABC DEF	506 54%zABC DF	430 45% -	428 46% -	397 42% -	410 43% -	460 49%BC -	475 50%zBC -	444 46% -
Food waste	423 45% -	458 48% -	505 54%qstu vx	440 47% -	481 52%qux x	508 53%qtuv x	496 53%qtuv x	526 56%qrst uvx	495 52%qux -	506 54%qstu vx	493 52%qux -	539 56%qrstuvx -
Animal welfare	392 42% -	437 46% -	414 44% -	419 45% -	431 46% -	455 48%u -	422 45% -	462 49%uw -	439 46% -	452 48%u -	450 47%u -	441 46% -
Food miles (e.g. the distance food travels)	227 24% -	257 27% s	262 28% sEF	241 26% -	247 27% -	281 30% suAB CEF	236 25% -	225 24% -	232 24% -	244 26% -	224 24% -	230 24% -
Packaging/over packaging	- -	8 1% qrstu	10 1% qrstu	6 1% qrstu	8 1% qrstu	7 1% qrstu	6 1% qrstu	5 1% qrstu	3 * -	9 1% qrstu	6 1% qrstu	47 5% qrstuvwxyABCDE
Labelling/mislabelling/e nsuring labelling is correct/not misleading	- -	6 1% qrstu C	5 1% qrstu C	9 1% qrstu zBCDEF	4 * qrstu C	2 * -	3 * -	1 * -	- -	- -	2 * -	2 * -
Horse meat scandal/meat not being what it is claimed to be	- -	50 5% qrstu wxyzABC DEF	18 2% qrstu yzABCDE F	10 1% qrstu zABCDEF	7 1% qrstu zABCDEF	- -	- -	- -	- -	- -	- -	- -
Fair Trade	- -	- -	- -	- -	3 * -	1 * -	- -	- -	- -	- -	- -	- -
Farmers not paid fair price/not helped	- -	- -	- -	- -	1 * -	3 * -	1 * -	- -	- -	1 * -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	933	983	978	978	1040	1025	977	1013
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	894	894	921	910	945	937	941	951
Any other issue not previously seen/mentioned	-	-	-	-	-	6 1%abcde	2 *	5 1%abcde	6 p	4 *abcde	5 1%abcde	2 *	6 1%abcde	5 1%abcde	4 *	1 *	-	-	-	-
Net: Any	667 76%kmo p	701 80%hij klmnop	681 76%jkmo p	697 79%hijk lmop	698 78%hijk lmop	688 77%jklm op	685 78%ijkl mop	658 74%	653 73%	636 72%	625 70%	640 72%	634 71%	671 75%ko	649 70%	645 71%	768 81%CF	810 86%qyz zABCDE F	800 85%qyz ABCDEF	826 87%qyzABC DEF
None of these	178 20%b	129 15%	163 18%b	150 17%	159 18%	158 18%	167 19%b	196 22%bdef	184 21%b	190 21%bd	207 23%bcde fgn	188 21%bd	194 22%bdf	164 18%b	221 24%bcde fgn	191 21%bd	139 15%rst	100 11%	109 12%	101 11%
Don't know	39 4%	51 6%eg	49 5%	36 4%	32 4%	47 5%	31 4%	34 4%	55 6%egh	62 7%adegh	58 6%degh	59 7%adegh	65 7%adegh	59 7%degh	51 5%	74 8%acde fgho	38 4%	26 3%	33 3%	24 3%
Average number of mentions	1.92	1.92	1.85	1.98c	1.97c	2.02c	2.04abc	1.99c	2.04ac	1.99c	2.07abc	2.11abc	2.02c	2.06abc	2.05ab	2.13	2.19u	2.16	2.17	
Standard deviation	1.02	1.05	1.00	1.02	1.02	1.10	1.06	1.06	1.05	1.03	1.02	1.05	1.06	1.00	1.05	1.05	1.07	1.04	1.08	
Standard error	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	1008	1044	1000	1060	1010	1073	1043	1060	1034	1008	1011	1026
Weighted Base	935	947	940	937	933	953	936	939	947	943	953	966
Any other issue not previously seen/mentioned	-	2	4	3	7	7	9	3	4	3	1	1
Net: Any	784	805	792	748	748	761	758	744	710	742	746	747
	84%xyzB	85%qxyz	84%xyzB	80%C	80%C	80%C	81%C	79%C	75%	79%	78%	77%
None of these	114	112	119	144	135	141	148	126	177	150	157	160
	12%	12%	13%	15%rstu	15%rt	15%rst	16%rstu	13%	19%qrst	16%rstu	16%rstu	17%rstuvw
Don't know	37	30	29	45	50	50	31	69	60	51	50	59
	4%	3%	3%	5%rt	5%rtwA	5%rtwA	3%	7%qrstu	6%qrstu	5%rstvw	5%rtwA	6%qrstuvwA
Average number of mentions	2.09	2.25quA	2.28qst	2.20u	2.27qsu	2.23uA	2.11	2.18	2.23uA	2.26quA	2.21u	2.28qstUA
Standard deviation	1.09	1.16	1.11	1.12	1.12	1.09	1.09	1.05	1.09	1.07	1.09	1.12
Standard error	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	252	266	242	296	317	303	327
Weighted Base	291	274	299	288	298	293	286	297	296	297	297	266	290	304	288	278	315	304	304	339
Food prices	121 42%	140 51%ahj kimno	136 45%kl	149 52%ahij klmno	148 50%khjk mo	154 53%ahij klmno	126 44%kl	114 39%	127 43%kl	115 39%	102 34%	92 35%	109 38%	126 41%	115 40%	104 37%	162 52%pBC	195 64%pqx yzABCD	192 63%pqxy zABCD	227 67%pqwxyz ABCD
Animal welfare	94 32%e	84 31%e	80 27%	74 26%	68 23%	90 31%e	81 28%	99 33%e	94 32%e	87 29%	115 39%cddef gl	104 39%bcde fj	117 40%bcde efghj	133 44%abcd efghj	106 37%cddeg	103 37%v	124 39%v	112 37%v	97 32%	131 39%v
Food waste	68 24%	96 35%a	89 30%	100 35%a	88 29%	96 33%a	109 38%ace	92 31%	104 35%a	93 31%	111 37%ae	125 47%abcd efghijk	121 42%acef hj	131 43%acef hj	125 43%acef hj	103 37%	120 38%	124 41%	121 40%	154 45%
Food miles (e.g. the distance food travels)	37 13%	31 11%	26 9%	22 8%	27 9%	35 12%	37 13%	27 9%	35 12%	27 9%	44 15%cdeh j	42 16%cdeh j	32 11%	38 13%	39 14%ud	38 14%	58 18%uA	55 18%uA	48 16%	69 20%puvA
Packaging/over packaging	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	1	-	-	-	-
Labelling/mislabelling/e nsuring labelling is correct/not misleading	-	-	-	-	-	-	1	1	2	1	1	-	-	-	-	-	-	-	-	-
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	4 2%acejk lmo	3 1%	2 1%	1 *	-	-	-	-	-	-	-	-	-	-	-
Fair Trade	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any other issue not previously seen/mentioned	-	-	-	-	-	1	-	1	4	1	1	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	299	349	287	323	319	321	336	320	350	325	333	328
Weighted Base	322	350	315	325	335	337	349	338	354	350	373	369
Food prices	190 59%pzAB CD	206 59%pzAB CD	190 60%ppzA BCD	179 55%pzAB CD	184 55%pzAB CD	151 45%	159 46%	145 43%	154 43%	162 46%p	188 50%	186 50%
Animal welfare	102 32%	88 25%	101 32%	106 33%v	110 33%v	111 33%v	121 35%v	133 39%v	129 36%v	141 40%suvw x	156 42%	140 38%
Food waste	134 42%	140 40%	147 47%pq	130 40%	148 44%	153 45%	148 42%	168 50%pqrs vx	156 44%	160 46%p	172 46%	190 51%
Food miles (e.g. the distance food travels)	38 12%	47 13%	51 16%	53 16%	56 17%	61 18%u	43 12%	57 17%	60 17%	67 19%uA	74 20%	61 16%
Packaging/over packaging	-	1	-	1	-	2	-	-	2	3	1	7
Labelling/mislabelling/e nsuring labelling is correct/not misleading	-	-	1	-	1	1	1	-	-	1	-	1
Horse meat scandal/meat not being what it is claimed to be	-	13 4%pqrst uvwxyzAB CD	3 1%	1	3 1%	-	-	-	-	-	-	-
Fair Trade	-	-	-	-	-	-	-	-	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	-	1	-	-
Any other issue not previously seen/mentioned	-	1	1	1	1	1	3	-	1	1	3	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	252	266	242	296	317	303	327
Weighted Base	291	274	299	288	298	293	286	297	296	297	297	266	290	304	288	278	315	304	304	339
Net: Any	195 67%	204 74%hj	205 69%	207 72%	216 73%h	206 70%	195 68%	191 64%	204 69%	194 65%	202 68%	180 66%	197 66%	212 70%	205 71%	181 65%	239 76%p	256 84%pqrs vxyzAB CD	237 78%pC	286 84%pqrsuvxy zABCD
None of these	76 26%	55 20%	74 25%	64 22%	66 22%	75 26%	80 28%	91 31%bden	81 27%	74 25%	76 26%	63 24%	75 26%	65 21%	73 25%	74 26%rst uvwxyB D	63 20%rt	37 12%	48 16%	39 12%
Don't know	20 7%	15 5%	19 6%	17 6%	15 5%	12 4%	12 4%	14 5%	11 4%	30 10%efghi o	19 6%	23 9%gjo	18 6%	27 9%gjo	10 3%	24 9%qrut w	12 4%	11 4%	20 6%	13 4%
Average number of mentions	1.65	1.72e	1.61	1.67	1.53	1.84ce	1.85ace	1.77e	1.79ce	1.67	1.85ace	2.01abc dehij	1.93abc dej	2.02abc dehij	1.88acd ej	1.93	1.94	1.90	1.93	2.03uA
Standard deviation	0.88	0.94	0.83	0.89	0.81	1.03	0.95	0.94	0.92	0.90	1.01	1.02	0.96	1.00	0.97	0.97	0.96	1.01	1.03	1.02
Standard error	0.06	0.07	0.06	0.06	0.06	0.07	0.07	0.07	0.06	0.07	0.07	0.07	0.07	0.08	0.07	0.08	0.06	0.06	0.07	0.06

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/ef/ghi/j/k/l/m/n/o - p/q/r/s/t/u/vw/x/y/z/A/B/C/D



Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	299	349	287	323	319	321	336	320	350	325	333	328
Weighted Base	322	350	315	325	335	337	349	338	354	350	373	369
Net: Any	251	266	254	249	247	241	259	249	249	262	277	280
	78% ^{pC}	76% ^p	81% ^{prC}	77% ^p	74% ^p	71%	74% ^p	74% ^p	70%	75% ^p	74%	76%
None of these	59	63	48	57	64	71	74	63	76	66	77	60
	18% ^{rt}	18% ^{rt}	15%	17% ^{rt}	19% ^{rt}	21% ^{rt}	21% ^{rt}	19% ^{rt}	22% ^{rt}	19% ^{rt}	21%	16%
Don't know	12	21	13	19	24	25	16	26	28	21	19	29
	4%	6%	4%	6%	7%	7%	5%	8% ^r	8% ^{qrtuw}	6%	5%	8%
Average number of mentions	1.85	1.86	1.94	1.88	2.03 ^A	1.99	1.84	2.02	2.01	2.04 ^{uA}	2.14	2.09
Standard deviation	0.94	1.01	1.01	1.03	1.04	0.94	0.98	1.04	1.06	1.02	1.08	1.07
Standard error	0.06	0.06	0.07	0.07	0.07	0.06	0.06	0.07	0.07	0.07	0.07	0.07

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/ef/gh/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	398	365	375	372	453	445	441	497
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	411	387	417	414	450	450	455	469
Food prices	274 62%hjk lmno	306 66%hij klmno	301 67%hijk lmno	277 65%hjdk lmno	302 70%afgh ijklmno	274 62%hjdk lmno	285 64%hijk lmno	225 54%l	240 58%ijklm	196 47%	193 51%	194 45%	203 49%	200 52%	214 51%	174 42%	237 53%pzA BC	289 64%pqx yzABCD	305 67%pqxy zABCD	308 66%pqxyzA B
Food waste	193 44%	219 47%	214 48%	192 45%	206 49%	191 43%	219 49%	184 44%	207 50%	212 50%l	191 50%	242 56%abcd efh	227 55%abcd efh	195 50%l	209 50%	219 53%	247 55%	223 50%	234 51%	246 53%
Animal welfare	181 41%	208 45%	190 42%	180 42%	199 46%	176 40%	179 40%	183 44%	184 45%	195 46%	162 42%	210 48%afgn gn	203 49%acdf gn	154 40%	185 44%	175 42%	219 49%	203 45%	215 47%	243 52%pr
Food miles (e.g. the distance food travels)	108 24%c	137 30%cik	84 19%	105 25%c	117 27%ck	107 24%	106 24%	111 26%ck	92 22%	117 28%ck	75 20%	105 24%	119 29%cik	93 24%	103 25%c	90 22%	139 31%p	135 30%p	128 28%p	138 29%p
Packaging/over packaging	-	-	-	-	-	3 1%	2 *	8 2%abcde m	4 1%	4 1%bc	2 1%	2 1%	-	4 1%b	4 1%abcde m	25 6%qrst uvwxyz ABCD	-	-	-	-
Labelling/mislabelling/ensuring labelling is correct/not misleading	-	-	-	-	-	4 1%	3 1%	3 1%	1 *	2 1%	-	-	-	-	-	-	-	-	-	-
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	20 4%abcde hijklmn o	10 2%abcde ijklmno	3 1%	6 1%abcde ijklmno	-	-	-	-	-	-	-	-	-	-	-
Fair Trade	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any other issue not previously seen/mentioned	-	-	-	-	-	3 1%	-	3 1%	3 1%	3 1%	-	-	2 *	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	454	448	499	464	441	497	450	491	407	488	431	443
Weighted Base	452	422	443	459	452	449	469	452	454	466	457	467
Food prices	288 64%pqxy zABCD	265 63%pqyz ABCD	285 64%ppxy zABCD	262 57%pyzA BCD	217 48%BC	197 44%	203 43%	183 41%	180 40%	218 47%C	204 45%	201 43%
Food waste	224 50%	231 55%	276 62%pqrs tuvyC	246 54%	246 54%	259 58%ru	268 57%ru	259 57%ru	248 55%	278 60%rstu	235 51%	269 58%
Animal welfare	207 46%	234 55%pqrs uwA	213 48%	227 49%p	224 50%p	237 53%pru	220 47%	239 53%pru	221 49%	244 52%pr	229 50%	237 51%
Food miles (e.g. the distance food travels)	139 31%p	150 36%psyA BCD	151 34%pAB	142 31%p	130 29%p	154 34%pAB	130 28%	124 27%	129 28%p	135 29%p	114 25%	136 29%
Packaging/over packaging	-	6 1%qrstu	9 2%qrstu	4 1%qrstu	6 1%qrstu	7 2%qrstu	5 1%qrstu	6 1%qrstu	3 1%	5 1%qrstu	1 *	20 4%
Labelling/mislabelling/e nsuring labelling is correct/not misleading	-	4 1%qrstu BC	4 1%qrstu BC	5 1%qrstu BC	5 1%qrstu uBC	1 *	1 *	-	-	1 *	2 *	2 *
Horse meat scandal/meat not being what it is claimed to be	-	37 9%pqrst uvwxyzAB CD	12 3%pqrst uyzABCD	7 2%pqrst uzABCD	4 1%tD	-	-	-	-	-	-	-
Fair Trade	-	-	-	-	1 *	-	-	-	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-	1 *	3 1%	1 *	-	-	-	-	-
Any other issue not previously seen/mentioned	-	2 1%	1 *	2 *	3 1%	2 1%	7 1%pqrst u	4 1%	4 1%	7 2%pqrst uw	2 *	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	398	365	372	453	445	441	497	
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	411	387	417	450	450	455	469	
Net: Any	366 83% o	398 86% hjk	386 86% hkl mno	362 85% mno	379 88% ahij klmno	374 85% mno	379 84% mno	338 81%	336 81%	335 79%	305 80%	349 80%	319 78%	303 78%	318 76%	313 76%	386 86% pAB C	388 86% pyA BC	390 86% pABC	417 89% pyz ABCD
None of these	68 15% e	50 11%	51 11%	51 12%	43 10%	54 12%	62 14%	63 15% e	59 14%	67 16% be	56 15%	63 15% e	71 17% bcde f	62 16% be	74 18% bcde f	71 17% qrs tuvw	44 10%	44 10%	50 11%	44 9%
Don't know	8 2%	14 3%	11 2%	13 3%	9 2%	14 3%	7 2%	17 4% g	18 4% ag	20 5% ag	21 5% aceg	23 5% aceg	22 5% aceg	21 6% aceg	25 6% abcef g	29 7% stuv wz	20 5% t	18 4% t	15 3%	7 2%
Average number of mentions	2.06	2.18	2.04	2.08	2.17	2.08	2.12	2.12	2.20	2.18	2.04	2.16	2.36 abc defghjk in	2.13	2.25 eck	2.18	2.18	2.19	2.26	2.24
Standard deviation	1.06	1.11	0.99	1.05	1.10	1.10	1.05	1.12	1.11	1.10	1.04	1.09	1.05	1.00	1.12	1.16	1.07	1.07	1.08	1.09
Standard error	0.06	0.06	0.05	0.06	0.06	0.06	0.05	0.06	0.06	0.06	0.05	0.06	0.06	0.06	0.07	0.07	0.05	0.05	0.06	0.05

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	454	448	499	464	441	497	450	491	407	488	431	443
Weighted Base	452	422	443	459	452	449	469	452	454	466	457	467
Net: Any	385 85%pAC	376 89%pyzA BCD	387 87%pyzA BC	389 85%pAC	366 81%	369 82%p	373 80%	365 81%	349 77%	366 83%pC	358 78%	369 79%
None of these	52 11%	34 8%	44 10%	57 12%v	60 13%v	62 14%tv	76 16%qrst uvw	59 13%v	76 17%qrst uvw	58 12%v	75 17%	74 16%
Don't know	15 3%	12 3%	13 3%	13 3%	25 6%bx	18 4%t	20 4%t	28 6%stuvw x	29 6%stuvw x	22 5%t	23 5%	24 5%
Average number of mentions	2.23	2.47pqr stuABC	2.46pqr stuxyAB CD	2.30	2.30	2.34q	2.24	2.23	2.24	2.30	2.20	2.34
Standard deviation	1.08	1.22	1.16	1.12	1.10	1.10	1.09	1.05	1.13	1.13	1.08	1.12
Standard error	0.05	0.06	0.06	0.06	0.06	0.05	0.06	0.05	0.06	0.06	0.06	0.06

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/ef/gh/ij/k/l/m/n/o - p/q/r/s/t/u/vw/x/y/z/A/B/C/D



Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	451	405	414	447	432	493	485	449	515	573	488	517	516	561	584	619
Weighted Base	330	327	329	312	321	334	331	325	328	336	329	335	332	331	339	348
Food prices	182 55%hij kimno	203 62%kach ijkimn o	180 55%hijkl mno	190 61%hijkl mno	189 59%hijkl mno	195 58%hijkl mno	188 57%hijkl mno	154 47%jkimo	148 45%ijkl	121 36%	114 35%	114 34%	129 39%	138 42%kl	133 39%	139 40%
Food waste	138 42%	144 44%	149 45%	143 46%	147 46%	160 48%	175 53%abode	155 48%	177 54%abode mo	178 53%abode	180 55%abode fhmo	171 51%ab	156 47%	176 53%abode mo	159 47%	178 51%
Animal welfare	129 39%	126 38%	126 38%	133 43%	121 38%	143 43%	136 41%	135 42%	145 44%e	154 46%abceo	134 41%	141 42%	133 40%	135 41%	129 38%	135 39%
Food miles (e.g. the distance food travels)	83 25%	93 29%	74 23%	90 29%c	80 25%	100 30%cco	93 28%	79 24%	101 31%cehim o	109 32%acehl	92 28%	81 24%	81 24%	85 26%	82 24%	77 22%
Packaging/over packaging	-	-	-	-	-	1	1	2	2	1	1	1	*	2	5	12
Labelling/mislabelling/ensuring labelling is correct/not misleading	-	-	-	-	-	3 1%abcdem o	1	2	1	1	2	1	-	1	-	-
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	13 4%abcddeg hijkimno	2 1%	5	*	*	-	-	-	-	-	-
Fair Trade	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	1	-	1	1	-	-	*	-
Any other issue not previously seen/mentioned	-	-	-	-	-	2	4	1	2	4	4	2	3	-	-	2
Net: Any	249 76% m	265 81% hkd mno	262 80% hlmo	251 80% hklmo	249 78% lmo	271 81% hklm no	264 80% hlmo	237 73%	247 76% m	258 77% mo	244 74%	240 72%	230 69%	249 75% m	238 70%	249 72%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	451	405	414	447	432	493	485	449	515	573	488	517	516	561	584	619
Weighted Base	330	327	329	312	321	334	331	325	328	336	329	335	332	331	339	348
None of these	65 20%bf	42 13%	50 15%	52 17%	54 17%	45 13%	52 16%	72 22%bcdef g	55 17%	57 17%	72 22%bcfj	67 20%bf	73 22%bcdfg ij	63 19%bf	78 23%bcdef gij	72 21%
Don't know	15 5%	20 6% ^d	17 5%	9 3%	17 5%	19 6%	15 5%	15 5%	25 8% ^{dk}	21 6% ^d	13 4%	28 9% ^{acdghk}	29 9% ^{acdghk}	18 6% ^d	22 7% ^d	27 8%
Average number of mentions	2.13	2.14	2.01	2.21 ^c	2.15	2.28 ^c	2.27 ^c	2.25 ^c	2.35 ^{abcde}	2.20 ^c	2.16	2.13	2.19 ^c	2.16	2.14	2.18
Standard deviation	1.07	1.10	1.04	1.10	1.12	1.15	1.12	1.12	1.16	1.10	1.11	1.03	1.09	1.01	1.06	1.08
Standard error	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.05	0.06	0.05	0.06	0.05	0.05	0.05

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	1738	1769	1771	1775	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1688	1680	1662	1693	1678	1678	1637	1634	1678	1672	..*	..*	..*	..*
Food prices	883 53%ijk lmno	1026 62%ahj klmno	1026 61%ahij klmno	1035 62%ahij klmno	1018 61%ahij klmno	998 59%ahij klmno	974 59%ahij klmno	852 51%klm no	815 49%klm o	694 41%	699 42%	670 40%	689 42%	761 47%klm	750 45%klj	711 42%	-	-	-	-
Food waste	688 41%	748 45%a	751 45%a	754 45%a	726 44%	753 44%	848 51%abcd efh	746 44%	799 48%aefh	820 48%abcd efh	832 50%abcd efh	904 54%abcd efhijk o	814 50%abcd efh	843 52%abcd efhi	817 49%abcd efh	857 51%	-	-	-	-
Animal welfare	677 41%	671 40%	647 39%	701 42%	639 38%	669 40%	647 39%	690 41%	679 41%	703 42%	687 41%	765 46%abcd efghijk	703 43%cefg	710 43%cefg	713 43%cefg	694 41%	-	-	-	-
Food miles (e.g. the distance food travels)	383 23%c	412 25%cko	334 20%	391 23%c	372 22%	401 24%c	404 24%ck	385 23%c	374 22%	423 25%cko	349 21%	378 23%	361 22%	363 22%	364 22%	350 21%	-	-	-	-
Packaging/over packaging	-	-	-	-	-	9 1%abcde	11 1%abcde	15 1%abcde m	9 1%abcde	14 1%abcde	9 1%abcde	5 1%abcde	12 1%abcde	10 1%abcde	58 3%	-	-	-	-	
Labelling/mislabelling/ensuring labelling is correct/not misleading	-	-	-	-	-	11 1%abcde klmno	11 1%abcde klmno	10 1%abcde klmno m	6 1%abcde m	4 *	3 *	1 *	-	2 *	2 *	2 *	-	-	-	-
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	78 5%abcde ghijklm no	29 2%abcde hijklm o	14 1%abcde jklmno	14 1%abcde jklmno	-	-	-	-	-	-	-	-	-	-	-
Fair Trade	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	2 *	3 *	2 *	1 *	-	1 *	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
Food prices	-	-	-	-	-	-	-	-	-	-	-	-
Food waste	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-
Food miles (e.g. the distance food travels)	-	-	-	-	-	-	-	-	-	-	-	-
Packaging/over packaging	-	-	-	-	-	-	-	-	-	-	-	-
Labelling/mislabelling/e nsuring labelling is correct/not misleading	-	-	-	-	-	-	-	-	-	-	-	-
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	-	-	-	-	-	-	-
Fair Trade	-	-	-	-	-	-	-	-	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 17 (Nov 17) (q)	Wave 18 (May 18) (r)	Wave 19 (Nov 19) (s)	Wave 20 (May 20) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	1738	1769	1771	1775	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	1637	1634	1678	1672	..*	..*	..*	..*
Any other issue not previously seen/mentioned	-	-	-	-	-	8	5	7	12	9	13	5	10	5	5	2	-	-	-	-
Net: Any	1305 78%jmo	1384 83%ahi jklmno	1365 81%ahij klmno	1389 83%ahij klmno	1358 82%ahij klmno	1370 81%hijk lmno	1341 81%hijk lmno	1291 77%im	1265 76%	1272 75%	1263 75%	1284 77%	1205 74%	1270 78%mo	1243 74%	1255 75%	-	-	-	-
None of these	291 17%bcd ef	209 13%	246 15%	232 14%	240 14%	250 15%	262 16%b	314 fjn	295 18%bode i	318 19%bode fjn	328 20%bode fjln	275 16%bd	328 20%bode fjln	261 16%b	340 20%abcd efgh	290 17%	-	-	-	-
Don't know	73 4%	71 4%	71 4%	54 3%	64 4%	74 4%	55 3%	74 4%	102 6%abode fgh	103 6%abode fgh	87 5%dg	119 7%abode fghk	103 6%abode fgh	102 6%abode fgh	94 6%deg	127 8%	-	-	-	-
Average number of mentions	2.02	2.06	2.02	2.07	2.03	2.14ace	2.18abc	2.11ac	2.15abc	2.10a	2.06	2.13ace	2.14ace	2.12ace	2.14ace	2.13	-	-	-	-
Standard deviation	1.03	1.07	1.03	1.06	1.06	1.14	1.09	1.10	1.08	1.06	1.06	1.05	1.06	1.02	1.06	1.07	-	-	-	-
Standard error	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base
Any other issue not previously seen/mentioned	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any	-	-	-	-	-	-	-	-	-	-	-	-
None of these	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	109	99	109	105	64	63	53	53
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	95*	90*	90*	94*	60*	60*	53*	54*
Food prices	60 61%lmn	60 65%lmn	54 54%lmn	73 70%ckl mno	60 57%lmn	56 61%lmn	60 59%lmn	45 57%lmn	61 63%lmn	48 55%lmn	45 52%lmn	26 29%	23 24%	25 28%	47 52%lmn	31 33%	33 55%p	47 79%pqw xyzABC D	33 62%pA	42 79%pqwxyAB CD
Food waste	51 52%bch lmno	26 28%	37 37%o	57 55%bcdf himno	41 39%o	36 39%o	43 42%blo	30 37%o	52 53%bceh lmno	37 42%blo	38 43%blo	24 27%	31 32%	34 37%o	21 23%	41 44%	27 44%	31 52%	18 34%	24 45%
Animal welfare	49 50%beg lm	26 28%	37 36%	39 38%	37 35%	36 39%	36 35%	35 43%b	52 52%bcde gimno	47 54%bcde gimno	44 50%begl m	28 32%	31 33%	44 49%blm	33 37%	31 34%	22 36%	35 59%pqt uwoyA	23 43%	20 38%
Food miles (e.g. the distance food travels)	34 35%ceh lmno	22 24%l	19 19%	23 22%l	19 18%	22 24%l	23 23%l	15 19%	22 22%l	26 30%elmo	25 29%lo	8 10%	17 17%	18 20%l	13 14%	19 20%	8 13%	17 29%qA	8 15%	10 18%
Packaging/over packaging	-	-	-	-	-	1	2	-	2	-	-	-	-	-	1	1	-	-	-	-
Labelling/mislabelling/ensuring labelling is correct/not misleading	-	-	-	-	-	1%	2%	-	2%	-	-	-	-	-	1%	1%	-	-	-	-
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	9 10%abcde ghijklmno	2	2%	1	2%	-	-	-	-	-	-	-	-	-	-
Fair Trade	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any other issue not previously seen/mentioned	-	-	-	-	-	-	1	-	2	1	1	1	-	2	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
* small base

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	60	127	141	115	119	135	126	126	120	123	109	124
Weighted Base	57*	57	64	64	64	60	60	60	109	113	106	110
Food prices	39 68%pAD	40 71%pqxA BCD	40 62%pA	36 56%p	38 60%pA	39 64%pAD	27 45%	33 55%p	62 57%p	58 51%p	57 54%	63 57%
Food waste	33 57% _s	29 51% _s	34 54% _s	32 50%	31 49%	39 64%ppst vxyA	28 47%	36 61%ppqA	64 59% _s	64 56% _s	62 59%	62 56%
Animal welfare	21 37%	27 47%	27 42%	26 40%	27 42%	33 55%pptu wxyA	21 34%	33 55%pptu wxyA	68 63%ppst uvwxyAD	54 48%pA	60 56%	64 58%
Food miles (e.g. the distance food travels)	10 17%	15 27%qA	11 18%	12 18%	18 29%qA	19 32%ppsu wxA	10 16%	22 37%ppst uwxA	42 39%ppst uwxA	36 32%qauw yA	35 33%	32 29%
Packaging/over packaging	-	-	-	-	-	-	-	-	-	1	1	7
Labelling/mislabelling/e nsuring labelling is correct/not misleading	-	-	-	-	-	1%	1%	-	-	-	1%	6%
Horse meat scandal/meat not being what it is claimed to be	-	-	-	2 4%pwzCD	-	-	-	-	-	-	-	-
Fair Trade	-	-	-	-	1 1%	-	-	-	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	-	-	-	-
Any other issue not previously seen/mentioned	-	-	-	-	-	1 2%	-	-	-	1 1%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	109	99	109	105	64	63	53	53
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	95*	90*	90*	94*	60*	60*	53*	54*
Net: Any	84	71	75	87	77	75	85	60	87	73	76	53	53	61	68	61	46	56	42	46
	86% cel mn	76% lm	74% lm	84% lmn	73% m	83% lmn	83% lmn	75% lm	89% lbc ah lmno	84% lmn	87% cel m n	60%	55%	67%	76% lm	65%	76%	94% k p q s u w x y A B C D	79%	86% p
None of these	12	16	17	11	25	13	12	18	9	6	11	27	21	23	19	28	13	4	9	8
	12%	17% j	17% j	10%	24% ad g j	15%	12%	23% d j	10%	7%	13%	31% a b c d	22% d j	26% a d g j	21% d j	30% r t u v w z	22% r	6%	18%	14%
Don't know	2	6	9	6	3	2	4	2	2	9	-	8	21	6	2	4	2	-	2	-
	2%	7% k	9% a h i k o	5% k	3%	2%	4%	2%	2%	9% a f h i k o	-	9% a f h i k o	22% a b c d e f g h i j k l m n o	7% k	2%	5% y	3%	-	4%	-
Average number of mentions	2.30 bl mo	1.91	1.97	2.20 lo	2.03 lo	2.12 lo	1.97	2.12 lo	2.24 lo	2.18 lo	2.01 lo	1.64	1.92	2.03	1.66	2.05	1.96	2.33 A	1.96	2.11
Standard deviation	1.11	1.12	1.03	1.07	1.06	1.20	1.10	1.12	1.12	1.09	1.06	0.90	1.02	1.14	0.97	1.17	1.05	1.07	1.04	1.03
Standard error	0.12	0.13	0.12	0.11	0.11	0.13	0.12	0.14	0.11	0.11	0.12	0.11	0.13	0.14	0.11	0.14	0.15	0.14	0.16	0.15

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base



Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	60	127	141	115	119	135	126	126	120	123	109	124
Weighted Base	57*	57	64	64	64	60	60	60	109	113	106	110
Net: Any	47 81%p	48 85%pAD	51 80%p	54 84%pAD	49 76%	51 86%pAD	44 73%	46 77%	86 79%p	82 73%	84 79%	76 69%
None of these	9 15%	7 13%	11 18%r	8 13%	15 24%rvvz	7 12%	16 26%rvvz	13 21%r	22 20%r	30 26%rvvz	18 17%	32 29%
Don't know	2 4%	1 2%	1 2%	2 3%	-	2 3%	1 1%	1 2%	1 1%	2 1%	4 4%	2 2%
Average number of mentions	2.21	2.29A	2.19	2.00	2.39qxA	2.59pqs twxA	1.95	2.71pqs tuvwxA	2.73pqr stuvwxA	2.61pqs twxA	2.57	2.99
Standard deviation	1.08	1.17	1.07	1.09	1.25	1.20	1.05	1.15	1.20	1.21	1.24	1.22
Standard error	0.15	0.11	0.10	0.11	0.13	0.11	0.11	0.12	0.12	0.13	0.13	0.13

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base



Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876
Animal welfare	747 41%	732 40%	707 39%	761 41%	698 38%	732 40%	710 39%	750 41%	757 42%	783 43%	752 41%	826 45%	803 44%	808 44%	806 43%	789 42%
Food prices	976 53% jkl mno	1133 62% agh ijklmn o	1114 61% ahijk lmno	1150 63% alghi jklmno	1116 61% ahijk lmno	1094 59% ahijk lmno	1073 59% ahijk lmno	933 51% ijklmn o	915 50% ijklmn o	781 42%	771 42%	729 40%	774 42%	844 46%	854 46%	804 43%
Food waste	766 42%	805 44%	806 44%	835 46%	800 44%	818 44%	925 51%	808 44%	883 48%	895 49%	898 49%	964 53%	908 49%	941 51%	901 48%	960 51%
Food miles (e.g. the distance food travels)	425 23% c	452 25% ceak o	360 20%	424 23% c	401 22%	438 24% ck	411 24% ck	414 23% c	468 25% cehkl o	384 21%	408 22% c	408 22% c	420 23% c	418 23% c	412 22%	401 21%
Packaging/over packaging	-	-	-	-	-	11 1% abcde	13 1% abcde	15 1% abcdem	12 1% abcde	14 1% abcde	9 * abcde	9 * abcde	5 * abcde	14 1% abcde	12 1% abcde	66 4%
Labelling/mislabelling/ensuring labelling is correct/not misleading	-	-	-	-	-	11 1% abcdel	11 1% abcdel	12 1% abcdel	10 * abcdem	5 * abcdem	4 * abcdem	-	-	2 * abcde	2 * abcde	4 *
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	87 5% abcdeg hijklmno	31 2% abcde ijklmno	18 1% abcde ijklmno	14 1% abcde ijklmno	-	-	-	-	-	-	-
Fair Trade	-	-	-	-	-	-	-	-	3 * abcde	1 * abcde	-	-	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	2 * abcde	3 * abcde	2 * abcde	1 * abcde	-	1 * abcde	-	-
Any other issue not previously seen/mentioned	-	-	-	-	-	8 * abcde	6 * abcde	7 * abcde	13 1% abcdeo	11 1% abcde	14 1% abcdel o	5 * abcde	10 1% abcde	9 * abcde	5 * abcde	2 *

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876
Net: Any	1435 79%kmo	1511 83%ahj klmno	1481 81%hijkl mno	1523 83%ahijk lmno	1482 81%ahijk lmno	1493 81%hijkl mno	1477 81%hijkl mno	1405 77%km	1401 77%km	1397 76%km	1383 76%	1383 76%	1344 73%	1413 77%km	1396 74%	1392 74%
None of these	316 17%bcd f	229 13%	272 15%	251 14%	273 15%b	270 15%	286 16%b	341 19%bcdef g	319 18%bcdef	331 18%bcdef	355 19%bcdef g	314 17%bdf	371 20%abcde fglm	314 17%bdf	378 20%abcde fglm	350 19%
Don't know	76 4%	78 4%	82 4%	60 3%	69 4%	77 4%	60 3%	78 4%	104 6%abdelfg	113 6%bcdef gh	88 5%dg	128 7%bcdef ghko	125 7%bcdef ghk	110 6%bcdef gh	100 5%deg	133 7%
Average number of mentions	2.03	2.07	2.02	2.08	2.03	2.14acek	2.17abcd ek	2.10c	2.16abcd ek	2.12ace	2.05	2.13ace	2.17abcd ek	2.15abce k	2.14acek	2.17
Standard deviation	1.04	1.07	1.03	1.06	1.06	1.14	1.09	1.10	1.09	1.07	1.06	1.05	1.08	1.05	1.08	1.10
Standard error	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876
Food prices	976 53%jkl mnop	1133 62%agh ijklmn op	1114 61%ahijk lmnop	1150 63%alghi jklmnop	1116 61%ahijk lmnop	1094 59%ahijk lmnop	1073 59%ahijk lmnop	933 51%ijklmn op	915 50%ijklmn op	781 42%	771 42%	729 40%	774 42%	844 46%ijklm	854 46%klm	804 43%
The amount of salt in food	830 45%kp	910 50%aag ijklmn op	863 47%ekmop	901 49%aagik lmnop	797 44%	876 48%legkmo p	800 44%	862 47%legkmo p	819 45%p	860 47%kmop	763 42%	822 45%p	777 42%	819 45%p	799 43%	775 41%
Food waste	766 42%	805 44%	806 44%	835 46%sa	800 44%	818 44%	925 51%abode fhi	808 44%	883 48%abcef h	895 49%abcef h	898 49%abode fhi	964 53%abode fhi	908 49%abode fhi	941 51%abode fhi	901 48%abcef h	960 51%abodefhi
Animal welfare	747 41%	732 40%	707 39%	761 41%	698 38%	732 40%	710 39%	750 41%	757 42%e	783 43%ceg	752 41%	826 45%abode fghik	803 44%bcefg	808 44%bcefg	806 43%cefg	789 42%ce
The amount of fat in food	741 41%o	816 45%ace gijklm nop	753 41%o	836 46%acegh ijklmnop	756 41%oko	807 44%agikm nop	726 40%	768 42%kcp	735 40%o	755 41%o	692 38%	747 41%o	728 40%	721 39%	687 37%	718 38%
The amount of saturated fat in food	713 39%kop	766 42%ehj klmnop p	752 41%ijklmno p	777 42%ahijk mnop	707 39%kp	767 42%ijklmno p	720 39%kop	706 39%kp	716 39%kop	689 37%	638 35%	719 39%kop	694 38%	676 37%	670 36%	660 35%
The amount of sugar in food	712 39%	757 42%	714 39%	772 42%	717 39%	800 43%ace	793 43%ace	883 48%abode fg	868 48%abode fg	949 52%abode fg	926 51%abode fg	1011 55%abode fghiko	961 52%abode fghi	977 53%abode fghi	972 52%abode fghi	1029 55%abodefghik
Food miles (e.g. the distance food travels)	425 23%c	452 25%oek op	360 20%	424 23%c	401 22%	438 24%ck	438 24%ck	411 23%c	414 23%c	468 25%cehkl op	384 21%	408 22%c	420 23%c	418 23%c	412 22%	401 21%
Foods aimed at children including school meals	410 22%	470 26%sa	437 24%	487 27%sa	460 25%	476 26%sa	469 26%sa	478 26%sa	472 26%sa	495 27%ac	457 25%	498 27%aco	501 27%aco	510 28%aco	454 24%	551 29%abcdfghiko

Proportions/Mean: All Columns Tested (5% risk level)



Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1840	1826	1826	1841	1837	1874	1874	1876
Packaging/over packaging	-	-	-	-	-	11	13	15	12	14	9	5	14	12	12	66
Labelling/mislabelling/e nsuring labelling is correct/not misleading	-	-	-	-	-	1%abcde	1%abcde	1%abcdem	1%abcde	1%abcde	*abcde	*abcde	*abcde	1%abcde	1%abcde	4%abcdeghijklmno
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	87	31	18	14	*	-	-	-	-	-	-
Any other issue not previously seen/mentioned	-	-	-	-	-	5%abcdegh hijklmno p	2%abcde ijklmnop	1%abcde klmnop	1%abcde klmnop	*	-	-	-	-	-	-
Fair Trade	-	-	-	-	-	8	6	7	13	11	14	5	10	9	5	2
Farmers not paid fair price/not helped	-	-	-	-	-	*abcde	*abcde	*abcde	1%abcde o	1%abcde p	1%abcde op	*abcde	1%abcde p	*abcde	*abcde	*
Additives/preservatives/ chemicals in food	-	-	-	-	-	-	-	-	3	1	-	-	-	-	-	-
Allergies/intolerances (gluten, dairy etc)	-	-	-	-	-	-	-	-	2	3	2	1	-	1	*	-
Net: Any	1538 84% mop	1597 88% aag hijkl mnop	1576 86% hijkl mnop	1614 88% aaghi ijklmnop	1560 86% hijkl mnop	1590 86% hijkl mnop	1552 85% hklmn op	1507 83%	1515 83% mo	1522 83%	1492 82%	1509 83%	1479 80%	1519 83%	1507 80%	1518 81%
None of these	249 14% bd	175 10%	219 12% ab	196 11%	229 13% b	215 12% b	244 13% bd	279 15% bcdef	253 14% bd	257 14% bdf	293 16% abcde fg	259 14% bcdfl	304 16% abcde fgijn	258 14% bdf	313 17% abcde fgijn	291 16% bdef
Don't know	41 2% d	46 3% dg	40 2% d	24 1%	35 2%	36 2%	28 2%	39 2%	56 3% defg	61 3% cdefgh	41 2% d	58 3% defg	57 3% defg	61 3% cdefgh	54 3% dg	67 4% acdefghk
Average number of mentions	4.11	4.28	4.13	4.30a	4.14	4.35ace	4.33ace	4.42acek	4.38ace	4.41acek	4.23	4.47abce	4.45acek	4.44acek	4.36ace	4.45acek
Standard deviation	2.48	2.47	2.41	2.46	2.49	2.58	2.51	2.55	2.55	2.49	2.43	2.48	2.56	2.44	2.48	2.52

Proportions/Mean: All Columns Tested (5% risk level)

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns

Base: All adults England/Wales/NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876
Standard error	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06

Proportions/Means: All Columns Tested (5% risk level)

Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	933	983	978	978	1040	1025	977	1013
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	894	894	921	910	945	937	941	951
Food prices	459 52%hij kimnop	517 59%ahi jlmno p	487 54%hijk lmnop	506 57%ahij kimnop	521 59%ahij kimnop	501 56%hijk lmnop	484 55%hijk lmnop	417 47%kjm op	409 46%klm op	351 40%	343 39%	332 37%	364 41%	384 43%l	379 41%	361 40%	517 55%zAB CDEF	616 66%qxy zABCDE F	627 67%qxyz ABCDEF	644 68%qvwxyz A BCDEF
The amount of salt in food	361 41%	393 45%egk mop	367 41%	376 43%p	352 40%	386 43%kp	349 40%	376 42%	367 41%	398 45%legkm op	343 39%	362 41%	347 39%	383 43%p	363 39%	342 38%	469 50%AF	516 55%quw yzABCD EF	496 53%uwAC DEF	525 55%quvwyz AB CDEF
Food waste	325 37%	333 38%	345 39%	375 42%a	377 42%a	360 40%	420 48%abcd efh	367 41%	402 45%abcf	387 44%abc	402 45%abcf	439 49%abcd efh	413 48%abcf h	434 49%abcd efh	407 44%abc	421 48%abc th	441 47%	472 50%u	461 49%	460 48%
Animal welfare	318 36%	300 34%	282 32%	321 36%c	306 34%	294 33%	296 33%	331 37%c	326 37%c	328 37%c	330 37%c	365 41%abcd efg	364 41%bcef g	356 40%bcef g	348 39%cfg	348 38%cfg	429 45%	432 46%	425 45%	440 46%
The amount of fat in food	311 35%	336 38%p	325 36%	365 41%acgi klmnop	336 38%	352 39%kap	308 35%	339 38%kp	317 36%	345 39%kap	299 34%	314 35%	314 35%	319 36%	313 34%	304 33%	430 46%E	480 51%qsu vwxyz AB CDEF	428 45%E	470 49%vwyz ACDE F
The amount of saturated fat in food	309 35%	320 36%kp	318 36%p	337 38%kjp	322 36%kp	348 39%jkno p	322 36%kp	310 35%	331 37%kp	298 34%	280 31%	312 35%	314 35%	302 34%	304 33%	281 31%	404 43%A	446 48%quw xyzACD EF	434 46%uyzA CDEF	440 46%uyz ACDE F
The amount of sugar in food	300 34%	317 36%	298 33%	329 37%	308 35%	337 38%	349 39%ace	392 44%abcd ef	377 42%abcd ef	432 49%abcd efg	401 45%abcd efg	452 51%abcd efghiko	438 49%abcd efghi	431 48%abcd efgi	421 46%abcd efg	456 50%abc delghi k	412 44%	440 47%	416 44%	444 47%
Food miles (e.g. the distance food travels)	175 20%	196 22%ck	148 17%	178 20%c	174 20%	181 20%c	176 20%	170 19%	166 19%	187 21%ck	148 17%	184 21%ck	188 21%ck	173 19%	188 20%c	172 19%	250 26%	256 27%k	213 23%	246 26%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	1008	1044	1000	1060	1010	1073	1043	1060	1034	1008	1011	1026
Weighted Base	935	947	940	937	933	953	936	939	947	943	953	966
Food prices	595 64%qxyz ABCDEF	593 63%qxyz ABCDEF	590 63%qxyz ABCDEF	517 55%zABC DEF	506 54%zABC DF	430 45%	428 46%	397 42%	410 43%	460 49%BC	475 50%zBC	444 46%
The amount of salt in food	445 48%	489 52%ACDE F	451 48%	487 52%ACDE F	452 48%	462 49%	420 45%	459 49%	430 45%	436 46%	436 46%	432 45%
Food waste	423 45%	458 48%	505 54%qstu vx	440 47%	481 52%qux	508 53%qtuv x	496 53%qtuv x	526 56%qrst uvx	495 52%qux	506 54%qstu vx	493 52%qux	539 56%qrstuvx
Animal welfare	392 42%	437 46%	414 44%	419 45%	431 46%	455 48%u	422 45%	462 49%uw	439 46%	452 48%u	450 47%u	441 46%
The amount of fat in food	420 45%E	455 48%zADE F	417 44%E	429 46%E	418 45%E	410 43%	394 42%	433 46%E	414 44%	402 43%	374 39%	414 43%
The amount of saturated fat in food	385 41%	419 44%ADEF	398 42%	396 42%	385 41%	391 41%	358 38%	407 43%AE	380 40%	374 40%	366 38%	379 39%
The amount of sugar in food	409 44%	463 49%qsu	444 47%	492 53%qrst uw	491 53%qrst uw	517 54%qrst uvw	525 56%qrst uvw	559 59%qrst uvwxyz	523 55%qrst uvw	546 58%qrst uvwxy	552 58%qrst uvwxy	573 59%qrstuvwxy
Food miles (e.g. the distance food travels)	227 24%	257 27% _s	262 28% _s EF	241 26%	247 27%	281 30% _s uAB CEF	236 25%	225 24%	232 24%	244 26%	224 24%	230 24%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	933	983	978	978	1040	1025	977	1013
Weighted Base	883	881	894	882	889	894	884	887	891	887	887	894	894	894	921	910	945	937	941	951
Foods aimed at children including school meals	174	205	170	191	188	192	188	199	196	192	193	223	219	219	204	241	237	265	267	296
	20%	23% ^c	19%	22%	21%	21%	21%	22%	22%	22%	22%	25% ^{ac}	25% ^{ac}	24% ^{ac}	22%	26% ^{acd}	25%	28%	28%	31% ^{qE}
Packaging/over packaging	-	-	-	-	-	3	4	8	4	7	3	4	2	5	6	19	-	-	-	-
	-	-	-	-	-	*	*	1% ^{abcde}	*	1% ^{abcde}	*	*	*	1% ^{abcde}	1% ^{abcde}	2% ^{abcd}	-	-	-	-
Labelling/mislabelling/e nsuring labelling is correct/not misleading	-	-	-	-	-	5	6	3	6	3	1	-	-	*	-	1	-	-	-	-
	-	-	-	-	-	1% ^{abcde}	1% ^{abcde}	*	1% ^{abcde}	*	*	-	-	*	-	1	-	-	-	-
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	37	13	8	6	*	-	-	-	-	-	*	-	-	-	-
	-	-	-	-	-	4% ^{abcde}	1% ^{abcde}	1% ^{abcde}	1% ^{abcde}	*	-	-	-	-	-	*	-	-	-	-
	-	-	-	-	-	ghijklm	ijklmno	ijklmno	ijklmno	*	-	-	-	-	-	*	-	-	-	-
Any other issue not previously seen/mentioned	-	-	-	-	-	6	2	5	6	4	5	2	6	5	4	1	-	-	-	-
	-	-	-	-	-	1% ^{abcde}	*	1% ^{abcde}	1% ^{abcde}	* ^{abcde}	1% ^{abcde}	*	1% ^{abcde}	1% ^{abcde}	*	*	-	-	-	-
Fair Trade	-	-	-	-	-	p	-	-	-	-	-	-	p	-	-	-	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	1	-	1	1	-	*	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	*	-	*	*	-	*	-	-	-	-	-	-
Additives/preservatives\ chemicals in food	-	-	-	-	-	-	-	-	-	-	2	1	*	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	*	*	*	-	-	-	-	-	-	-
Allergies/intolerances (gluten, dairy etc)	-	-	-	-	-	-	-	-	-	-	-	1	1	-	1	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	*	*	-	*	-	-	-	-	-
Net: Any	710	747	734	749	742	743	724	707	707	703	685	706	694	721	704	714	828	850	842	865
	80% ^o	85% ^{ahij}	82% ^{kmo}	85% ^{ahij}	83% ^{ijkl}	83% ^{ijklm}	82% ^{kmo}	80%	79%	79%	77%	80%	78%	81% ^o	76%	78%	88% ^{CE}	91% ^{quxyz}	89% ^{zzAB}	91% ^{quxyzAB}
		klmnop		klmnop	mop	op												EF	CDEF	CDEF

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	1008	1044	1000	1060	1010	1073	1043	1060	1034	1008	1011	1026
Weighted Base	935	947	940	937	933	953	936	939	947	943	953	966
Foods aimed at children including school meals	272 29%q	284 30%q	280 30%q	278 30%q	276 30%q	302 32%qE	284 28%	276 29%q	282 30%q	291 31%qE	250 26%	310 32%qE
Packaging/over packaging	-	8 1%qrstu	10 1%qrstu	6 1%qrstu	8 1%qrstu	7 1%qrstu	6 1%qrstu	5 1%qrstu	3 *	9 1%qrstu	6 1%qrstu	47 5%qrstuvwxyzABCDE
Labelling/mislabelling/e nsuring labelling is correct/not misleading	-	6 1%qrstu	5 1%qrstu	9 zBCDEF	4 C	2 *	3 *	1 *	-	2 *	2 *	2 *
Horse meat scandal/meat not being what it is claimed to be	-	50 5%qrstu	18 2%qrstu	10 zABCDEF	7 1%qrstu	-	-	-	-	-	-	-
Any other issue not previously seen/mentioned	-	2 *	4 *qrstu	3 *	7 1%qrstu	7 1%qrstu	9 1%qrstu	3 *	4 *qrstu	3 *	1 *	1 *
Fair Trade	-	-	-	-	3 *	1 *	-	-	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-	1 *	3 *	1 *	-	-	1 *	-	-
Additives/preservatives\ chemicals in food	-	-	-	-	-	2 *	-	-	-	*	-	1 *
Allergies/intolerances (gluten, dairy etc)	-	-	-	-	-	-	-	-	2 *	1 *	1 *	* *
Net: Any	818 88%CEF	847 89%xzAB CDEF	828 88%CDEF	800 85%	809 87%CF	819 86%	807 86%C	803 86%	786 83%	798 85%	804 84%	804 83%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	933	983	978	978	1040	1025	977	1013
Weighted Base	883	881	894	882	889	894	884	887	891	887	887	887	894	894	921	910	945	937	941	951
None of these	151 17%bd	100 11%	134 15%b	115 13%	130 15%	129 14%	144 16%b	164 19%bdef	148 17%bd	150 17%bd	179 20%bcde fgn	156 18%bd	167 19%bcde fn	135 15%b	186 20%bcde fgn	156 17%bd	98 10%	75 8%	85 9%	80 8%
Don't know	22 3%	34 4%degh	26 3%	18 2%	18 2%	22 2%	15 2%	16 2%	36 4%degh	34 4%degh	26 3%	25 3%	33 4%degh	38 4%degh	32 3%gh	41 4%ade gh	19 2%t	12 1%	14 2%	6 1%
Average number of mentions	3.85	3.91	3.73	3.98	3.89	4.04c	4.03c	4.14ac	4.12ac	4.17abc	4.01c	4.24abc	4.28abc	4.18abc	4.18abc	4.13ac	4.34	4.62qu	4.47	4.59q
Standard deviation	2.44	2.43	2.30	2.40	2.36	2.50	2.41	2.54	2.43	2.43	2.36	2.52	2.55	2.39	2.47	2.45	2.49	2.46	2.46	2.49
Standard error	0.09	0.09	0.08	0.08	0.09	0.09	0.09	0.10	0.09	0.09	0.09	0.09	0.09	0.09	0.09	0.09	0.08	0.08	0.08	0.08

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	1008	1044	1000	1060	1010	1073	1043	1060	1034	1008	1011	1026
Weighted Base	935	947	940	937	933	953	936	939	947	943	953	966
None of these	99 11%	86 9%	99 11%	114 12%rstv	105 11%rt	107 11%rt	114 12%rstv	104 11%r	137 14%qrst uvwxyzB	123 13%rstv	127 13%rstv	135 14%qrstuvwB
Don't know	18 2%t	14 1%	13 1%	22 2%t	20 2%t	27 3%rtw	14 2%	32 3%qrstu vwA	24 3%rt	22 2%t	22 2%t	26 3%rtw
Average number of mentions	4.36	4.63qu	4.59q	4.66quA	4.60q	4.61qu	4.41	4.67quA	4.60q	4.67quA	4.52	4.74quA
Standard deviation	2.58	2.62	2.57	2.54	2.63	2.52	2.47	2.41	2.57	2.46	2.47	2.55
Standard error	0.09	0.09	0.09	0.08	0.09	0.08	0.08	0.08	0.09	0.08	0.09	0.09

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	252	266	242	296	317	303	327
Weighted Base	291	274	299	288	298	293	286	297	296	297	297	266	290	304	288	278	315	304	304	339
Food prices	121 42%	140 51%ahj kimno	136 45%kl	149 52%ahij klmno	148 50%khjk mo	154 53%ahij klmno	126 44%kl	114 39%	127 43%kl	115 39%	102 34%	92 35%	109 38%	126 41%	115 40%	104 37%	162 52%pBC	195 64%pqz yzABCD	192 63%pqxy zABCD	227 67%pqxywyz ABCD
Animal welfare	94 32%e	84 31%e	80 27%	74 26%	68 23%	90 31%e	81 28%	99 33%e	94 32%e	87 29%	115 39%cddef gl	104 39%bcde fghj	117 40%bcde fghj	133 44%abcd efghj	106 37%cddeg	103 37%v	124 39%v	112 37%v	97 32%	131 39%v
The amount of salt in food	80 27%	109 40%acd efhijk lmo	85 28%	88 30%	75 25%	80 27%	93 32%	86 29%	93 31%	79 27%	86 29%	73 27%	81 28%	103 34%e	84 29%	59 21%	121 39%p	145 48%pqz ACD	147 48%pqzA CD	161 48%pqzACD
The amount of saturated fat in food	78 27%	85 31%kk	86 29%k	79 28%	75 25%	87 30%kk	78 27%	80 27%	81 27%	75 25%	65 22%	70 26%	74 25%	96 32%kk	77 27%	55 20%	102 33%p	119 39%pAC	117 39%pA	140 41%pqyACD
The amount of fat in food	70 24%	99 38%ace gko	76 25%	97 34%ac	79 26%	86 29%	76 27%	90 30%	97 33%ac	86 29%	82 28%	84 32%a	89 31%	93 31%	78 27%	58 21%	112 36%p	132 43%pyA C	118 39%p	155 46%pqzACD
Food waste	68 24%	96 35%a	89 30%	100 35%a	88 29%	96 33%a	109 38%ace	92 31%	104 35%a	93 31%	111 37%ae	125 47%abcd efghjk	121 42%acef hj	131 43%acef hj	125 43%acef hj	103 37%	120 38%	124 41%	121 40%	154 45%
The amount of sugar in food	59 20%	79 29%ae	79 27%e	68 23%	55 19%	68 23%	81 28%ae	75 25%	93 31%adef	98 33%adef	103 35%acde	113 42%abcd efghj	104 36%acde	122 40%abcd efghj	110 38%abcd efgh	81 29%	112 36%	118 39%p	108 36%	137 40%p
Foods aimed at children including school meals	52 18%l	52 19%di	45 15%	35 12%	49 16%	47 16%	47 17%	44 15%	33 11%	43 15%	49 16%	46 17%i	45 15%	72 24%cddef hijkmo	40 14%	51 18%	75 24%	87 29%p	86 28%p	117 34%pqyAD
Food miles (e.g. the distance food travels)	37 13%	31 11%	26 9%	22 8%	27 9%	35 12%	37 13%	27 9%	35 12%	27 9%	44 15%cddeh	42 16%cddeh	32 11%	38 13%	39 14%d	38 14%	58 18%uA	55 18%uA	48 16%	69 20%puvA

Proportions/Mean: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	299	349	287	323	319	321	336	320	350	325	333	328
Weighted Base	322	350	315	325	335	337	349	338	354	350	373	369
Food prices	190 59%pzAB CD	206 59%pzAB CD	190 60%ppzA BCD	179 55%pzAB CD	184 55%pzAB CD	151 45%	159 46%	145 43%	154 43%	162 46%p	188 50%	186 50%
Animal welfare	102 32%	88 25%	101 32%	106 33%v	110 33%v	111 33%v	121 35%v	133 39%v	129 36%v	141 40%suww x	156 42%	140 38%
The amount of salt in food	132 41%p	166 47%ppzA CD	134 42%p	146 45%pAC	140 42%p	126 37%p	126 36%p	146 43%pC	125 35%p	135 39%p	148 40%	158 43%
The amount of saturated fat in food	118 36%p	133 38%pA	109 35%p	116 36%p	109 33%p	114 34%p	105 30%p	124 37%p	111 31%p	116 33%p	138 37%	135 37%
The amount of fat in food	127 39%pC	139 40%pC	119 38%p	134 41%pC	117 35%p	120 36%p	120 34%p	131 39%pC	110 31%p	130 37%p	119 32%	143 39%
Food waste	134 42%	140 40%	147 47%pq	130 40%	148 44%	153 45%	148 42%	168 50%pqrs v	156 44%	160 46%p	172 46%	190 51%
The amount of sugar in food	106 33%	137 39%p	126 40%p	150 46%pqsu	153 46%pqsu	157 47%ppqsu	167 48%pqrs uv	185 55%pqrs tuwxy	171 48%pqrs tuww	169 48%pqrs tuww	193 52%	218 59%
Food aimed at children including school meals	83 26%p	85 24%	98 31%p	96 30%p	85 25%	105 31%p	87 25%	108 32%ppv	97 27%p	92 26%p	99 27%	122 33%
Food miles (e.g. the distance food travels)	38 12%	47 13%	51 16%	53 16%	56 17%	61 18%u	43 12%	57 17%	60 17%	67 19%uA	74 20%	61 16%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	252	266	242	296	317	303	327
Weighted Base	291	274	299	288	298	293	286	297	296	297	266	290	304	288	278	315	304	304	339	
Packaging/over packaging	-	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	
Labelling/mislabelling/e nsuring labelling is correct/not misleading	-	-	-	-	-	-	1	1	2	1	-	-	-	-	-	-	-	-	-	
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	4	3	2	1	-	-	-	-	-	-	-	-	-	-	
Any other issue not previously seen/mentioned	-	-	-	-	-	2%acejk lmo	1%	1%	4	1	1	-	-	-	-	-	-	-	-	
Fair Trade	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Additives/preservatives/ chemicals in food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Allergies/intolerances (gluten, dairy etc)	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	
Net: Any	214 73%	222 81%hjm	223 74%	228 79%h	236 79%h	226 77%h	213 74%	205 69%	227 77%h	217 73%	227 76%	197 74%	211 73%	231 76%	218 78%	194 70%	260 83%p	268 89%quy zABCD	260 86%pAC	293 87%pzABC
None of these	66 23%b	39 14%	67 22%b	56 19%	58 19%	60 21%	70 24%b	84 28%bbdef ilin	60 20%	62 21%	65 22%b	54 21%	70 24%b	54 18%	63 22%b	68 25%qrs tuvwxyz zSD	48 15%r	29 10%	35 11%	34 10%
Don't know	12 4%e	14 5%deg	9 3%	4 2%	4 1%	7 2%	4 1%	8 3%	10 3%	19 6%delgh ko	6 2%	15 6%delgk	10 3%	18 6%delgk	7 3%	17 6%qpw	7 2%	7 2%	9 3%	11 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	299	349	287	323	319	321	336	320	350	325	333	328
Weighted Base	322	350	315	325	335	337	349	338	354	350	373	369
Packaging/over packaging	-	1	-	1	-	2	-	-	2	3	1	7
Labelling/mislabelling/e nsuring labelling is correct/not misleading	-	-	1	-	1	1	1	-	1%	1%	-	2%
Horse meat scandal/meat not being what it is claimed to be	-	13 4%pqrst uvwxyzAB CD	3	1	3	-	-	-	-	-	-	-
Any other issue not previously seen/mentioned	-	1	1	1	1	1	3	-	1	1	3	-
Fair Trade	-	-	-	-	-	-	1%	-	-	-	1%	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	-	1	-	-
Additives/preservatives/ chemicals in food	-	-	-	-	-	-	-	-	-	-	-	-
Allergies/intolerances (gluten, dairy etc)	-	-	-	-	-	-	-	-	1	-	-	-
Net: Any	265 82% _p	291 83% _p	265 84% _p	270 83% _p	272 81% _p	269 80% _p	275 79% _p	273 81% _p	277 78% _p	284 81% _p	303 81% _p	308 84% _p
None of these	47 15%	52 15% _r	43 14%	46 14%	50 15%	56 17% _{rst}	65 19% _{rst}	55 16% _{rt}	64 18% _{rst}	57 16% _{rt}	65 17%	47 13%
Don't know	11 3%	6 2%	6 2%	9 3%	13 4%	12 4%	10 3%	11 3%	13 4%	9 3%	5 1%	14 4%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	252	266	242	296	317	303	327
Weighted Base	291	274	299	288	298	293	286	297	296	297	297	266	290	304	288	278	315	304	304	339
Average number of mentions	3.08	3.50e	3.15	3.13	2.80	3.31e	3.45e	3.48e	3.37e	3.25e	3.35e	3.81acd efijk	3.66acd e	3.96acd efgijk	3.56ae	3.37	3.80	4.06p	3.97p	4.40pqsuVA
Standard deviation	2.10	2.14	2.08	1.99	1.94	2.22	2.39	2.33	2.11	2.12	2.11	2.34	2.35	2.47	2.22	2.16	2.33	2.40	2.37	2.44
Standard error	0.14	0.15	0.14	0.13	0.13	0.14	0.17	0.16	0.14	0.14	0.13	0.16	0.16	0.18	0.16	0.17	0.15	0.14	0.15	0.15

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/AB/C/D



Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns

Base: All adults England/Wales/NI

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	299	349	287	323	319	321	336	320	350	325	333	328
Weighted Base	322	350	315	325	335	337	349	338	354	350	373	369
Average number of mentions	3.89p	3.97p	4.06p	4.12p	4.07p	4.10p	3.99p	4.38pqu A	4.03p	4.15p	4.26	4.42
Standard deviation	2.33	2.37	2.36	2.53	2.40	2.38	2.36	2.50	2.50	2.35	2.49	2.51
Standard error	0.15	0.14	0.15	0.15	0.15	0.15	0.14	0.16	0.15	0.14	0.15	0.15

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	398	365	375	372	453	445	441	497
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	411	387	417	414	450	450	455	469
Food prices	274 62%hjk lmno	306 66%hij klmno	301 67%hijk lmno	277 65%hjk lmno	302 70%afgh ijklmno	274 62%hijk lmno	285 64%hijk lmno	225 54%l	240 58%klm	196 47%	193 51%	194 45%	203 49%	200 52%	214 51%	174 42%	237 53%pzA BC	289 64%pqx yzABCD	305 67%pqxy zABCD	308 66%pqxyzAB CD
The amount of salt in food	214 48%	253 55%gjk n	225 50%g	225 53%gk	218 51%g	219 49%g	187 42%	220 53%gk	193 47%	224 53%gkn	171 45%	212 49%g	206 50%g	177 46%	201 48%	168 41%	263 58%puw AC	246 55%p	249 55%p	267 57%pwAC
Food waste	193 44%	219 47%	214 48%	192 45%	206 48%	191 43%	219 49%	184 44%	207 50%	212 50%l	191 50%	242 56%abcd efh	227 55%abcd efh	195 50%l	209 50%	219 53%	247 55%	223 50%	234 51%	246 53%
The amount of fat in food	190 43%	220 48%go	205 46%	190 45%	207 48%go	194 44%	179 40%	190 45%	173 42%	198 47%go	165 43%	194 45%	193 47%go	164 42%	165 40%	164 40%	236 52%puA BCD	223 50%p	218 48%p	239 51%pA
The amount of sugar in food	185 42%	201 44%	182 41%	192 45%	194 45%	206 47%	199 44%	216 52%abcg	208 50%ac	254 60%abcd efgh	209 55%abcd efg	267 61%abcd efghi	245 60%abcd efghi	227 59%abcd efgi	251 60%abcd efghi	245 59%qrs tuw	215 48%	226 50%	212 47%	227 48%
The amount of saturated fat in food	184 41%	224 48%ahj kno	202 45%	186 44%	189 44%	196 44%	188 42%	170 41%	173 42%	174 41%	148 39%	200 46%k	191 47%k	157 41%	168 40%	151 37%	218 48%pA	210 47%p	217 48%p	240 51%pzABCD
Animal welfare	181 41%	208 45%	190 42%	180 42%	199 46%	176 40%	179 40%	183 44%	184 45%	195 46%	162 42%	210 48%afgn	203 49%acdf gn	154 40%	185 44%	175 42%	219 49%	203 45%	215 47%	243 52%pr
Foods aimed at children including school meals	130 29%	147 32%	149 33%	136 32%	153 35%	148 34%	142 32%	150 36%	142 34%	133 32%	121 32%	157 36%a	160 39%abdj jk	138 36%	145 35%	150 36%qrs tuwyzA BCD	107 24%	121 27%	111 24%	133 28%
Food miles (e.g. the distance food travels)	108 24%c	137 30%cik	84 19%	105 25%c	117 27%ck	107 24%	106 24%	111 26%ck	92 22%	117 28%ck	75 20%	105 24%	119 29%cik	93 24%	103 25%c	90 22%	139 31%p	135 30%p	128 28%p	138 29%p

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	454	448	499	464	441	497	450	491	407	488	431	443
Weighted Base	452	422	443	459	452	449	469	452	454	466	457	467
Food prices	288 64%pqxy zABCD	265 63%pqyz ABCD	285 64%ppxy zABCD	262 57%pyzA BCD	217 48%BC	197 44%	203 43%	183 41%	180 40%	218 47%C	204 45%	201 43%
The amount of salt in food	227 50%p	244 58%puwA C	223 50%p	260 57%pC	239 53%p	263 59%puwA C	234 50%p	237 52%p	219 48%p	247 53%p	227 50%	235 50%
Food waste	224 50%	231 55%	276 62%pqrs tuvxyC	246 54%	246 54%	259 58%ru	268 57%ru	259 57%ru	248 55%	278 60%rstu	235 51%	269 58%
The amount of fat in food	206 46%	232 55%psuw xyzABCD	205 46%	214 47%	211 47%p	209 47%	208 44%	206 46%	202 45%	210 45%	196 43%	212 45%
The amount of sugar in food	214 47%	227 54%rs	225 51%	285 62%qrst uvw	251 56%qstu	262 58%qrst uw	279 60%qrst uw	270 60%qrst uw	266 59%qrst uw	279 60%qrst uw	257 56%	298 64%
The amount of saturated fat in food	205 45%p	214 51%pzAB CD	217 49%pACD	216 47%p	213 47%p	195 43%	194 41%	198 44%p	191 42%	196 42%	182 40%	195 42%
Animal welfare	207 46%	234 55%pqrs uWA	213 48%	227 49%p	224 50%p	237 53%pru	220 47%	239 53%pru	221 49%	244 52%pr	229 50%	237 51%
Foods aimed at children including school meals	112 25%	130 31%qsu	129 29%	125 27%	130 29%	137 31%qsu	131 28%	124 27%	122 27%	137 29%	108 24%	148 32%
Food miles (e.g. the distance food travels)	139 31%p	150 36%psyA BCD	151 34%pAB	142 31%p	130 29%p	154 34%pAB	130 28%	124 27%	129 28%p	135 29%p	114 25%	136 29%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	398	365	375	372	453	445	441	497
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	411	387	417	414	450	450	455	469
Packaging/over packaging	-	-	-	-	-	3 1%	2 *	8 2%abcde m	4 1%	4 1%bc	2 1%	2 1%	-	4 1%b	4 1%abcde m	25 6%qrst uvwxyz ABCD	-	-	-	-
Labelling/mislabelling/e nsuring labelling is correct/not misleading	-	-	-	-	-	4 1%	3 1%	3 1%	1 *	2 1%	-	-	-	-	-	-	-	-	-	-
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	20 4%abcde hijklmn o	10 2%abcde ijklmno	3 1%	6 1%abcde ijklmno	-	-	-	-	-	-	-	-	-	-	-
Any other issue not previously seen/mentioned	-	-	-	-	-	3 1%	-	3 1%	3 1%	3 1%	-	-	2 *	-	-	-	-	-	-	-
Fair Trade	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Additives/preservatives/ chemicals in food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-
Allergies/intolerances (gluten, dairy etc)	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-
Net: Any	389 88%	416 90%mo	400 89%mo	389 91%jkmn o	391 91%mmo	396 90%mo	395 88%	363 87%	361 87%	365 87%	328 86%	379 87%	343 84%	331 85%	349 84%	348 84%	406 90%pyA C	405 90%pC	408 90%pC	435 93%puwyzAB CD
None of these	50 11%	39 8%	43 10%	35 8%	37 9%	38 9%	49 11%	49 12%	45 11%	47 11%	46 12%	50 12%	61 15%bcde f	48 12%	56 13%bdef	53 13%qrv	33 7%	35 8%	40 9%	32 7%
Don't know	4 1%	8 2%	6 1%	2 1%	3 1%	8 2%	4 1%	6 1%	7 2%	10 2% d	8 2%	5 1%	7 2%	8 2%	12 3%adeg	13 3%t	11 2%t	9 2%t	7 2%	2 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	454	448	499	464	441	497	450	491	407	488	431	443
Weighted Base	452	422	443	459	452	449	469	452	454	466	457	467
Packaging/over packaging	-	6	9	4	6	7	5	6	3	5	1	20
	-	1%qrstu	2%qrstu	1%qrstu	1%qrstu	2%qrstu	1%qrstu	1%qrstu	1%	1%qrstu	*	4%
Labelling/mislabelling/e nsuring labelling is correct/not misleading	-	4	4	5	5	1	1	-	-	1	2	2
	-	1%qrstu	1%qrstu	1%qrstu	1%qrstu	1%pqrst	*	*	-	*	*	*
Horse meat scandal/meat not being what it is claimed to be	-	37	12	7	4	-	-	-	-	-	-	-
	-	9%pqrst	3%pqrst	2%pqrst	1%ID	-	-	-	-	-	-	-
	-	uvwxyzAB CD	uyzABCD	uzABCD								
Any other issue not previously seen/mentioned	-	2	1	2	3	2	7	4	4	7	2	-
	-	1%	*	*	1%	1%	1%pqrst u	1%	1%	2%pqrst uvw	*	-
Fair Trade	-	-	-	-	1	-	-	-	-	-	-	-
	-	-	-	-	*	-	-	-	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-	1	3	1	-	-	-	-	-
	-	-	-	-	*	1%	*	-	-	-	-	-
Additives/preservatives/ chemicals in food	-	-	-	-	-	1	-	2	-	-	-	-
	-	-	-	-	-	*	-	*	-	-	-	-
Allergies/intolerances (gluten, dairy etc)	-	-	-	-	-	-	-	-	3	-	-	-
	-	-	-	-	-	-	-	-	1%	-	-	-
Net: Any	400	390	394	410	387	395	402	394	385	408	375	393
	89%	92%pyzA BCD	89%	89%p	86%	88%	86%	87%	85%	87%	82%	84%
None of these	45	28	40	41	49	45	58	46	54	42	66	63
	10%	7%	9%	9%	11%tv	10%	12%qtrv	10%	12%qlv	9%	14%	13%
Don't know	6	5	9	8	16	8	10	13	15	16	16	11
	1%	1%	2%t	2%	3%tv	2%	2%t	3%t	3%tv	3%tuv	3%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	398	365	375	372	453	445	441	497
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	411	387	417	414	450	450	455	469
Average number of mentions	4.26	4.60	4.38	4.32	4.57	4.40	4.29	4.59	4.51	4.70ag	4.38	4.70ag	5.09abc defghik n	4.57	4.71ag	4.48	4.63	4.63	4.63	4.70
Standard deviation	2.58	2.58	2.43	2.49	2.53	2.59	2.37	2.58	2.68	2.48	2.40	2.54	2.57	2.34	2.53	2.58	2.52	2.49	2.46	2.45
Standard error	0.13	0.13	0.12	0.13	0.13	0.13	0.12	0.14	0.14	0.13	0.13	0.14	0.14	0.13	0.14	0.15	0.13	0.12	0.12	0.11

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/AB/C/D



Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns

Base: All adults England/Wales/NI

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	454	448	499	464	441	497	450	491	407	488	431	443
Weighted Base	452	422	443	459	452	449	469	452	454	466	457	467
Average number of mentions	4.55	5.07pqr stuABC	4.95pu	4.86	4.86	4.88p	4.68	4.70	4.64	4.80	4.68	4.97
Standard deviation	2.49	2.69	2.63	2.51	2.54	2.54	2.50	2.46	2.57	2.52	2.45	2.50
Standard error	0.12	0.13	0.13	0.12	0.13	0.12	0.13	0.12	0.14	0.12	0.13	0.13

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/AB/C/D

Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	451	405	414	447	432	493	485	449	515	573	488	517	516	561	584	619
Weighted Base	330	327	329	312	321	334	331	325	328	336	329	335	332	331	339	348
Food prices	182 55%hij kinno	203 62%ach ijkimn o	180 55%hijkl mno	190 61%hijkl mno	189 59%hijkl mno	195 58%hijkl mno	188 57%hijkl mno	154 47%ijkimo	148 45%ijkl	121 36%	114 35%	114 34%	129 39%	138 42%kl	133 39%	139 40%
The amount of salt in food	151 46%	156 48%o	157 48%o	161 52%kmo	145 45%	166 50%o	164 50%o	150 46%	153 47%	168 50%o	146 44%	154 46%	146 44%	157 47%o	139 41%	155 45%
The amount of sugar in food	140 42%	133 41%	133 40%	149 48%bc	148 46%	161 48%bc	157 49%abc	163 48%bc	163 50%abc	179 53%abce	168 51%abc	176 53%abc	175 53%abce	180 54%abcde o	161 47%bc	187 54%
Food waste	138 42%	144 44%	149 45%	143 46%	147 46%	160 48%	175 53%abode	155 48%	177 54%abode mo	178 53%abode	180 55%abode fmno	171 51%ab	156 47%	176 53%abode mo	159 47%	178 51%abode
The amount of fat in food	134 41%	141 43%k	138 42%	154 49%acijk lmno	138 43%k	155 46%kkno	147 44%kno	140 43%k	137 42%	141 42%k	117 36%	132 39%	133 40%	124 38%	128 38%	141 40%
The amount of saturated fat in food	131 40%no	128 39%o	130 40%o	131 42%no	121 38%o	137 41%no	130 39%o	124 38%o	139 42%no	132 39%no	126 38%o	126 38%o	126 38%o	110 33%	104 31%	123 35%
Animal welfare	129 39%	126 38%	126 38%	133 43%	121 38%	143 43%	135 41%	145 42%	145 44%e	154 46%abce	134 41%	141 42%	133 40%	135 41%	129 38%	135 39%
Food miles (e.g. the distance food travels)	83 25%	93 29%	74 23%	90 29%c	80 25%	100 30%co	93 28%	79 24%	101 31%cehim o	109 32%acehl mno	92 28%	81 24%	81 24%	85 26%	82 24%	77 22%
Foods aimed at children including school meals	46 74%	63 19%a	47 14%	66 21%acg	63 20%ac	66 20%ac	52 16%	63 19%ac	82 25%acghl o	76 23%acg	70 21%acg	63 19%a	78 23%acg	70 21%acg	63 19%	81 23%
Packaging/over packaging	-	-	-	-	-	1	1	2	2	1	1	1	*	2	5	12
Labelling/mislabelling/ensuring labelling is correct/not misleading	-	-	-	-	-	3	1	2	1	1	2	1	-	1	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	451	405	414	447	432	493	485	449	515	573	488	517	516	561	584	619
Weighted Base	330	327	329	312	321	334	331	325	328	336	329	335	332	331	339	348
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	13 4%abcdeg hijklmno	2 1%	5 1%abcdeh ijklmno	*	*	-	-	-	-	-	-
Any other issue not previously seen/mentioned	-	-	-	-	-	2 *	4 1%abcden o	1 *	2 1%o	4 1%abcden o	4 1%abcden o	2 1%	3 1%abcden o	-	-	2 1%
Fair Trade	-	-	-	-	-	-	-	-	1 *	1 *	-	-	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	1 *	-	1 *	1 *	-	-	*	-
Additives (preservatives) chemicals in food	-	-	-	-	-	-	-	-	-	1 *	-	-	1 *	1 *	-	-
Allergies/intolerances (gluten, dairy etc)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *	2 1%
Net: Any	269 82%	286 88%ah ijklmno	285 87%ahikm no	269 86%shkimm o	268 83%o	287 86%shkimm o	284 86%shkimm o	258 79%	268 82%	277 83%o	261 79%	266 79%	263 79%	266 80%	261 77%	274 79%
None of these	52 16%bcf	33 10%	34 10%	40 13%	42 13%	37 11%	42 13%	59 18%bcdef g	49 15%bc	47 14%	60 18%bcdef g	54 16%bcf	56 17%bcf	56 17%bcf	64 19%bcdef gl	60 17%
Don't know	8 3%	8 2%	10 3%	4 1%	12 4%cd	10 3%	5 2%	8 2%	11 3%cd	11 3%cd	8 2%	15 4%dg	13 4%dg	8 3%	13 4%dg	13 4%
Average number of mentions	4.22	4.16	3.97	4.53bc	4.30	4.53bc	4.42c	4.53bc	4.67abco	4.56bco	4.43c	4.37c	4.42c	4.44c	4.22	4.49
Standard deviation	2.43	2.42	2.37	2.55	2.57	2.58	2.54	2.55	2.60	2.49	2.48	2.40	2.56	2.40	2.47	2.49
Standard error	0.13	0.13	0.13	0.13	0.14	0.13	0.12	0.13	0.13	0.12	0.13	0.12	0.13	0.11	0.12	0.11

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	1738	1769	1771	1775	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	1637	1634	1678	1672	..*	..*	..*	..*
Food prices	883 53% ijnno	1026 62% kjmno	1026 61% kjmno	1035 62% kjmno	1018 61% kjmno	998 59% kjmno	974 59% kjmno	852 51% kjmno	815 49% kjmno	694 41% kjmno	699 42% kjmno	670 40% kjmno	689 42% kjmno	761 47% kjmno	750 45% kjmno	711 42% kjmno	-	-	-	-
The amount of salt in food	757 45% kmo	834 50% acegijkmno	780 46% kmo	814 49% acegijkmno	724 44% acegijkmno	807 48% acegijkmno	727 44% acegijkmno	794 47% acegijkmno	730 44% acegijkmno	780 46% acegijkmno	696 41% acegijkmno	759 45% acegijkmno	689 42% acegijkmno	721 44% acegijkmno	702 42% acegijkmno	697 42% acegijkmno	-	-	-	-
Food waste	688 41% acegijkmno	748 45% acegijkmno	751 45% acegijkmno	754 45% acegijkmno	726 44% acegijkmno	753 44% acegijkmno	848 51% acegijkmno	746 44% acegijkmno	799 48% acegijkmno	820 48% acegijkmno	832 50% acegijkmno	904 54% acegijkmno	814 50% acegijkmno	843 52% acegijkmno	817 49% acegijkmno	857 51% acegijkmno	-	-	-	-
Animal welfare	677 41% acegijkmno	671 40% acegijkmno	647 39% acegijkmno	701 42% acegijkmno	639 38% acegijkmno	669 40% acegijkmno	647 39% acegijkmno	690 41% acegijkmno	679 41% acegijkmno	703 42% acegijkmno	687 41% acegijkmno	765 46% acegijkmno	703 43% acegijkmno	710 43% acegijkmno	713 43% acegijkmno	694 41% acegijkmno	-	-	-	-
The amount of fat in food	671 40% acegijkmno	754 45% acegijkmno	692 41% acegijkmno	758 45% acegijkmno	694 42% acegijkmno	746 44% acegijkmno	657 40% acegijkmno	709 42% acegijkmno	658 40% acegijkmno	679 40% acegijkmno	635 38% acegijkmno	694 41% acegijkmno	648 40% acegijkmno	637 39% acegijkmno	607 36% acegijkmno	642 38% acegijkmno	-	-	-	-
The amount of saturated fat in food	646 39% acegijkmno	702 42% acegijkmno	691 41% acegijkmno	693 41% acegijkmno	641 39% acegijkmno	705 42% acegijkmno	662 40% acegijkmno	642 38% acegijkmno	634 38% acegijkmno	613 36% acegijkmno	577 34% acegijkmno	665 40% acegijkmno	616 38% acegijkmno	602 37% acegijkmno	602 36% acegijkmno	587 35% acegijkmno	-	-	-	-
The amount of sugar in food	642 38% acegijkmno	688 41% acegijkmno	651 39% acegijkmno	705 42% acegijkmno	650 39% acegijkmno	734 43% acegijkmno	719 43% acegijkmno	805 48% acegijkmno	777 47% acegijkmno	860 51% acegijkmno	854 51% acegijkmno	934 56% acegijkmno	854 52% acegijkmno	869 53% acegijkmno	866 52% acegijkmno	919 55% acegijkmno	-	-	-	-
Food miles (e.g. the distance food travels)	383 23% acegijkmno	412 25% acegijkmno	334 20% acegijkmno	391 23% acegijkmno	372 22% acegijkmno	401 24% acegijkmno	404 24% acegijkmno	385 23% acegijkmno	374 22% acegijkmno	423 25% acegijkmno	349 21% acegijkmno	378 23% acegijkmno	361 22% acegijkmno	363 22% acegijkmno	364 22% acegijkmno	350 21% acegijkmno	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
* small base; ** very small base (under 30) ineligible for sig testing



Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns

Base: All adults England/Wales/NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
Food prices	-	-	-	-	-	-	-	-	-	-	-	-
The amount of salt in food	-	-	-	-	-	-	-	-	-	-	-	-
Food waste	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-
The amount of fat in food	-	-	-	-	-	-	-	-	-	-	-	-
The amount of saturated fat in food	-	-	-	-	-	-	-	-	-	-	-	-
The amount of sugar in food	-	-	-	-	-	-	-	-	-	-	-	-
Food miles (e.g. the distance food travels)	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	1738	1769	1771	1775	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1698	1680	1662	1693	1678	1678	1637	1634	1678	1672	..*	..*	..*	..*
Foods aimed at children including school meals	369 22%	430 26% ^a	390 23%	437 26% ^a	414 25%	438 26% ^a	430 26% ^a	437 26% ^a	416 25%	439 26% ^a	409 24%	451 27% ^{aco}	434 27% ^{ac}	446 27% ^{aco}	397 24%	483 29%	-	-	-	-
Packaging/over packaging	-	-	-	-	-	9 1% ^{abcde}	11 1% ^{abcde}	15 1% ^{abcde}	9 1% ^{abcde}	14 1% ^{abcde}	9 1% ^{abcde}	9 1% ^{abcde}	5 * ^{abcde}	12 1% ^{abcde}	10 1% ^{abcde}	58 3%	-	-	-	-
Labelling/mislabelling/ensuring labelling is correct/not misleading	-	-	-	-	-	11 1% ^{abcde}	11 1% ^{abcde}	10 1% ^{abcde}	6 * ^{abcde}	4 *	3 *	1 *	-	2 *	2 *	2 *	-	-	-	-
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	78 5% ^{abcde}	29 2% ^{abcde}	14 1% ^{abcde}	14 1% ^{abcde}	-	-	-	-	-	-	-	-	-	-	-
Any other issue not previously seen/mentioned	-	-	-	-	-	8 * ^{abcde}	5 * ^{abcde}	7 * ^{abcde}	12 1% ^{abcde}	9 1% ^{abcde}	13 1% ^{abcde}	5 * ^{abcde}	10 1% ^{abcde}	5 * ^{abcde}	5 * ^{abcde}	2 *	-	-	-	-
Fair Trade	-	-	-	-	-	-	-	-	2 *	1 *	-	-	-	-	-	-	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	2 *	3 *	2 *	1 *	-	1 *	-	-	-	-	-	-
Additives/preservatives/chemicals in food	-	-	-	-	-	-	-	-	-	1 *	-	2 *	1 *	1 *	-	1 *	-	-	-	-
Allergies/intolerances (gluten, dairy etc)	-	-	-	-	-	-	-	-	-	-	-	-	4 *	1 *	1 *	2 *	-	-	-	-
Net: Any	1402 84% ^{imo}	1461 88% ^{aghi} jklnmo	1447 86% ^{hijk} lmno	1470 88% ^{aghi} jklmno	1431 86% ^{hijk} lmno	1460 86% ^{hijk} lmno	1410 85% ^{hijk} mno	1383 82%	1371 83%	1392 82%	1367 81%	1398 83% ^o	1327 81%	1363 83% ^o	1352 81%	1370 82%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
* small base; ** very small base (under 30) ineligible for sig testing



Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns

Base: All adults England/Wales/NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base
Foods aimed at children including school meals	-	-	-	-	-	-	-	-	-	-	-	-
Packaging/over packaging	-	-	-	-	-	-	-	-	-	-	-	-
Labelling/mislabelling/e nsuring labelling is correct/not misleading	-	-	-	-	-	-	-	-	-	-	-	-
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	-	-	-	-	-	-	-
Any other issue not previously seen/mentioned	-	-	-	-	-	-	-	-	-	-	-	-
Fair Trade	-	-	-	-	-	-	-	-	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	-	-	-	-
Additives/preservatives\ chemicals in food	-	-	-	-	-	-	-	-	-	-	-	-
Allergies/intolerances (gluten, dairy etc)	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	1738	1769	1771	1775	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	1637	1634	1678	1672	..*	..*	..*	..*
None of these	227	158	198	182	199	199	222	261	235	247	271	227	264	214	278	236	-	-	-	-
	14%bd	9%	12%b	11%	12%b	12%b	13%bd	16%bcde f	14%bcdf	15%bcde f	16%abcd efgh	14%bd	16%abcd efgh	13%bd	17%abcd efgh	14%	-	-	-	-
Don't know	40	46	36	24	30	34	26	36	55	54	40	53	46	56	49	66	-	-	-	-
	2%id	3%dg	2%	1%	2%	2%	2%	2%	3%cdelfg h	3%defg	2%id	3%defg	3%dg	3%cdelfg h	3%deg	4%	-	-	-	-
Average number of mentions	4.08	4.29a	4.12	4.28a	4.11	4.35ace	4.34ace	4.41ace k	4.32ace	4.34ace	4.22	4.46acd ek	4.39ace	4.38ace	4.32ace	4.38	-	-	-	-
Standard deviation	2.46	2.47	2.41	2.44	2.49	2.58	2.51	2.56	2.52	2.45	2.42	2.45	2.51	2.39	2.44	2.47	-	-	-	-
Standard error	0.06	0.06	0.06	0.06	0.06	0.07	0.07	0.07	0.07	0.06	0.06	0.06	0.07	0.06	0.06	0.06	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
* small base; ** very small base (under 30) ineligible for sig testing



Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns

Base: All adults England/Wales/NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
None of these	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	109	99	109	105	64	63	53	53
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	95*	90*	90*	94*	60*	60*	53*	54*
Food prices	60 61%lmn	60 65%lmn	54 54%lmn	73 70%ckl mno	60 57%lmn	56 61%lmn	60 59%lmn	45 57%lmn	61 63%lmn	48 55%lmn	45 52%lmn	26 29%	23 24%	25 28%	47 52%lmn	31 33%	33 55%p	47 79%pqw xyzABC D	33 62%pA	42 79%pqwxyAB CD
Food waste	51 52%bch lmno	26 28%	37 37%o	57 55%bcef himno	41 39%o	36 39%o	43 42%blo	30 37%o	52 53%bceh lmno	37 42%blo	38 43%blo	24 27%	31 32%	34 37%o	21 23%	41 44%	27 44%	31 52%	18 34%	24 45%
Animal welfare	49 50%beg lm	26 28%	37 36%	39 38%	37 35%	36 39%	36 35%	35 43%b	52 52%bcde gimno	47 50%bcde gimno	44 50%begl m	28 32%	31 33%	44 49%blm	33 37%	31 34%	22 36%	35 59%pqt uwoyA	23 43%	20 38%
The amount of salt in food	47 48%lm	36 39%	47 47%lm	58 56%bfg lmo	37 35%	36 40%	38 38%	36 45%lm	54 55%bfg lmo	44 50%selm	39 44%lm	31 35%	28 29%	41 45%lm	36 40%	32 34%	26 43%	40 67%pqx AD	36 69%pqxA D	30 55%p
The amount of saturated fat in food	47 48%bfg lmno	31 33%	38 38%mo	56 54%bcef ghlmno	39 37%mo	30 33%	27 26%	31 38%mo	53 54%bcef ghlmno	44 50%bfgl mno	37 42%glimo	23 26%	22 23%	25 28%	21 23%	30 32%	20 33%	33 56%pq	23 43%	28 52%pq
The amount of fat in food	46 47%bef lm	30 33%	37 36%	49 47%befl m	34 33%	30 33%	39 38%l	29 36%	44 44%lm	41 47%befl m	34 39%l	21 24%	27 29%	32 36%	32 35%	30 32%	23 39%	32 54%p	25 47%	28 53%p
The amount of sugar in food	46 47%	33 35%	37 36%	43 42%	39 37%	36 39%	43 42%	45 56%bcef	55 56%bcef	51 58%bcde fgm	44 50%	43 49%	40 42%	42 46%	46 51%bc	48 52%	24 41%	36 60%q	26 50%	24 45%
Food miles (e.g. the distance food travels)	34 35%ceh lmno	22 24%l	19 19%	23 22%l	19 18%	22 24%l	23 23%l	15 19%	22 22%l	26 30%selmo	25 29%lo	8 10%	17 17%	18 20%l	13 14%	19 20%	8 13%	17 29%qA	8 15%	10 18%
Foods aimed at children including school meals	25 25%	14 15%	31 31%bgmo	36 35%bfg lmo	23 22%	18 20%	18 17%	19 23%	32 33%bfgl mo	26 30%bgo	27 31%bgo	17 19%	18 18%	22 24%	15 17%	23 25%	16 27%	25 42%p	16 31%	14 26%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
* small base

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	60	127	141	115	119	135	126	126	120	123	109	124
Weighted Base	57*	57	64	64	64	60	60	60	109	113	106	110
Food prices	39 68%pAD	40 71%ppxA BCD	40 62%pA	36 56%p	38 60%pA	39 64%pAD	27 45%	33 55%p	62 57%p	58 51%p	57 54%	63 57%
Food waste	33 57% <i>s</i>	29 51% <i>s</i>	34 54% <i>s</i>	32 50%	31 49%	39 64%ppst vxyA	28 47%	36 61%ppxA	64 59% <i>s</i>	64 56% <i>s</i>	62 59%	62 56%
Animal welfare	21 37%	27 47%	27 42%	26 40%	27 42%	33 55%ppst wxyA	21 34%	33 55%ppst wxyA	68 63%ppst uvwxyAD	54 48%pA	60 56%	64 58%
The amount of salt in food	36 63%ppA	32 57%p	35 54%p	33 51%p	35 55%p	37 61%ppA	28 47%	31 52%p	60 56%p	58 51%p	61 57%	46 42%
The amount of saturated fat in food	27 47%	31 55%ppA	31 49% <i>pq</i>	33 51% <i>pq</i>	29 45%	33 55%ppA	24 41%	31 52% <i>pq</i>	56 52% <i>pq</i>	49 44%	47 44%	43 39%
The amount of fat in food	28 49%p	30 53%pA	30 46%p	31 48%p	33 52%p	35 58%ppA	24 40%	32 53%pA	53 48%p	52 46%p	48 45%	45 41%
The amount of sugar in food	27 46%	30 53%	31 46%	34 53%	36 57% <i>q</i>	38 63%qtwA	29 48%	34 57%	67 62%qtwA	66 58% <i>q</i>	60 57%	62 57%
Food miles (e.g. the distance food travels)	10 17%	15 27%qA	11 16%	12 18%	18 29%qA	19 32%ppst wxA	10 16%	22 37%ppst uwxA	42 39%ppst uwxA	36 32%qauw xA	35 33%	32 29%
Foods aimed at children including school meals	23 39%	20 35%	21 33%	22 34%	24 37%	29 49%ppst vwxA	21 35%	31 51%ppst vwxyAD	50 46%ppst vwxyAD	42 37%	43 40%	45 41%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	109	99	109	105	64	63	53	53
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	95*	90*	90*	94*	60*	60*	53*	54*
Packaging/over packaging	-	-	-	-	-	1	2	-	2	-	-	-	-	-	-	1	-	-	-	-
Labelling/mislabelling/e nsuring labelling is correct/not misleading	-	-	-	-	-	1%	2%	-	2%	-	-	-	-	-	1%	1%	-	-	-	-
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	-	-	2%	4%acdeg lm	1%	1%	-	-	-	-	2%	-	-	-	-
Any other issue not previously seen/mentioned	-	-	-	-	-	9	2	1	-	-	-	-	-	-	-	-	-	-	-	-
Fair Trade	-	-	-	-	-	10%abcde ghijklmno	2%	2%	1%	1%	1%	1%	-	2%	-	-	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Additives/preservatives\ chemicals in food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Allergies/intolerances (gluten, dairy etc)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any	88 90%cel mno	77 83%lm	81 80%lm	94 90%celm no	79 75%	78 87%selmn	88 86%selmn	67 83%lm	90 92%celm no	75 86%selmn	79 90%selmn o	63 72%	64 67%	66 73%	70 78%	66 71%	47 78%	58 97%pqu wxyzABC D	49 92%pAD	50 92%pAD
None of these	10 10%	16 17%ij	17 17%ij	9 9%	23 22%adij k	10 12%	12 12%	13 16%kj	7 7%	5 6%	9 10%	21 24%adfg jk	21 22%adij k	20 22%adij k	18 20%adij	26 28%rst uvwxyz	12 21%rsxz	2 3%	3 6%	4 8%
Don't know	-	-	3 3%	1 1%	3 3%	1 2%	1 1%	1 1%	1 1%	7 8%abdfg hiko	-	4 5%abk	10 11%abcde fghiko	4 5%abk	1 2%	1 1%	1 1%	-	1 2%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
* small base

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns
Base: All adults England/Wales/NI

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	60	127	141	115	119	135	126	126	120	123	109	124
Weighted Base	57*	57	64	64	64	60	60	60	109	113	106	110
Packaging/over packaging	-	-	-	-	-	-	-	-	-	1	1	7
Labelling/mislabelling/e nsuring labelling is correct/not misleading	-	-	-	-	-	1%	1%	-	-	-	-	-
Horse meat scandal/meat not being what it is claimed to be	-	-	-	2	-	-	-	-	-	-	-	-
Any other issue not previously seen/mentioned	-	-	-	4%pwzCD	-	-	-	-	-	-	-	-
Fair Trade	-	-	-	-	1	-	-	-	-	1	-	-
Farmers not paid fair price/not helped	-	-	-	-	1%	-	-	-	-	-	-	-
Additives/preservatives/ chemicals in food	-	-	-	-	-	1%	-	-	-	-	-	-
Allergies/intolerances (gluten, dairy etc)	-	-	-	-	-	-	-	-	-	1	-	-
Net: Any	50 86%p	51 90%pAD	54 84%p	57 89%pA	54 84%p	55 91%ppqAB CD	47 78%	48 81%	89 82%	90 79%	86 81%	82 74%
None of these	6 11%	6 10%	10 15%r	5 8%	10 16%r	5 9%	13 22%rstv xz	11 19%rsxz	19 17%r	24 21%rstv xz	17 16%	28 26%
Don't know	2 3%	* 1%	1 1%	2 3%D	-	-	* 1%	* 1%	1 1%	-	4 4%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
* small base

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	109	99	109	105	64	63	53	53
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	95*	90*	90*	94*	60*	60*	53*	54*
Average number of mentions	4.58bg lmo	3.61	4.18	4.63bgl mo	4.17	3.93	3.78	4.31l	4.78bfg	4.84bfg	4.23	3.51	3.69	4.30	3.76	4.37	4.24	5.13	4.28	4.48
Standard deviation	2.54	2.34	2.53	2.83	2.43	2.51	2.33	2.38	2.61	2.59	2.45	2.25	2.39	2.54	2.02	2.50	2.82	2.32	2.32	2.36
Standard error	0.26	0.26	0.28	0.28	0.25	0.27	0.24	0.28	0.28	0.27	0.27	0.25	0.28	0.30	0.22	0.29	0.39	0.30	0.34	0.34

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base



Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns

Base: All adults England/Wales/NI

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	60	127	141	115	119	135	126	126	120	123	109	124
Weighted Base	57*	57	64	64	64	60	60	60	109	113	106	110
Average number of mentions	4.94	4.99	4.83	4.56	5.04	5.53pqs txA	4.54	5.87pqs tuvvxA	5.86pqs twvxA	5.39pqs xA	5.53	5.76
Standard deviation	2.46	2.67	2.73	2.60	2.89	3.00	2.77	2.82	2.98	2.89	3.03	3.01
Standard error	0.34	0.25	0.25	0.26	0.29	0.27	0.28	0.28	0.30	0.29	0.32	0.32

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/ef/gh/ij/k/l/m/n/o - p/q/r/s/t/u/vw/x/y/z/A/B/C/D
* small base

Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876
The amount of salt in food	830 45%k	910 50%laag ijkmn o	863 47%ekmo	901 49%laagik lmno	797 44%	876 48%legkmo	800 44%	862 47%legkmo	819 45%	860 47%ukmo	763 42%	822 45%	777 42%	819 45%	799 43%	775 41%
The amount of sugar in food	712 39%	757 42%	714 39%	772 42%	717 39%	800 43%eace	793 43%eace	883 48%abode fg	868 48%abode fg	949 52%abode fgi	926 51%abode fg	1011 55%abode fghjko	961 52%abode fghi	977 53%abode fghi	972 52%abode fghi	1029 55%abode fghi
The amount of fat in food	741 41%o	816 45%ace gijkln no	753 41%o	836 46%acegh ijklmno	756 41%ko	807 44%lagikm no	726 40%	768 42%uko	735 40%o	755 41%o	692 38%	747 41%o	728 40%	721 39%	687 37%	718 38%
The amount of saturated fat in food	713 39%ko	766 42%ehj kmno	752 41%ijkmno	777 42%eahjk mno	707 39%k	767 42%ijkmno	720 39%ko	706 39%k	716 39%ko	689 37%	638 35%	719 39%ko	694 38%	676 37%	670 36%	660 35%
Foods aimed at children including school meals	410 22%	470 26%a	437 24%	487 27%a	460 25%	476 26%a	469 26%a	478 26%a	472 26%a	495 27%ac	457 25%	498 27%aco	501 27%aco	510 28%aco	454 24%	551 29%
Animal welfare	747 41%	732 40%	707 39%	761 41%	698 38%	732 40%	710 39%	750 41%	757 42%e	783 43%ceg	752 41%	826 45%abode fghik	803 44%bcefg	808 44%bcefg	806 43%cefg	789 42%
Food prices	976 53%jkl mno	1133 62%lagh ijklmn o	1124 61%ahijk lmno	1150 63%alghi jklmno	1116 61%ahijk lmno	1094 59%ahijk lmno	1073 59%ahijk lmno	933 51%ijklmn o	915 50%ijklmn o	781 42%	771 42%	729 40%	774 42%	844 46%ijklm	854 46%klm	804 43%
Food waste	766 42%	805 44%	808 44%	835 46%a	800 44%	818 44%	925 51%abode fh	808 44%	883 48%abcef h	895 49%abcef h	898 49%abode fh	964 53%abode fhijkmo	908 49%abode fh	941 51%abode fh	901 46%abcef h	960 51%
Food miles (e.g. the distance food travels)	425 23%c	452 25%cek o	360 20%	424 23%c	401 22%	438 24%ck	438 24%ck	411 23%c	414 23%c	468 25%cehkl o	384 21%	408 22%c	420 23%c	418 23%c	412 22%	401 21%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns
 Base: All adults England/Wales/NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876
Packaging/over packaging	-	-	-	-	-	11	13	15	12	14	9	9	5	14	12	66
Labelling/mislabelling/e nsuring labelling is correct/not misleading	-	-	-	-	-	11	11	12	10	5	4	1	-	2	2	4
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	87	31	18	14	*	-	-	-	-	-	-
Any other issue not previously seen/mentioned	-	-	-	-	-	8	6	7	13	11	14	5	10	9	5	2
Fair Trade	-	-	-	-	-	-	-	-	3	1	-	-	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	2	3	2	1	-	1	*	-
Additives/preservatives/ chemicals in food	-	-	-	-	-	-	-	-	-	2	-	2	1	1	-	1
Allergies/intolerances (gluten, dairy etc)	-	-	-	-	-	-	-	-	-	-	-	-	4	2	1	2
Net: Any	1538 84%mo	1597 88%aag hijkim no	1576 86%hijkl mno	1614 88%aaghi jklmno	1560 86%hijkl mno	1590 86%hijkl mno	1552 85%hklmn o	1507 83%	1515 83%mo	1522 83%	1492 82%	1509 83%	1479 80%	1519 83%	1507 80%	1518 81%
None of these	249 14%bd	175 10%	219 12%ab	196 11%	229 13%ub	215 12%ub	244 13%bd	279 15%bcdef	253 14%abd	257 14%bdf	293 16%abcde fg	259 14%bcdf	304 16%abcde fgijn	258 14%bdf	313 17%abcde fgijn	291 16%abcde 76%
Don't know	41 2%d	46 3%dg	40 2%d	24 1%	35 2%	36 2%	28 2%	39 2%	56 3%defg	61 3%cdelgh	41 2%d	58 3%defg	57 3%defg	61 3%cdelgh	54 3%dg	67 4%
Average number of mentions	4.11	4.28	4.13	4.30a	4.14	4.35ace	4.33ace	4.42acek	4.38ace	4.41acek	4.23	4.47abce k	4.45acek	4.44acek	4.36ace	4.45

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns

Base: All adults England/Wales/NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876
Standard deviation	2.48	2.47	2.41	2.46	2.49	2.58	2.51	2.55	2.55	2.49	2.43	2.48	2.56	2.44	2.48	2.52
Standard error	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (Nov 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876
Food prices	976 53%jkd mnop	1133 62%agh ijkimn op	1114 61%ahijk lmnop	1150 63%alghi jklmnop	1116 61%ahijk lmnop	1094 59%ahijk lmnop	1073 59%ahijk lmnop	933 51%jikmn op	915 50%jikmn op	781 42%	771 42%	729 40%	774 42%	844 46%jkim	854 46%kim	804 43%
The amount of salt in food	830 45%kp	910 50%aag ijkimn op	863 47%ekmop	901 49%aagik lmnop	797 44%	876 48%legkmo p	800 44%	862 47%legkmo p	819 45%p	860 47%kmop	763 42%	822 45%p	777 42%	819 45%p	799 43%	775 41%
Food waste	766 42%	805 44%	806 44%	835 46%a	800 44%	818 44%	925 51%abode fh	808 44%	883 48%abcef h	895 49%abcef h	898 49%abode fh	964 53%abode fhijklmno	908 49%abode fh	941 51%abode fh	901 48%abcef h	960 51%abodefh
Animal welfare	747 41%	732 40%	707 39%	761 41%	698 38%	732 40%	710 39%	750 41%	757 42%e	783 43%ceg	752 41%	826 45%abode fghik	803 44%bcefg	808 44%bcefg	806 43%cefg	789 42%ce
The amount of fat in food	741 41%o	816 45%ace gijklm nop	753 41%o	836 48%acegh ijklmnop	756 41%ko	807 44%aagikm nop	726 40%	768 42%kcp	735 40%o	755 41%o	692 38%	747 41%o	728 40%	721 39%	687 37%	718 38%
The amount of saturated fat in food	713 39%kop	766 42%ehj klmnop p	752 41%jkmno p	777 42%aehjk mnop	707 39%kp	767 42%jkmno p	720 39%kop	706 39%kp	716 39%kop	689 37%	638 35%	719 39%kop	694 38%	676 37%	670 36%	660 35%
The amount of sugar in food	712 39%	757 42%	714 39%	772 42%	717 39%	800 43%ace	793 43%ace	883 48%abode fg	868 48%abode fg	949 52%abode fg	926 51%abode fg	1011 55%abode fghijko	961 52%abode fghi	977 53%abode fghi	972 52%abode fghi	1029 55%abodefghik
Food hygiene when eating out	679 37%p	689 38%kp	666 36%	716 39%ekp	641 35%	755 41%acegh klmnop	667 37%	665 36%	728 40%aceghk nop	702 35%	633 38%kp	694 35%	688 37%p	662 36%	673 36%	628 33%
Food poisoning such as Salmonella and E.Coli	541 30%g	550 30%g	560 31%g	574 31%eghkp	507 28%	547 30%g	471 26%	515 28%	590 32%eghjk np	524 28%	506 28%	544 30%g	572 31%egkp	537 29%g	557 30%g	522 28%

Proportions/Mean: All Columns Tested (5% risk level)



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876
The use of additives (such as preservatives and colouring) in food products	516 28%	521 29%	495 27%	506 28%	470 26%	499 27%	481 26%	510 28%	542 30% ^{egko}	536 29% ^{eko}	476 26%	531 29% ^{eko}	569 31% ^{cdelfgko}	535 29% ^{eko}	486 26%	543 29% ^{ao}
The use of pesticides to grow food	455 25%	475 26% ^{ce}	424 23%	464 25%	424 23%	470 26%	465 25%	446 24%	493 27% ^{cek}	509 28% ^{cehk}	426 23%	497 27% ^{cek}	532 29% ^{sacdefghko}	516 28% ^{sacehk}	482 26%	503 27% ^{cek}
Food miles (e.g. the distance food travels)	425 23% ^c	452 25% ^{ceek}	360 20%	424 23% ^{cc}	401 22%	438 24% ^{lck}	438 24% ^{lck}	411 23% ^c	414 23% ^c	468 25% ^{cehkl}	384 21%	408 22% ^c	420 23% ^c	418 22% ^c	412 22%	401 21%
Foods aimed at children including school meals	410 22%	470 26% ^a	437 24%	487 27% ^a	460 25%	476 26% ^a	469 26% ^a	478 26% ^a	472 26% ^a	495 27% ^{ac}	457 25%	498 27% ^{aco}	501 27% ^{aco}	510 28% ^{aco}	454 24%	551 29% ^{abcdeghiko}
Date labels, such as "best before" and "use by" labels	396 22%	489 27% ^{acgjklnop}	436 24%	475 26% ^{aip}	471 26% ^{ap}	509 28% ^{acgjklnop}	427 23%	500 27% ^{acgjklnop}	532 29% ^{acdegjklnop}	424 23%	430 24%	436 24%	449 24%	433 24%	441 24%	418 22%
Genetically Modified (GM) foods	379 21%	405 22% ^e	375 20%	408 22% ^e	353 19%	373 20%	372 20%	390 21%	453 25% ^{acelfg}	444 24% ^{acelfg}	405 22% ^e	426 23% ^{cefg}	489 27% ^{abcde fghklp}	436 24% ^{acelfg}	412 22%	410 22%
Food hygiene at home	370 20% ^{ghkn}	375 21% ^{ghkn}	354 19% ^{gkn}	357 19% ^{gkn}	397 22% ^{ghkn}	390 21% ^{ghkn}	278 15%	316 17%	362 20% ^{gkn}	366 20% ^{gkn}	281 15%	354 19% ^{gkn}	369 20% ^{ghkn}	314 17%	368 20% ^{gkn}	341 18% ^{gkn}
Hormones/steroids /antibiotics in food	357 20%	355 20%	324 18%	384 21% ^{ce}	332 18%	409 22% ^{bce}	353 19%	436 24% ^{abcde}	471 26% ^{abcde}	469 25% ^{abcde}	385 21% ^{ce}	447 24% ^{abcde}	501 27% ^{abcde}	493 27% ^{abcde}	476 25% ^{abcde}	488 26% ^{abcdefgk}
The feed given to livestock	356 19% ^{eg}	360 20% ^{egk}	320 17%	318 17%	290 16%	375 20% ^{cddegk}	304 17%	330 18%	372 20% ^{cddegk}	346 19% ^{se}	311 17%	396 22% ^{cddegk}	397 22% ^{cddegk}	338 18% ^{se}	353 19% ^{se}	325 17%
BSE ('mad cow disease')	277 15% ^{egknop}	321 18% ^{aaeghjklnop}	287 16% ^{egknop}	324 18% ^{aaeghjklnop}	205 11%	290 16% ^{egknop}	233 13% ^{up}	271 15% ^{enop}	306 17% ^{egklnop}	271 15% ^{enop}	230 13% ^{up}	255 14% ^{ep}	274 15% ^{enop}	231 13% ^{up}	227 12%	194 10%

Proportions/Mean: All Columns Tested (5% risk level)

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	515	474	541	534	557	542	562
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	28%abcde fghi	26%abcde fghi	30%abcde fghik	29%abcde fghik	30%abcde fghik	29%abcde fghik	30%abcde fghik
Net: Any	1582 87%op	1637 90%ace ghij mnop	1614 88%hjkim nop	1644 90%aghij klmnop	1599 88%hjkimn op	1622 88%hjkim nop	1586 87%ukmop	1547 85%	1571 86%lo	1572 85%	1544 85%	1561 85%	1554 84%	1561 85%	1564 83%	1572 84%
None	199 11%bd	138 8%	175 10%b	156 8%	168 9%	170 9%	196 11%bd	240 13%abcde fjl	207 11%bdef	208 11%bdef	241 13%abcde fjl	201 11%bd	236 13%bdef	213 12%bdef	257 14%abcde fgjl	233 12%bdef
Don't know	47 3%	42 2%	46 3%	34 2%	56 3%dh	49 3%	42 2%	37 2%	46 3%	60 3%dh	41 2%	64 4%bdghk	51 3%	62 3%bdghk	53 3%	71 4%abcdghk
Average number of mentions	6.73	6.95e	6.66	6.98e	6.59	7.05ce	6.75	7.10aceg	7.28aceg	7.83abcd	7.33abcd	7.91abcd	7.97abcd	7.82abcd	7.70abcd	7.66abcdefghi
Standard deviation	4.65	4.64	4.55	4.62	4.56	4.81	4.56	4.73	4.87	5.26	5.08	5.24	5.58	5.18	5.40	5.25
Standard error	0.11	0.11	0.11	0.11	0.11	0.11	0.11	0.12	0.12	0.12	0.12	0.13	0.14	0.13	0.13	0.13

Proportions/Mean: All Columns Tested (5% risk level)



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	933	983	978	978	1040	1025	977	1013
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	894	894	921	910	945	937	941	951
Food prices	459 52%hij kimnop	517 59%ahi jkmno p	487 54%hijk lmnop	506 57%ahij kimnop	521 59%ahij kimnop	501 56%hijk lmnop	484 55%hijk lmnop	417 47%kjm op	409 46%klm op	351 40%	343 39%	332 37%	364 41%	384 43%l	379 41%	361 40%	517 55%zAB CDEF	616 66%qxy zABCDE F	627 67%qxyz ABCDEF	644 68%qvwxyzA BCDEF
The amount of salt in food	361 41%	393 45%egk mop	367 41%	376 43%p	352 40%	386 43%kp	349 40%	376 42%	367 41%	398 45%legm op	343 39%	362 41%	347 39%	383 43%p	363 39%	342 38%	469 50%AF	516 55%quw yzABCD EF	496 53%uwAC DEF	525 55%quwyzAB CDEF
Food waste	325 37%	333 38%	345 39%	375 42%a	377 42%a	360 40%	420 48%abcd efh	367 41%	402 45%abcf	387 44%abc	402 45%abcf	439 49%abcd efhjo	413 48%abcf h	434 49%abcd efhj	407 44%abc	421 48%abc fh	441 47%	472 50%u	461 49%	460 48%
Animal welfare	318 36%	300 34%	282 32%	321 36%c	306 34%	294 33%	296 33%	331 37%c	326 37%c	328 37%c	330 37%c	365 41%abcd efg	364 41%bcef g	356 40%bcef g	348 39%cfg	348 38%cfg	429 45%	432 46%	425 45%	440 46%
The amount of fat in food	311 35%	336 38%p	325 36%	365 41%acgi klmnop	336 38%	352 39%kop	308 35%	339 38%kp	317 36%	345 39%kop	299 34%	314 35%	314 35%	319 36%	313 34%	304 33%	430 46%E	480 51%qsu vwxyzAB CDEF	428 45%E	470 49%wyzACDE F
The amount of saturated fat in food	309 35%	320 36%kp	318 36%p	337 38%jkop	322 36%kp	348 39%jkno p	322 36%kp	310 35%	331 37%kp	298 34%	280 31%	312 35%	314 35%	302 34%	304 33%	281 31%	404 43%A	446 48%quw xyzACD EF	434 46%uyzA CDEF	440 46%uyzACDE F
The amount of sugar in food	300 34%	317 36%	298 33%	329 37%	308 35%	337 38%	349 39%ace	392 44%abcd ef	377 42%abcd ef	432 49%abcd efg	401 45%abcd efg	452 51%abcd efghiko	438 49%abcd efghi	431 48%abcd efgj	421 46%abcd efg	456 50%abc delghi k	412 44%	440 47%	416 44%	444 47%
Food hygiene when eating out	294 33%	302 34%cp	265 30%	301 34%cp	311 35%cp	327 37%cgko p	277 31%	288 33%	324 36%cgkp	304 34%cp	282 32%	301 34%p	303 34%p	294 33%	294 32%	267 29%	385 41%u	387 41%u	401 43%uAF	415 44%uADF
Food poisoning such as Salmonella and E.Coli	240 27%g	225 25%	238 27%	247 28%g	231 26%	224 25%	200 23%	217 24%	271 30%befg hkp	232 26%	230 26%	245 28%g	261 29%gh	246 28%g	267 29%gh	230 25%	300 32%	325 35%uWA EF	323 34%uWA	327 34%uWA

Proportions/Mean: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	1008	1044	1000	1060	1010	1073	1043	1060	1034	1008	1011	1026
Weighted Base	935	947	940	937	933	953	936	939	947	943	953	966
Food prices	595 64%qxyz ABCDEF	593 63%qxyz ABCDEF	590 63%qxyz ABCDEF	517 55%zABC DEF	506 54%zABC DF	430 45%	428 46%	397 42%	410 43%	460 49%BC	475 50%zBC	444 46%
The amount of salt in food	445 48%	489 52%ACDE F	451 48%	487 52%ACDE F	452 48%	462 49%	420 45%	459 49%	430 45%	436 46%	436 46%	432 45%
Food waste	423 45%	458 48%	505 54%qstu vx	440 47%	481 52%qux	508 53%qtuv x	496 53%qtuv x	526 56%qrst uvx	495 52%qux	506 54%qstu vx	493 52%qux	539 56%qrstuvx
Animal welfare	392 42%	437 46%	414 44%	419 45%	431 46%	455 48%u	422 45%	462 49%uw	439 46%	452 48%u	450 47%u	441 46%
The amount of fat in food	420 45%E	455 48%zADE F	417 44%E	429 46%E	418 45%E	410 43%	394 42%	433 46%E	414 44%	402 43%	374 39%	414 43%
The amount of saturated fat in food	385 41%	419 44%ADEF	398 42%	396 42%	385 41%	391 41%	358 38%	407 43%AE	380 40%	374 40%	366 38%	379 39%
The amount of sugar in food	409 44%	463 49%qsu	444 47%	492 53%qrst uw	491 53%qrst uw	517 54%qrst uw	525 56%qrst uw	559 59%qrst uwxyz	523 55%qrst uw	546 58%qrst uwxy	552 58%qrst uwxy	573 59%qrstuwxyz
Food hygiene when eating out	330 35%	428 45%uAC DEF	390 42%u	376 40%u	404 43%uAF	398 42%u	351 38%	393 42%uF	385 41%u	368 39%	379 40%u	361 37%
Food poisoning such as Salmonella and E.Coli	276 30%	323 34%uWA	272 29%	298 32%	319 34%uWA	292 31%	276 30%	300 32%	312 33%	290 31%	290 30%	292 30%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	933	983	978	978	1040	1025	977	1013
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	894	894	921	910	945	937	941	951
The use of additives (such as preservatives and colouring) in food products	200 23%	223 25%	193 22%	198 22%	200 23%	195 22%	200 23%	214 24%	210 24%	215 24%	192 22%	226 26%	246 27%acde fgko	218 24%	203 22%	220 24%	316 33%u	299 32%	301 32%	308 32%
The use of pesticides to grow food	179 20%	196 22%	169 19%	175 20%	185 21%	203 23%	205 23%c	193 22%	193 22%	204 23%c	174 20%	217 24%acd	235 26%acde hik	239 27%abcd ehik	210 23%c	210 23%c	277 29%	279 30%u	255 27%	289 30%u
Food miles (e.g. the distance food travels)	175 20%	196 22%ck	148 17%	178 20%c	174 20%	181 20%c	176 20%	170 19%	166 19%	187 21%ck	148 17%	184 21%ck	188 21%ck	173 19%	188 20%c	172 19%	250 26%	256 27%a	213 23%	246 26%
Foods aimed at children including school meals	174 20%	205 23%c	170 19%	191 22%	188 21%	192 21%	188 21%	199 22%	196 22%	192 22%	193 22%	223 25%ac	219 25%ac	219 24%ac	204 22%	241 26%acd efgijk o	237 25%	265 28%	267 28%	296 31%qE
Food hygiene at home	163 18%gk	154 17%g	138 15%	149 17%	181 20%cgkh np	172 19%cgkh	119 13%	138 16%	161 18%g	162 18%gk	130 15%	168 19%gk	171 19%cgk	144 16%	163 18%g	145 16%	207 22%wAD	221 24%wx ABD	216 23%wxAD	208 22%wAD
Date labels, such as "best before" and "use by" labels	159 18%	206 23%a	175 20%	198 22%a	196 22%a	233 26%acgj mop	180 20%	227 26%acgj op	236 27%acgj jlmop	179 20%	202 23%a	198 22%a	192 21%	217 24%acgj p	191 21%	185 20%	237 25%	284 30%qzA BDF	261 28%D	277 29%qADF
Hormones/steroids /antibiotics in food	152 17%c	158 18%c	116 13%	150 17%c	134 15%	170 19%ce	147 17%c	209 24%abcd efgk	193 22%acde g	197 22%abcd	168 19%ce	193 22%abcd g	212 24%abcd efgk	220 25%abcd g	196 21%acde g	206 23%abc deg	205 22%	197 21%	208 22%	233 25%
The feed given to livestock	149 17%	151 17%	128 14%	138 16%	124 14%	165 18%cegh kp	121 14%	128 14%	157 18%eg	136 15%	132 15%	177 20%cddeg hjkp	174 19%cddeg hjkp	153 17%	131 14%	207 22%u	209 22%u	192 20%	180 19%	
Genetically Modified (GM) foods	149 17%	177 20%	150 17%	173 20%	149 17%	159 18%	169 19%	172 19%	188 21%aceo	187 21%aceo	187 21%aceo	183 21%ace	226 25%abcd efghijk lp	214 24%acde fghop	159 17%	175 19%	230 24%	229 24%	225 24%	235 25%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	1008	1044	1000	1060	1010	1073	1043	1060	1034	1008	1011	1026
Weighted Base	935	947	940	937	933	953	936	939	947	943	953	966
The use of additives (such as preservatives and colouring) in food products	270 29%	305 32%	281 30%	296 32%	332 36%uwAE	320 34%u	283 30%	305 33%	323 34%uE	316 34%u	283 30%	323 33%u
The use of pesticides to grow food	239 26%	267 28%	259 28%	253 27%	299 32%suwx A	305 32%suwx A	252 27%	280 30%u	298 31%seuA	277 29%	271 28%	293 30%u
Food miles (e.g. the distance food travels)	227 24%	257 27%sa	262 28%sef	241 26%	247 27%	281 30%suAB CEF	236 25%	225 24%	232 24%	244 26%	224 24%	230 24%
Foods aimed at children including school meals	272 29%q	284 30%q	280 30%q	278 30%q	276 30%q	302 32%qE	264 28%	276 29%q	282 30%q	291 31%qE	250 26%	310 32%qE
Food hygiene at home	216 23%wxAD	218 23%wxAD	159 17%	178 19%	201 22%wA	204 21%wA	152 16%	187 20%A	197 21%wA	170 18%	205 22%wA	196 20%A
Date labels, such as "best before" and "use by" labels	275 29%qABD F	275 29%qADF	247 26%	273 29%qADF	296 32%qwzA BCDEF	245 26%	228 24%	238 25%	257 27%D	216 23%	250 26%	233 24%
Hormones/steroids /antibiotics in food	198 21%	238 25%ru	206 22%	227 24%	278 30%qrst uwxwA	272 29%qrstu wxA	217 23%	254 27%qrstu w	290 31%qrst uwxwA	273 29%qrst uwxwA	280 29%qrst uwxwA	282 29%qrstuwxA
The feed given to livestock	166 18%	210 22%u	183 19%	203 22%u	216 23%tuA	210 22%u	179 19%	219 23%tuwA	223 24%tuwA D	185 20%	196 21%	194 20%
Genetically Modified (GM) foods	204 22%	214 23%	203 22%	218 23%	265 28%qsuv wxAD	257 27%uuvw	218 23%	243 26%uw	263 28%uuvwx AD	222 24%	253 27%uuvw	236 24%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	933	983	978	978	1040	1025	977	1013
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	894	894	921	910	945	937	941	951
BSE ('mad cow disease')	129 15%ago p	139 16%ceg hkop	109 12%p	140 16%cegh kop	93 10%	125 14%eop	99 11%	108 12%ip	138 15%cegh kop	122 14%eop	101 11%	117 13%p	124 14%eop	112 13%p	96 10%	82 9%	148 16%uF	182 19%quw zABCDE F	178 19%uwAB DEF	184 19%quwzABC DEF
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	216 24%abcd efghi	210 24%abcd efghi	256 29%abcd efghijk	248 28%abcd efghik	261 29%abcd efghijk	245 27%abcd efghi	236 26%abcd efghi	-	-	-	-	
Food not being what the label says it is	-	-	-	-	-	-	-	-	240 27%abcd efghikm nop	193 22%abcd efghi	207 23%abcd efghi	188 21%abcd efghi	203 23%abcd efghi	197 21%abcd efghi	181 20%abcd efghi	-	-	-	-	
Net: Any	738 84%	769 87%ah ijlmno p	758 85%kop	765 87%hijk lmop	762 86%jklo p	759 85%kop	744 84%lo	728 82%	741 83%	728 82%	718 81%	726 82%	735 82%	749 84%lo	738 80%	738 81%	844 89%DF	868 93%quw xyzABC DEF	856 91%xCDE F	879 92%quwxyzA BCDEF
None	117 13%b	82 9%	106 12%	98 11%	96 11%	106 12%	112 13%b	146 16%bcde fgn	120 13%b	125 14%be	147 16%bcde fgn	125 14%be	131 15%bde	106 12%	153 17%bcde fgn	128 14%be	82 9%rt	56 6%	68 7%	58 6%
Don't know	28 3%h	30 3%h	30 3%h	20 2%	32 4%h	29 3%h	28 3%h	14 2%	30 3%h	34 4%h	26 3%	35 4%dh	28 3%h	39 4%dh	44 5%dhk	19 2%	13 1%	17 2%	14 2%	
Average number of mentions	6.16	6.30c	5.83	6.34c	6.15	6.50c	6.20	6.59c	6.70ace g	7.30abc defghi	6.89abc deg	7.53abc defghik	7.54abc defghik	7.38abc defghi	7.20abc defgh	7.04ab cdefg	7.23	7.53u	7.39	7.53u
Standard deviation	4.57	4.54	4.25	4.42	4.27	4.75	4.33	4.60	4.65	5.13	4.92	5.36	5.56	5.22	5.29	5.20	4.67	4.66	4.68	4.72
Standard error	0.17	0.17	0.15	0.15	0.16	0.16	0.15	0.17	0.16	0.18	0.18	0.19	0.20	0.18	0.19	0.19	0.15	0.15	0.16	0.15

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	1008	1044	1000	1060	1010	1073	1043	1060	1034	1008	1011	1026
Weighted Base	935	947	940	937	933	953	936	939	947	943	953	966
BSE ('mad cow disease')	112 12%	165 17%uADE F	134 14%	163 17%uADE F	168 18%uwAD EF	149 16%uF	129 14%	138 15%F	150 16%uDF	119 13%	131 14%	112 12%
Chemicals from the environment, such as lead, in food	-	-	-	-	-	299 31%qrst uvwxy	264 28%qrst uvwxy	285 30%qrst uvwxy	286 30%qrst uvwxy	296 31%qrst uvwxy	297 31%qrst uvwxy	326 34%qrstuvwxyA
Food not being what the label says it is	-	-	-	-	-	282 30%qrst uvwxyDF	263 28%qrst uvwxy	285 30%qrst uvwxyDF	264 28%qrst uvwxy	238 25%qrst uvwxy	263 28%qrst uvwxy	238 25%qrstuvwxy
Net: Any	838 90%CDEF	863 91%xADC EF	842 90%CDF	819 87%	830 89%	843 89%	826 88%	834 89%	819 88%	812 86%	826 87%	834 86%
None	73 8%	65 7%	84 9%rt	94 10%rstv	87 9%rtv	84 9%rt	95 10%rstv	76 8%	105 11%rstu vB	108 11%qrst vB	104 11%rstu vB	105 11%rstuvB
Don't know	24 3%r	20 2%	14 1%	23 3%	16 2%	26 3%r	15 2%	29 3%rtwyA	23 2%	23 2%	24 2%	27 3%rw
Average number of mentions	6.99	7.53u	7.24	7.56u	7.80quw	8.30qrs tuvwxA	7.71qu	8.23qrs tuvwxA	8.36qrs tuvwxxyA	8.23qrs tuvwxA	8.14qrs tuvwx	8.21qrstuvwxx
Standard deviation	4.77	4.82	4.70	4.81	5.01	5.33	5.18	5.11	5.57	5.11	5.46	5.24
Standard error	0.16	0.16	0.16	0.16	0.17	0.17	0.17	0.17	0.19	0.17	0.19	0.18

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	252	266	242	296	317	303	327
Weighted Base	291	274	299	288	298	293	286	297	296	297	297	266	290	304	288	278	315	304	304	339
Food prices	121 42%	140 51%ahj kimno	136 45%kl	149 52%ahij klmno	148 50%khjk no	154 53%ahij klmno	126 44%kl	114 39%	127 43%kl	115 39%	102 34%	92 35%	109 38%	126 41%	115 40%	104 37%	162 52%pBC	195 64%pqx yzABCD	192 63%pxyz zABCD	227 67%pqxyzw vwxyz
Food hygiene when eating out	94 32%	98 36%	91 30%	88 30%	96 32%	117 40%cdhj kmn	90 32%	83 28%	95 32%	90 30%	84 28%	87 33%	85 29%	94 31%	94 33%	69 25%	104 33%p	121 40%pu	112 37%p	138 41%pu
Animal welfare	94 32%e	84 31%e	80 27%	74 26%	68 23%	90 31%e	81 28%	99 33%e	94 32%e	87 29%	115 39%cddef g	104 39%bode fij	117 40%bcde fghj	133 44%abcd efghj	106 37%cddeg	103 37%v	124 39%v	112 37%v	97 32%	131 39%v
The amount of salt in food	80 27%	109 40%acd efghj lmo	85 28%	88 30%	75 25%	80 27%	93 32%	86 29%	93 31%	79 27%	86 29%	73 27%	81 28%	103 34%e	84 29%	59 21%	121 39%p	145 48%pqz ACD	147 48%pqzA CD	161 48%pqzACD
The amount of saturated fat in food	78 27%	85 31%k	86 29%k	79 28%	75 25%	87 30%k	78 27%	80 27%	81 27%	75 25%	65 22%	70 26%	74 25%	96 32%k	77 27%	55 20%	102 33%p	119 39%pAC	117 39%pA	140 41%pqyACD
Food poisoning such as Salmonella and E.Coli	72 25%	85 31%ghk	79 27%	73 25%	81 27%k	73 25%	58 20%	63 21%	80 27%	78 26%	60 20%	69 26%	76 26%	84 28%	87 30%ghk	67 24%	68 22%	83 27%	76 25%	107 32%q
The amount of fat in food	70 24%	99 36%ace gko	76 25%	77 34%ac	79 26%	86 29%	76 27%	90 30%	97 33%ac	86 29%	82 28%	84 32%a	89 31%	93 31%	78 27%	58 21%	112 36%p	132 43%pyA C	118 39%p	155 46%pyzACD
Food waste	68 24%	96 35%a	89 30%	100 35%a	88 29%	96 33%a	109 38%ace	92 31%	104 35%a	93 31%	111 37%ae	125 47%abcd efghjk	121 42%acef h	131 43%acef h	125 43%acef h	103 37%	120 38%	124 41%	121 40%	154 45%
The amount of sugar in food	59 20%	79 29%ae	79 27%e	68 23%	55 19%	68 23%	81 28%ae	75 25%	93 31%adef	98 33%adef	103 35%acde fh	113 42%abcd efghj	104 36%acde fh	122 40%abcd efghi	110 38%abcd efgh	81 29%	112 36%	118 39%p	108 36%	137 40%p

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	299	349	287	323	319	321	336	320	350	325	333	328
Weighted Base	322	350	315	325	335	337	349	338	354	350	373	369
Food prices	190 59%pzAB CD	206 59%pzAB CD	190 60%ppzA BCD	179 55%pzAB CD	184 55%pzAB CD	151 45%	159 46%	145 43%	154 43%	162 46%p	188 50%	186 50%
Food hygiene when eating out	102 32%	134 38%p	115 37%p	114 35%p	132 39%p	127 38%p	126 36%p	133 39%p	123 35%p	117 33%p	137 37%	128 35%
Animal welfare	102 32%	88 25%	101 32%	106 33%v	110 33%v	111 33%v	121 35%v	133 39%v	129 36%v	141 40%suww x	156 42%	140 38%
The amount of salt in food	132 41%p	166 47%ppzA CD	134 42%p	146 45%pAC	140 42%p	126 37%p	126 36%p	146 43%pC	125 35%p	135 39%p	148 40%	158 43%
The amount of saturated fat in food	118 36%p	133 38%pA	109 35%p	116 36%p	109 33%p	114 34%p	105 30%p	124 37%p	111 31%p	116 33%p	138 37%	135 37%
Food poisoning such as Salmonella and E.Coli	79 25%	100 29%	86 27%	88 27%	120 36%pqrs uwxzA	86 26%	87 25%	104 31%q	104 30%q	102 29%q	112 30%	114 31%
The amount of fat in food	127 39%pC	139 40%pC	119 38%p	134 41%pC	117 35%p	120 36%p	120 34%p	131 39%pC	110 31%p	130 37%p	119 32%	143 39%
Food waste	134 42%	140 40%	147 47%pq	130 40%	148 44%	153 45%	148 42%	168 50%pqrs vx	156 44%	160 46%p	172 46%	190 51%
The amount of sugar in food	106 33%	137 39%p	126 40%p	150 46%pqsu	153 46%pqsu	157 47%ppqsu	167 48%pqrs uv	185 55%pqrs tuwxy	171 48%pqrs tuvw	169 48%pqrs tuwv	193 52%	218 59%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	252	266	242	296	317	303	327
Weighted Base	291	274	299	288	298	293	286	297	296	297	297	266	290	304	288	278	315	304	304	339
Foods aimed at children including school meals	52 18% <i>kl</i>	52 19% <i>di</i>	45 15%	35 12%	49 16%	47 16%	47 17%	44 15%	33 11%	43 15%	48 16%	46 17% <i>kl</i>	45 15%	72 24% <i>cdef</i> <i>hjkmo</i>	40 14%	51 18%	75 24%	87 29% <i>kp</i>	86 28% <i>p</i>	117 34% <i>pquv</i> <i>AD</i>
Date labels, such as "best before" and "use by" labels	46 16%	71 26% <i>ace</i> <i>g</i>	53 18%	63 22%	54 18%	64 22%	52 18%	64 22%	61 21%	64 21%	57 19%	53 20%	62 21%	58 19%	70 24% <i>a</i>	35 13%	66 21% <i>p</i>	90 30% <i>pqs</i> <i>zBC</i>	65 21% <i>p</i>	90 27% <i>p</i>
Food miles (e.g. the distance food travels)	37 13%	31 11%	26 9%	22 8%	27 9%	35 12%	37 13%	27 9%	35 12%	27 9%	44 15% <i>cdeh</i> <i>j</i>	42 16% <i>cdeh</i> <i>j</i>	32 11%	38 13%	39 14% <i>d</i>	38 14%	58 18% <i>uA</i>	55 18% <i>uA</i>	48 16%	69 20% <i>puvA</i>
Food hygiene at home	37 13%	56 20% <i>adg</i> <i>hk</i>	51 17%	36 13%	50 17%	52 18% <i>h</i>	38 13%	33 11%	45 15%	42 14%	40 13%	40 15%	57 20% <i>adhk</i>	43 14%	48 17%	46 17%	57 18%	68 22% <i>sA</i>	49 16%	80 24% <i>sA</i>
The use of pesticides to grow food	32 11%	38 14%	35 12%	30 10%	32 11%	38 13%	46 16%	37 13%	37 13%	39 13%	38 13%	48 18% <i>acde</i>	55 19% <i>acde</i> <i>hi</i>	53 17% <i>acde</i>	44 15%	35 13%	62 20% <i>p</i>	59 19% <i>p</i>	52 17%	71 21% <i>p</i>
The use of additives (such as preservatives and colouring) in food products	29 10%	50 18% <i>aeh</i>	40 13%	45 16%	31 10%	35 12%	38 13%	35 12%	40 14%	41 14%	43 14%	41 15%	57 20% <i>acef</i> <i>h</i>	59 19% <i>aefh</i>	43 15%	40 14%	82 26% <i>pA</i>	63 21%	74 24% <i>p</i>	105 31% <i>pruvwA</i>
Genetically Modified (GM) foods	28 10%	41 15%	33 11%	43 15%	32 11%	27 9%	37 13%	39 13%	32 11%	34 11%	52 18% <i>acef</i> <i>ij</i>	38 14%	49 17% <i>aefi</i>	57 19% <i>acef</i> <i>ij</i>	42 14%	34 12%	60 19% <i>p</i>	64 21% <i>pu</i>	50 16%	83 24% <i>psu</i>
The feed given to livestock	26 9%	26 10%	26 9%	17 6%	19 6%	31 11%	22 8%	28 9%	29 10%	23 8%	27 9%	29 11% <i>d</i>	34 12% <i>de</i>	36 12% <i>de</i>	31 11%	35 13%	38 12%	56 18% <i>qsu</i> <i>wzA</i>	34 11%	50 15% <i>z</i>
Hormones/steroids /antibiotics in food	22 8%	26 9%	20 7%	17 6%	21 7%	37 13% <i>cdeg</i>	20 7%	34 11% <i>d</i>	38 13% <i>acde</i> <i>g</i>	37 12% <i>code</i>	36 12% <i>cdeg</i>	41 15% <i>abcd</i> <i>eg</i>	55 19% <i>abcd</i> <i>eghjk</i>	62 20% <i>abcd</i> <i>efghjk</i>	44 15% <i>abcd</i> <i>eg</i>	40 14%	45 14%	49 16%	37 12%	66 19% <i>s</i>

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	299	349	287	323	319	321	336	320	350	325	333	328
Weighted Base	322	350	315	325	335	337	349	338	354	350	373	369
Foods aimed at children including school meals	83 26%p	85 24%	98 31%p	96 30%p	85 25%	105 31%p	87 25%	108 32%ppv	97 27%p	92 26%p	99 27%	122 33%
Date labels, such as "best before" and "use by" labels	78 24%p	106 30%ppsz BC	75 24%p	90 28%pz	108 32%ppsu wzBCD	69 20%p	95 27%pz	73 22%p	80 23%p	85 24%p	85 26%	97 23%
Food miles (e.g. the distance food travels)	38 12%	47 13%	51 16%	53 16%	56 17%	61 18%u	43 12%	57 17%	60 17%	67 19%uA	74 20%	61 16%
Food hygiene at home	72 22%xA	77 22%xA	56 18%	51 16%	66 20%	66 20%	50 14%	80 24%xA	64 18%	64 18%	81 22%	75 20%
The use of pesticides to grow food	56 17%	59 17%	58 18%	71 22%p	74 22%p	67 20%p	58 17%	76 22%p	90 26%psuv wA	88 25%psuv wA	88 23%	88 24%
The use of additives (such as preservatives and colouring) in food products	70 22%p	79 23%p	62 20%	81 25%p	97 29%pwA	81 24%p	64 18%	87 26%pA	95 27%pwA	87 25%pA	81 22%	100 27%
Genetically Modified (GM) foods	46 14%	65 19%p	62 20%p	68 21%pu	69 20%p	69 21%p	72 21%pu	87 26%psuv	86 24%psu	73 21%pu	74 20%	72 19%
The feed given to livestock	34 11%	45 13%	34 11%	40 12%	50 15%z	30 9%	39 11%	59 17%suwz A	61 17%suwz A	55 16%z	73 19%	49 13%
Hormones/steroids /antibiotics in food	46 14%	54 15%	56 18%	67 21%qsu	72 21%qpsu	62 18% s	57 16%	80 24%pqrs uvA	84 24%pqrs uvA	91 26%pqrs tuvwxyzA	84 22%	94 26%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	252	242	296	317	303	327	
Weighted Base	291	274	299	288	298	293	286	297	296	297	266	290	304	288	278	315	304	304	339	
BSE ('mad cow disease')	20	29	21	26	11	31	14	27	28	16	17	22	21	28	19	25	45	46	36	50
	7%	10% ^{egjk}	7%	9% ^{se}	4%	11% ^{egjk}	5%	9% ^{se}	10% ^{eg}	5%	6%	8% ^{se}	7%	9% ^{se}	7%	9%	14% ^{wA}	15% ^{puv}	12%	15% ^{puvA}
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	39	39	47	47	66	62	60	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	13% ^{abcd}	13% ^{abcd}	18% ^{abcd}	16% ^{abcd}	22% ^{abcd}	22% ^{qrst}	22% ^{qrst}	-	-	-	-
	-	-	-	-	-	-	-	-	-	efghi	efghi	efghi	efghi	efghijk	efghijk	uvwxy	-	-	-	-
Net: Any	222	232	234	232	243	232	222	218	237	233	236	210	228	243	231	205	267	274	266	300
	76%	85% ^{ah}	76%	80%	82% ^h	79%	78%	73%	80%	78%	79%	79%	79%	80%	80%	74%	85% ^p	90% ^{puv}	88% ^{pt}	89% ^{pzACD}
None	57	32	52	49	42	51	53	71	53	48	53	45	53	47	52	39	25	29	28	
	20% ^b	12%	17%	17%	14%	17%	18% ^b	24% ^{bejl}	18% ^b	16%	18% ^b	17%	18% ^b	15%	18% ^b	12%	8%	10%	8%	
Don't know	12	11	13	7	12	10	12	8	5	16	8	10	9	14	6	19	9	5	9	11
	4%	4%	4%	3%	4%	3%	4%	3%	2%	5% ^{io}	3%	4%	3%	5%	2%	7% ^{qrsv}	3%	2%	3%	3%
Average number of mentions	4.79	5.59 ^{ae}	4.92	4.96	4.48	5.39 ^e	5.14	5.29 ^e	5.25 ^e	5.41 ^e	5.54 ^{ae}	6.22 ^{acd}	6.26 ^{acd}	6.66 ^{abc}	6.15 ^{acd}	5.75	6.04	6.53	6.08	7.10 ^{pqsuv}
												efghi	efghi	defghij	efghi					
Standard deviation	3.55	4.13	3.81	3.40	3.25	4.00	3.97	4.03	3.83	4.21	4.30	4.55	4.87	4.96	4.70	4.57	4.34	4.39	4.16	4.73
Standard error	0.24	0.29	0.25	0.23	0.21	0.26	0.28	0.27	0.24	0.28	0.26	0.29	0.32	0.35	0.32	0.34	0.27	0.26	0.26	0.28

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	299	349	287	323	319	321	336	320	350	325	333	328
Weighted Base	322	350	315	325	335	337	349	338	354	350	373	369
BSE ('mad cow disease')	29	32	35	36	40	31	26	45	46	33	32	34
	9%	9%	11%	11%	12%	9%	8%	13%A	13%A	10%	8%	9%
Chemicals from the environment, such as lead, in food	-	-	-	-	-	69	79	96	88	111	100	85
	-	-	-	-	-	20%qrst	23%qrst	28%qrst	25%qrst	32%pqrs	27%	23%
Food not being what the label says it is	-	-	-	-	-	84	82	95	69	84	90	84
	-	-	-	-	-	25%pqrs	24%pqrs	28%pqrs	19%qrst	24%pqrs	24%	23%
Net: Any	272	299	271	277	280	274	288	282	292	290	313	313
	84%p	86%p	86%p	85%p	83%p	81%p	83%p	83%p	83%p	83%p	84%	85%
None	37	40	35	42	43	50	53	43	48	45	53	42
	12%	12%	11%	13%	13%	15%rst	15%rst	13%	14%rt	13%	14%	12%
Don't know	13	10	9	6	12	13	7	13	13	14	8	14
	4%	3%	3%	2%	4%	4%	2%	4%	4%	4%	2%	4%
Average number of mentions	6.04	6.32	6.32	6.55	6.90pqs	7.09pqs	6.62	7.83pqr	7.20pqs	7.46pqr	7.48	7.55
					u	u		suvvxyA	uvw	suvwxA		
Standard deviation	4.29	4.35	4.18	4.32	4.37	4.79	4.63	5.31	5.45	5.05	5.44	5.39
Standard error	0.27	0.25	0.27	0.26	0.27	0.30	0.28	0.33	0.32	0.31	0.33	0.32

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	398	365	375	372	453	445	441	497
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	411	387	417	414	450	450	455	469
Food prices	274 62%hjk lmno	306 67%hij klmno	301 67%hijk lmno	277 65%hijk lmno	302 70%afgh ijklmno	274 62%hijk lmno	285 64%hijk lmno	225 54%l	240 58%klm	196 47%	193 51%	194 45%	203 49%	200 52%	214 51%	174 42%	237 53%pzA BC	289 64%pqx yzABCD	305 67%pqxy zABCD	308 66%pqxyzAB CD
The amount of salt in food	214 48%	253 55%gjk n	225 50%g	225 53%gk	218 51%g	219 49%g	187 42%	220 53%gk	193 47%	224 53%gkn	171 45%	212 49%g	206 50%g	177 46%	201 48%	168 41%	263 58%puw AC	246 55%p	249 55%p	267 57%pwAC
Food waste	193 44%	219 47%	214 48%	192 45%	206 48%	191 43%	219 49%	184 44%	207 50%	212 50%l	191 50%	242 56%abcd efh	227 55%abcd efh	195 50%l	209 50%	219 53%	247 55%	223 50%	234 51%	246 53%
The amount of fat in food	190 43%	220 48%go	205 46%	190 45%	207 48%go	194 44%	179 40%	190 45%	173 42%	198 47%go	165 43%	194 45%	193 47%go	164 42%	165 40%	164 40%	236 52%puA BCD	223 50%p	218 48%p	239 51%pA
The amount of sugar in food	185 42%	201 44%	182 41%	192 45%	194 46%	206 47%	199 44%	216 52%abcg	208 50%ac	254 60%abcd efgh	209 55%abcd efg	267 61%abcd efghi	245 60%abcd efghi	227 59%abcd efgi	251 60%abcd efghi	245 59%qrs tuw	215 48%	226 50%	212 47%	227 48%
Food hygiene when eating out	185 42%o	193 42%o	168 38%	177 41%	160 37%	193 44%no	170 38%	177 42%o	166 40%	158 37%	158 41%	177 41%	188 46%ceg no	138 36%	145 35%	145 35%	189 42%	178 40%	190 42%	200 43%p
The amount of saturated fat in food	184 41%	224 48%ahj kno	202 45%	186 44%	189 44%	196 44%	188 42%	170 41%	173 42%	174 41%	148 39%	200 46%k	191 47%k	157 41%	168 40%	151 37%	218 48%pA	210 47%p	217 48%p	240 51%pzABCD
Animal welfare	181 41%	208 45%	190 42%	180 42%	199 46%	176 40%	179 40%	183 44%	184 45%	195 46%	162 42%	210 48%afgn	203 49%acdf gri	154 40%	185 44%	175 42%	219 49%	203 45%	215 47%	243 52%pr
The use of additives (such as preservatives and colouring) in food products	143 32%	163 35%dg	135 30%	123 29%	136 31%	132 30%	126 28%	140 34%	136 33%	133 32%	113 30%	152 35%g	159 39%cdef gjk	132 34%	135 32%	138 33%	173 38%tu	162 36%	152 33%	149 32%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	454	448	499	464	441	497	450	491	407	488	431	443
Weighted Base	452	422	443	459	452	449	469	452	454	466	457	467
Food prices	288 64%pxyz zABCD	265 63%pqyz ABCD	285 64%ppxy zABCD	262 57%pyzA BCD	217 48%BC	197 44%	203 43%	183 41%	180 40%	218 47%C	204 45%	201 43%
The amount of salt in food	227 50%p	244 58%puwA C	223 50%p	260 57%pC	239 53%p	263 59%puwA C	234 50%p	237 52%p	219 48%p	247 53%p	227 50%	235 50%
Food waste	224 50%	231 55%	276 62%pqrs tuxvyC	246 54%	246 54%	259 58%ru	268 57%ru	259 57%ru	248 55%	278 60%rstu	235 51%	269 58%
The amount of fat in food	206 46%	232 55%psuw xyzABCD	205 46%	214 47%	211 47%p	209 47%	208 44%	206 46%	202 45%	210 45%	196 43%	212 45%
The amount of sugar in food	214 47%	227 54%rs	225 51%	285 62%qrst uvw	251 56%qstu	262 58%qrst uw	279 60%qrst uw	270 60%qrst uw	266 59%qrst uw	279 60%qrst uw	257 56%	298 64%
Food hygiene when eating out	183 41%	189 45%pA	183 41%	202 44%p	210 46%prAC	195 43%p	176 38%	180 40%	178 39%	192 41%	188 41%	177 38%
The amount of saturated fat in food	205 45%p	214 51%pzAB CD	217 49%pACD	216 47%p	213 47%p	195 43%	194 41%	198 44%p	191 42%	196 42%	182 40%	195 42%
Animal welfare	207 46%	234 55%pqrs uwa	213 48%	227 49%p	224 50%p	237 53%pru	220 47%	239 53%pru	221 49%	244 52%pr	229 50%	237 51%
The use of additives (such as preservatives and colouring) in food products	142 31%	148 35%	163 37%	164 36%	168 37%	176 39%tu	164 35%	162 36%	169 37%	169 36%	147 32%	168 36%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	398	365	375	372	453	445	441	497
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	411	387	417	414	450	450	455	469
Food poisoning such as Salmonella and E.Coli	139 31%g	138 30%g	132 29%	126 29%	116 27%	129 29%	106 24%	116 28%	134 32%g	112 27%	121 32%g	135 31%g	134 33%g	107 29%	122 29%	121	159 35%	146 33%	175 39%pwD	168 36%p
Foods aimed at children including school meals	130 29%	147 32%	149 33%	136 32%	153 35%	148 34%	142 32%	150 36%	142 34%	133 32%	157 36%a	160 39%abdg jk	138 36%	145 35%	150 36%qrs tuwvA BCD	107	107 24%	121 27%	111 24%	133 28%
Date labels, such as "best before" and "use by" labels	118 27%	134 29%gjn	115 26%	107 25%	128 30%gkln	116 26%	97 22%	127 30%gkln	119 29%gjn	89 21%	87 23%	113 26%	111 27%	85 22%	102 25%	106 26%	91 20%	121 27%q	119 26%q	136 29%q
Food miles (e.g. the distance food travels)	108 24%c	137 30%cik	84 19%	105 25%c	117 27%ck	107 24%	106 24%	111 26%ck	92 22%	117 28%ck	75 20%	105 24%	119 29%cik	93 24%	103 25%c	90 22%	139 31%p	135 30%p	128 28%p	138 29%p
The use of pesticides to grow food	106 24%	140 30%ach	106 24%	107 25%	119 27%	118 27%	121 27%	99 24%	120 29%	119 28%	108 28%	135 31%ach	142 35%acde lghno	99 26%	113 27%	118 29%	155 34%	146 32%	149 33%	165 35%p
Hormones/steroids /antibiotics in food	101 23%	102 22%	86 19%	92 22%	89 21%	105 24%	92 21%	109 26%c	116 28%bcde g	120 29%bcde g	88 23%	128 29%abcd eg	131 32%abcd elgk	112 28%bcde g	114 27%ceg	114	123 27%	120 27%	117 26%	143 31%
The feed given to livestock	100 23%g	115 25%code ghno	81 18%	74 17%	76 18%	93 21%	72 16%	74 18%	92 22%g	90 21%	81 21%	111 25%cdeg hno	115 28%cdef ghkno	67 17%	72 17%	77 19%	119 27%p	99 22%	113 25%p	119 25%p
Genetically Modified (GM) foods	96 22%	115 25%	100 22%	94 22%	111 26%	115 26%	103 23%	97 23%	121 29%acdj	119 28%a	99 26%	122 28%a	140 34%abcd elghko	109 28%a	108 26%	109 26%	126 28%	127 28%	126 28%	123 26%
Food hygiene at home	92 21%gn	94 20%gn	82 18%g	88 21%gn	103 24%gkln	83 19%g	58 13%	79 19%g	84 20%gn	80 19%g	61 16%	78 18%g	94 23%gkn	54 14%	84 20%gn	75 18%	106 24%wA	92 21%	99 22%	93 20%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	454	448	499	464	441	497	450	491	407	488	431	443
Weighted Base	452	422	443	459	452	449	469	452	454	466	457	467
Food poisoning such as Salmonella and E.Coli	146 32%	143 34%	141 32%	155 34%	159 35%	145 32%	153 33%	147 32%	154 34%	147 32%	146 32%	124 27%
Foods aimed at children including school meals	112 25%	130 31%qsu	129 29%	125 27%	130 29%	137 31%qsu	131 28%	124 27%	122 27%	137 29%	108 24%	148 32%
Date labels, such as "best before" and "use by" labels	126 28%q	130 31%q	126 28%q	140 30%q	133 29%q	118 26%q	117 25%	116 26%	112 25%	122 26%q	102 22%	106 23%
Food miles (e.g. the distance food travels)	139 31%sp	150 36%psyA BCD	151 34%pAB	142 31%p	130 29%p	154 34%pAB	130 28%	124 27%	129 28%p	135 29%p	114 25%	136 29%
The use of pesticides to grow food	134 30%	154 36%pu	154 35%	153 33%	152 34%	179 40%prsu xAB	144 31%	147 32%	154 34%	185 40%prsu xAB	145 32%	163 35%
Hormones/steroids /antibiotics in food	113 25%	134 32%u	124 28%	158 34%pqrs uWB	151 34%qrsu	157 35%pprs uwAB	132 28%	128 28%	145 32%u	154 33%rsu	154 34%	167 36%
The feed given to livestock	100 22%	133 32%prst uAD	117 26%p	122 27%p	122 27%p	121 27%p	100 21%	130 29%pruA	115 25%p	118 25%p	112 25%	109 23%
Genetically Modified (GM) foods	107 24%	108 26%	111 25%	125 27%	156 35%pqrs tuvwxAB	141 32%uw	124 27%	123 27%	142 31%uw	137 29%	120 26%	137 29%
Food hygiene at home	105 23%wA	101 24%wAC	77 17%	98 21%	98 22%	107 24%wA	78 17%	99 22%	83 18%	94 20%	93 20%	83 18%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	398	365	375	372	453	445	441	497
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	411	387	417	414	450	450	455	469
BSE ('mad cow disease')	73 16%en	75 16%en	70 16%en	71 17%en	50 12%	77 17%en	58 13%	55 13%	71 17%en	64 15%	52 14%	63 14%	71 17%en	41 11%	58 14%	37 9%	85 19%p	102 23%puA	101 22%puA	117 25%puwABC D
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	134 32%abcd efghi	124 33%abcd efghi	152 35%abcd efghi	147 36%abcd efghi	125 32%abcd efghi	132 32%abcd efghi	151 36%qrst uvwxy	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	133 32%abcd efghin	108 28%abcd efghi	121 28%abcd efghi	124 30%abcd efghin	88 23%abcd efghi	115 28%abcd efghi	92 22%qrst uvwxy	-	-	-	-
Net: Any	398 90%	426 92%mmo	405 90%o	393 92%mmo	399 92%kmno	404 91%mo	400 89%	369 86%	375 91%mo	375 89%	336 88%	386 89%	353 86%	337 87%	356 85%	361 87%	415 92%p	412 92%p	417 92%p	442 94%puyzABC D
None	38 9%	31 7%	36 8%	29 7%	25 6%	31 7%	42 9%	44 10%be	32 8%	40 9%	39 10%e	41 9%	50 12%bdef i	43 11%bdef	49 12%bdef	39 9%rtv	27 6%	25 5%	29 6%	23 5%
Don't know	6 1%	6 1%	7 2%	4 1%	8 2%	7 2%	7 2%	5 1%	6 2%	6 1%	7 2%	7 2%	8 2%	6 2%	12 3%	14 3%t	9 2%	13 3%t	9 2%	4 1%
Average number of mentions	7.06	7.47g	6.98	6.97	7.21	7.12	6.71	7.38g	7.40	8.15acd efgh	7.85acd g	8.45abc defghi	9.36abc defghij kln	7.89acd fg	8.27abc defghi	7.81	7.74	7.69	7.75	7.82
Standard deviation	4.84	4.68	4.49	4.59	4.69	4.72	4.28	4.62	5.12	5.27	5.02	5.24	5.59	4.85	5.52	5.15	4.71	4.80	4.76	4.72
Standard error	0.25	0.23	0.23	0.24	0.24	0.24	0.22	0.24	0.27	0.28	0.28	0.28	0.30	0.27	0.31	0.29	0.23	0.24	0.24	0.22

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/ABC/D



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	454	448	499	464	441	497	450	491	407	488	431	443
Weighted Base	452	422	443	459	452	449	469	452	454	486	457	467
BSE ('mad cow disease')	70 16%p	90 21%pu	80 18%p	93 20%p	100 22%puA	106 24%puwA C	75 16%p	85 19%p	78 17%p	88 19%p	75 16%	60 13%
Chemicals from the environment, such as lead, in food	-	-	-	-	-	172 38%qrst uvwxy	152 32%qrst uvwxy	159 35%qrst uvwxy	166 37%qrst uvwxy	169 36%qrst uvwxy	160 35%	176 38%
Food not being what the label says it is	-	-	-	-	-	152 34%pqrs tuvwxy	135 29%pqrs tuvwxy	151 33%pqrs tuvwxy	128 28%qrst uvwxy	134 29%pqrs tuvwxy	125 27%	131 28%
Net: Any	409 91%	394 93%pyAB CD	407 92%p	417 91%	401 90%	403 90%	415 89%	403 89%	402 89%	416 89%	388 85%	404 86%
None	30 7%	20 5%	30 7%	35 8%	39 9%tv	33 7%	45 10%tv	33 7%	42 9%rtv	34 7%	54 12%	51 11%
Don't know	12 3%t	8 2%	6 1%	7 2%	11 3%	13 3%t	9 2%	17 4%twx	10 2%	16 3%tw	14 3%	12 3%
Average number of mentions	7.45	8.28u	7.87	8.11	8.24u	9.15pqr stuvwxy A	8.25u	8.62pqr stuw	8.47ru	8.81pqr stuw	8.56	8.74
Standard deviation	4.60	5.22	4.94	5.07	5.03	5.55	5.38	5.40	5.61	5.52	5.46	5.32
Standard error	0.23	0.26	0.23	0.25	0.25	0.26	0.27	0.26	0.30	0.26	0.29	0.27

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	451	405	414	447	432	493	485	449	515	573	488	517	516	561	584	619
Weighted Base	330	327	329	312	321	334	331	325	328	336	329	335	332	331	339	348
Food prices	182 55%hij kinno	203 62%ach ijklnno	180 55%hijkl mno	190 61%hijkl mno	189 59%hijkl mno	195 58%hijkl mno	188 57%hijkl mno	154 47%ijkmo	148 45%ijkl	121 36%	114 35%	114 34%	129 39%	138 42%kl	133 39%	139 40%
The amount of salt in food	151 46%	156 48%o	157 48%o	161 52%kmo	145 45%	166 50%o	164 50%o	150 46%	153 47%	168 50%o	146 44%	154 46%	146 44%	157 47%o	139 41%	155 45%
The amount of sugar in food	140 42%	133 41%	133 40%	149 48%bc	148 46%	161 48%bc	163 49%abc	157 48%bc	163 50%abc	179 53%abce	168 51%abc	176 53%abc	175 53%abce	180 54%abcde o	161 47%bc	187 54%
Food waste	138 42%	144 44%	149 45%	143 46%	147 46%	160 48%	175 53%abode	155 48%	177 54%abode mo	178 53%abode	180 55%abode fmno	171 51%ab	156 47%	176 53%abode mo	159 47%	178 51%
The amount of fat in food	134 41%	141 43%k	138 42%	154 49%acijk lmno	138 43%k	155 46%kkno	147 44%kno	140 43%k	137 42%	141 42%k	117 36%	132 39%	133 40%	124 38%	128 38%	141 40%
The amount of saturated fat in food	131 40%no	128 39%o	130 40%o	131 42%no	121 38%o	137 41%no	130 39%o	124 38%o	139 42%no	132 39%no	126 38%o	126 38%o	126 38%o	110 33%	104 31%	123 35%
Animal welfare	129 39%	126 38%	126 38%	133 43%	121 38%	143 43%	135 41%	145 42%	154 44%e	134 46%abce	141 41%	141 42%	133 40%	135 41%	129 38%	135 39%
Food hygiene when eating out	107 33%	100 30%	104 32%	113 36%hkh	100 31%	123 37%hkh	109 33%	90 28%	125 38%bcehkh o	131 39%abcegh hko	90 27%	117 35%hkh	113 34%hkh	121 37%bhk	109 32%	110 32%
Food poisoning such as Salmonella and E.Coli	102 31%g	97 30%	98 30%	101 32%gk	85 27%	102 31%g	81 24%	93 29%	99 30%	102 31%g	85 26%	90 27%	104 31%g	97 29%	90 27%	96 28%
The use of pesticides to grow food	100 30%k	93 28%	82 25%	91 29%	83 26%	101 30%k	86 26%	86 27%	109 33%ceghk lmo	105 31%ck	79 24%	92 27%	91 27%	92 28%	92 27%	99 28%
The use of additives (such as preservatives and colouring) in food products	90 27%	83 26%	94 29%	85 27%	91 28%	105 31%o	92 28%	90 28%	101 31%o	103 31%o	92 28%	90 27%	88 26%	88 27%	81 24%	97 28%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	451	405	414	447	432	493	485	449	515	573	488	517	516	561	584	619
Weighted Base	330	327	329	312	321	334	331	325	328	336	329	335	332	331	339	348
Food miles (e.g. the distance food travels)	83 25%	93 29%	74 23%	90 29% ^c	80 25%	100 30% ^{co}	93 28%	79 24%	101 31% ^{cehlm} o	109 32% ^{acehl} mmo	92 28%	81 24%	81 24%	85 26%	82 24%	77 22%
Food hygiene at home	79 24% ^{ghk} lno	64 20%	73 22% ^{gk}	60 19%	66 21% ^g	77 23% ^{ghkl}	50 15%	55 17%	69 21% ^{gk}	72 21% ^{gk}	52 16%	58 17%	70 21% ^{gk}	60 18%	61 18%	62 18%
Date labels, such as "best before" and "use by" labels	74 22%	73 22%	83 25%	79 25%	85 26% ^o	92 28% ^o	76 23%	79 24%	111 34% ^{abode} fghiklmn o	85 25%	74 23%	82 25%	84 25%	83 25%	70 21%	87 25%
The feed given to livestock	72 22%	64 20%	65 20%	57 18%	60 19%	72 22%	60 18%	66 20%	80 24% ^{degno}	83 25% ^{degno}	64 20%	68 20%	72 22%	61 18%	65 19%	55 16%
Genetically Modified (GM) foods	70 21%	60 18%	66 20%	65 21%	56 18%	57 17%	60 18%	62 19%	76 23% ^{sekl}	80 24% ^{befgk} ln	58 18%	56 17%	73 22% ^l	60 18%	68 20%	58 17%
Hormones/steroids /antibiotics in food	66 20%	59 18%	65 20%	67 21%	64 20%	79 24% ^{lb}	62 19%	69 21%	93 29% ^{abode} ghikln	92 28% ^{abode} ghkl	71 22%	70 21%	86 26% ^{abcog}	74 22%	81 24% ^{bg}	73 21%
BSE ('mad cow disease')	54 16% ^l	70 21% ^{agj} lno	58 18% ^{lno}	60 19% ^{eghno}	44 14%	61 18% ^{lno}	47 14%	60 19% ^{lno}	67 20% ^{eghno}	54 16%	60 18% ^{lno}	40 12%	58 17% ^{lno}	41 12%	43 13%	38 11%
Foods aimed at children including school meals	46 14%	63 19% ^a	47 14%	66 21% ^{acg}	63 20% ^{ac}	66 20% ^{ac}	52 16%	63 19% ^{ac}	82 25% ^{acghl} o	76 23% ^{acg}	70 21% ^{acg}	63 19% ^a	78 23% ^{acg}	70 21% ^{acg}	63 19%	81 23%
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	101 30% ^{abode} fghik	79 24% ^{abode} fghi	87 26% ^{abode} fghi	86 26% ^{abode} fghi	86 26% ^{abode} fghi	87 26% ^{abode} fghi	90 26%
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	99 29% ^{abode} fghiklmn o	75 23% ^{abode} fghi	79 24% ^{abode} fghi	74 22% ^{abode} fghi	70 21% ^{abode} fghi	72 21% ^{abode} fghi	73 21%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	451	405	414	447	432	493	485	449	515	573	488	517	516	561	584	619
Weighted Base	330	327	329	312	321	334	331	325	328	336	329	335	332	331	339	348
Net: Any	280 85%	294 90% lahi jkimno	292 89% hklmno	277 89% hklmno	276 86%	293 88% hklno	286 86% ko	266 82%	278 85%	287 86%	268 81%	279 83%	279 84%	275 83%	277 82%	289 83%
None	38 12%	26 8%	28 9%	27 9%	33 10%	28 8%	37 11%	49 15% bcdef	40 12% b	37 11%	51 15% bcdef j	39 12%	42 13% bdf	44 13% bcdf	49 14% bcdf	45 13%
Don't know	12 4%	7 2%	8 2%	8 3%	12 4%	13 4%	8 2%	11 3%	11 3%	11 3%	10 3%	16 5% bg	11 3%	12 4%	13 4%	13 4%
Average number of mentions	6.96	6.64	6.57	7.19	6.83	7.35bc	6.90	7.19	7.83abce	8.25abcd	7.57bce	7.46bc	7.70bceg	7.67abce	7.28	7.44
Standard deviation	4.84	4.68	4.71	4.80	4.90	4.93	4.72	4.82	5.07	5.29	5.29	5.11	5.69	5.12	5.35	5.18
Standard error	0.25	0.25	0.25	0.24	0.25	0.24	0.23	0.25	0.24	0.24	0.26	0.25	0.27	0.24	0.25	0.23

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	1738	1769	1771	1775	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	1637	1634	1678	1672	**	**	**	**
Food prices	883 53% ijnno	1026 62% kjmno	1026 61% kijnno	1035 62% kijnno	1018 61% kijnno	998 59% kijnno	974 59% kijnno	852 51% kijnno	815 49% kijnno	694 41%	699 42%	670 40%	689 42%	761 47% kijm	750 45% kjl	711 42%	-	-	-	-
The amount of salt in food	757 45% kmo	834 50% acegijkmno	780 46% kmo	814 49% egikmno	724 44%	807 48% egikmno	727 44%	794 47% ekmo	730 44%	780 46% kmo	696 41%	759 45% k	689 42%	721 44%	702 42%	697 42%	-	-	-	-
Food waste	688 41%	748 45% a	751 45% a	754 45% a	726 44%	753 44%	848 51% abcdeth	746 44%	799 48% aefh	820 48% abcdeth	832 50% abcdeth	904 54% abcdethijkmo	814 50% abcdeth	843 52% abcdethi	817 49% abcdeth	857 51%	-	-	-	-
Animal welfare	677 41%	671 40%	647 39%	701 42%	639 38%	669 40%	647 39%	690 41%	679 41%	703 42%	687 41%	765 46% abcdethghijk	703 43% cefg	710 43% cefg	713 43% cefg	694 41%	-	-	-	-
The amount of fat in food	671 40% o	754 45% acegijkmno	692 41% o	758 45% acegijkmno	694 42% ko	746 44% agijkmno	657 40% o	709 42% ko	658 40% o	679 40% o	635 38%	694 41% ko	648 40% o	637 39%	607 36%	642 38%	-	-	-	-
The amount of saturated fat in food	646 39% k	702 42% aehijkmnno	691 41% ijkmnno	693 41% ijkmnno	641 39% k	705 42% hijkmnno	662 40% kjko	642 38% k	634 38% k	613 36%	577 34%	665 40% kjko	616 38%	602 37%	602 36%	587 35%	-	-	-	-
The amount of sugar in food	642 38%	688 41%	651 39%	705 42% a	650 39%	734 43% ace	719 43% ace	805 48% abcdeth	777 47% abcdeth	860 51% abcdeth	854 51% abcdeth	934 56% abcdethghijk	854 52% abcdethghij	869 53% abcdethghi	866 52% abcdethghi	919 55%	-	-	-	-
Food hygiene when eating out	621 37%	638 38% k	606 36%	640 38% k	582 35%	697 41% aceghijkmnno	607 37%	690 36%	647 39% ek	635 38% k	573 34%	645 38% ek	614 37% k	587 36%	609 36%	579 35%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
Food prices	-	-	-	-	-	-	-	-	-	-	-	-
The amount of salt in food	-	-	-	-	-	-	-	-	-	-	-	-
Food waste	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-
The amount of fat in food	-	-	-	-	-	-	-	-	-	-	-	-
The amount of saturated fat in food	-	-	-	-	-	-	-	-	-	-	-	-
The amount of sugar in food	-	-	-	-	-	-	-	-	-	-	-	-
Food hygiene when eating out	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	1738	1769	1771	1775	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	1637	1634	1678	1672	..*	..*	..*	..*
Food poisoning such as Salmonella and E.Coli	483 29%g	503 30%egk	504 30%eg	510 30%egjk	445 27%	497 29%g	426 26%	468 28%	525 32%eghijkn	461 27%	454 27%	497 30%g	490 30%g	464 28%	486 29%g	459 27%	-	-	-	-
The use of additives (such as preservatives and colouring) in food products	464 28%	474 28%	449 27%	458 27%	423 25%	451 27%	437 26%	466 28%	485 29%eko	479 28%	429 26%	495 30%egko	504 gko	470 29%ek	431 26%	477 29%	-	-	-	-
The use of pesticides to grow food	414 25%	438 26%cek	391 23%	420 25%	384 23%	430 25%	415 25%	415 25%	440 27%cek	454 27%cek	384 23%	458 27%cek	470 29%acde	457 28%aceh	420 25%	446 27%	-	-	-	-
Food miles (e.g. the distance food travels)	383 23%c	412 25%cko	394 20%	391 23%c	372 22%	401 24%c	404 24%ck	385 23%c	374 22%	423 25%cko	349 21%	378 23%	361 22%	363 22%	364 22%	350 21%	-	-	-	-
Foods aimed at children including school meals	369 22%	430 26%a	390 23%	437 26%a	414 25%	438 26%a	430 26%a	437 26%a	416 25%	439 26%a	409 24%	451 27%aco	434 27%ac	446 27%aco	397 24%	483 29%	-	-	-	-
Date labels, such as "best before" and "use by" labels	359 21%	453 27%acg	393 23%	419 25%aj	422 25%aj	464 27%acgjklmno	387 23%	445 27%acgjkn	475 29%acde	373 22%	395 24%	399 24%	395 24%	382 24%	395 24%	383 23%	-	-	-	-
Genetically Modified (GM) foods	339 20%	383 23%e	349 21%	368 22%e	315 19%	347 20%	346 21%	367 22%e	413 25%acefghko	401 24%acef	362 22%	401 24%acef	434 27%abcd	389 24%acef	365 22%	371 22%	-	-	-	-
Food hygiene at home	338 20%ghkn	348 21%ghkn	319 19%gk	324 19%gk	360 22%ghjkn	359 21%ghkn	257 16%	283 17%	321 19%gk	319 19%gk	263 16%	333 20%ghk	344 21%ghkn	284 17%	345 21%ghkn	320 19%	-	-	-	-
The feed given to livestock	322 19%eg	328 20%degk	295 16%	285 17%	259 16%	342 20%degk	272 16%	307 18%e	335 20%degk	308 18%	279 17%	367 22%cddeg	345 21%cddeg	297 18%e	307 18%e	289 17%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
Food poisoning such as Salmonella and E.Coli	-	-	-	-	-	-	-	-	-	-	-	-
The use of additives (such as preservatives and colouring) in food products	-	-	-	-	-	-	-	-	-	-	-	-
The use of pesticides to grow food	-	-	-	-	-	-	-	-	-	-	-	-
Food miles (e.g. the distance food travels)	-	-	-	-	-	-	-	-	-	-	-	-
Foods aimed at children including school meals	-	-	-	-	-	-	-	-	-	-	-	-
Date labels, such as "best before" and "use by" labels	-	-	-	-	-	-	-	-	-	-	-	-
Genetically Modified (GM) foods	-	-	-	-	-	-	-	-	-	-	-	-
Food hygiene at home	-	-	-	-	-	-	-	-	-	-	-	-
The feed given to livestock	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	1738	1769	1771	1775	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	1637	1634	1678	1672	..*	..*	..*	..*
Hormones/steroids	315	333	298	348	296	379	327	407	426	414	348	415	436	432	417	428	-	-	-	-
antibiotics in food	19%	20%	18%	21%ce	19%	22%ace	20%	24%abcd	26%abcd	24%abcd	21%ce	25%abcd	27%abcd	26%abcd	25%abcd	26%	-	-	-	-
BSE ('mad cow disease')	240	300	259	293	174	258	214	244	268	242	204	232	229	195	195	159	-	-	-	-
	14%eno	18%ace	15%egkn	17%aegh	10%	15%ekno	13%e	15%ekno	16%egkn	14%eno	12%	14%e	14%eo	12%	12%	9%	-	-	-	-
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	466	418	498	459	494	482	501	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	28%abcd	25%abcd	30%abcd	28%abcd	30%abcd	29%abcd	30%	-	-	-	-
Net: Any	1441	1498	1478	1499	1467	1487	1441	1419	1424	1437	1414	1447	1384	1403	1404	1419	-	-	-	-
	86%o	90%afg	88%hjk	89%aghi	88%hijk	88%hijk	87%ko	84%	86%	85%	84%	86%o	85%	86%	84%	85%	-	-	-	-
None	184	125	166	145	143	160	181	225	192	200	224	172	208	176	225	184	-	-	-	-
Don't know	44	42	37	32	51	47	37	36	46	56	40	59	44	55	49	70	-	-	-	-
	3%	2%	2%	2%	3%cd	3%	2%	2%	3%	3%cd	2%	4%cdgh	3%	3%cdgh	3%	4%	-	-	-	-
Average number of mentions	6.67	6.98e	6.65	6.91e	6.50	7.05ace	6.77	7.10ace	7.18ace	7.68abc	7.26acd	7.89abc	7.88abc	7.69abc	7.61abc	7.56	-	-	-	-
Standard deviation	4.62	4.66	4.54	4.57	4.49	4.77	4.57	4.71	4.83	5.13	5.03	5.17	5.44	5.06	5.28	5.13	-	-	-	-
Standard error	0.12	0.12	0.12	0.11	0.12	0.12	0.12	0.12	0.12	0.13	0.13	0.13	0.14	0.13	0.14	0.13	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
Hormones/steroids	-	-	-	-	-	-	-	-	-	-	-	-
antibiotics in food	-	-	-	-	-	-	-	-	-	-	-	-
BSE ('mad cow disease')	-	-	-	-	-	-	-	-	-	-	-	-
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	109	99	109	105	64	63	53	53
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	95*	90*	90*	94*	60*	60*	53*	54*
Food prices	60 61%lmn	60 65%lmn	54 54%lmn	73 70%ckl mno	60 57%lmn	56 61%lmn	60 59%lmn	45 57%lmn	61 63%lmn	48 55%lmn	45 52%lmn	26 29%	23 24%	25 28%	47 52%lmn	31 33%	33 55%p	47 79%pqw xyzABC D	33 62%pA	42 79%pqwxyAB CD
Food waste	51 52%bch lmno	26 28%	37 37%o	57 55%bcef himno	41 39%o	36 39%o	43 42%blo	30 37%o	52 53%bceh lmno	37 42%blo	38 43%blo	24 27%	31 32%	34 37%o	21 23%	41 44%	27 44%	31 52%	18 34%	24 45%
Animal welfare	49 50%beg lm	26 28%	37 36%	39 38%	37 35%	36 39%	36 35%	35 43%b	52 52%bcde gimno	47 50%bcde gimno	44 50%begl m	28 32%	31 33%	44 49%blm	33 37%	31 34%	22 36%	35 59%pqt uwoyA	23 43%	20 38%
The amount of salt in food	47 48%lm	36 39%	47 47%lm	58 56%bfg lmo	37 35%	36 40%	38 38%	36 45%lm	54 55%bfg lmo	44 50%elm	39 44%lm	31 35%	28 29%	41 45%lm	36 40%	32 34%	26 43%	40 67%pqx AD	36 69%pqxA D	30 55%p
The amount of saturated fat in food	47 48%bfg lmno	31 33%	38 38%mo	56 54%bcef ghlmno	39 37%mo	30 33%	27 26%	31 38%mo	53 54%bcef ghlmno	44 50%bfgl mno	37 42%glimo	23 26%	22 23%	25 28%	21 23%	30 32%	20 33%	33 56%pq	23 43%	28 52%pq
The amount of fat in food	46 47%bef lm	30 33%	37 36%	49 47%befl m	34 33%	30 33%	39 38%l	29 36%	44 44%lm	41 47%befl m	34 39%l	21 24%	27 29%	32 36%	32 35%	30 32%	23 39%	32 54%p	25 47%	28 53%p
The amount of sugar in food	46 47%	33 35%	37 36%	43 42%	39 37%	36 39%	43 42%	45 56%bcef	55 56%bcef	51 58%bcde fgm	44 50%	43 49%	40 42%	42 46%	46 51%bc	48 52%	24 41%	36 60%q	26 50%	24 45%
Food poisoning such as Salmonella and E.Coli	36 37%gl	25 27%	33 32%	43 41%bgl o	30 28%	27 30%	22 22%	27 34%	38 39%gl	32 37%gl	30 34%l	19 21%	31 32%	25 27%	24 27%	24 25%	21 35%	22 37%	23 44%p	22 40%
Food hygiene when eating out	36 36%	27 29%	35 35%	48 46%begl mo	31 30%	30 33%	33 32%	33 41%lm	49 50%bcef ghlmno	42 48%bfg lmo	38 44%belm	24 28%	25 26%	31 34%	27 31%	25 26%	23 37%	24 40%	25 46%p	29 53%p

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	60	127	141	115	119	135	126	126	120	123	109	124
Weighted Base	57*	57	64	64	64	60	60	60	109	113	106	110
Food prices	39 68%pAD	40 71%ppxA BCD	40 62%pA	36 56%p	38 60%pA	39 64%pAD	27 45%	33 55%p	62 57%p	58 51%p	57 54%	63 57%
Food waste	33 57% _s	29 51% _s	34 54% _s	32 50%	31 49%	39 64%ppst vxyA	28 47%	36 61%ppxA	64 59% _s	64 56% _s	62 59%	62 56%
Animal welfare	21 37%	27 47%	27 42%	26 40%	27 42%	33 55%ppqtu wxyA	21 34%	33 55%ppqtu wxyA	68 63%ppst uvwxyAD	54 48%pA	60 56%	64 58%
The amount of salt in food	36 63%ppA	32 57%p	35 54%p	33 51%p	35 55%p	37 61%ppA	28 47%	31 52%p	60 56%p	58 51%p	61 57%	46 42%
The amount of saturated fat in food	27 47%	31 55%ppA	31 49%pq	33 51%pq	29 45%	33 55%ppA	24 41%	31 52%pq	56 52%pq	49 44%	47 44%	43 39%
The amount of fat in food	28 49%p	30 53%pA	30 46%p	31 48%p	33 52%p	35 58%ppA	24 40%	32 53%pA	53 48%p	52 46%p	48 45%	45 41%
The amount of sugar in food	27 48%	30 53%	31 48%	34 53%	36 57%q	38 63%qtwA	29 48%	34 57%	67 62%qtwA	66 58%q	60 57%	62 57%
Food poisoning such as Salmonella and E.Coli	32 56%ppqw xA	24 42%p	23 36%	19 30%	28 43%p	31 51%ppqwx A	22 36%	29 49%px	52 47%px	48 42%p	46 43%	39 36%
Food hygiene when eating out	28 48%p	28 50%pA	27 43%p	32 50%pA	32 49%p	25 42%p	22 37%	25 42%p	49 45%p	43 38%	37 34%	25 23%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	109	99	109	105	64	63	53	53
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	95*	90*	90*	94*	60*	60*	53*	54*
Food miles (e.g. the distance food travels)	34	22	19	23	19	22	23	15	22	26	25	8	17	18	13	19	8	17	8	10
	35%ceh	24%l	19%	22%l	19%	24%l	23%l	19%	22%l	30%elmo	29%lo	10%	17%	20%l	14%	20%	13%	29%qA	15%	18%
The use of additives (such as preservatives and colouring) in food products	33	22	26	27	27	21	22	21	31	31	28	14	26	23	15	24	19	26	20	20
	34%glo	23%	26%	26%	25%	23%	21%	27%	32%lo	35%glo	31%lo	16%	27%	26%	17%	26%	31%	43%p	37%	38%
The use of pesticides to grow food	30	13	19	29	23	19	29	16	28	30	24	14	19	20	19	21	10	23	15	15
	31%bcl	14%	19%	28%bl	22%	21%	29%bcl	20%	29%bl	34%boeh	28%b	16%	20%	22%	21%	23%	17%	39%pqx	29%	29%
Hormones/steroids /antibiotics in food	29	10	17	20	23	15	16	13	25	33	20	9	19	25	13	24	14	12	9	16
	30%bcl	11%	17%	19%	21%l	17%	16%	16%	25%bl	38%bode	23%bl	10%	20%	27%blo	14%	26%	23%	20%	17%	29%w
Genetically Modified (GM) foods	27	8	17	21	24	10	15	13	20	25	30	10	25	15	12	18	13	14	10	19
	27%bfgl	9%	17%	20%b	23%bll	11%	15%	16%	20%b	29%bcfg	35%bcdf	11%	27%bfgl	17%	13%	19%	22%	23%	18%	36%px
BSE ('mad cow disease')	25	6	16	17	15	16	7	14	19	16	17	8	14	18	8	13	13	15	12	14
	25%begl	6%	16%bg	17%bg	14%	18%bg	7%	18%bg	19%bgo	19%bgo	20%bgo	10%	15%	20%bgo	9%	14%	21%	25%	23%	26%
Foods aimed at children including school meals	25	14	31	36	23	18	18	19	32	26	27	17	18	22	15	23	16	25	16	14
	25%	15%	31%bgmo	35%bfg	22%	20%	17%	23%	33%bfgl	30%bgo	31%bgo	19%	18%	24%	17%	25%	27%	42%p	31%	26%
The feed given to livestock	23	9	15	18	19	14	18	12	19	23	22	10	12	18	12	16	11	23	10	14
	24%blm	9%	15%	18%	18%	15%	18%	15%	19%	27%blm	25%blm	11%	12%	20%	14%	17%	18%	38%pqs	18%	27%
Date labels, such as "best before" and "use by" labels	19	12	24	30	29	24	20	25	36	24	24	17	15	19	14	15	18	24	19	26
	20%	13%	24%b	29%bmo	27%bm	27%b	19%	31%bmo	37%abgl	28%bm	28%b	20%	16%	21%	16%	16%	29%	41%pA	35%pA	49%pgwAD

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	60	127	141	115	119	135	126	126	120	123	109	124
Weighted Base	57*	57	64	64	64	60	60	60	109	113	106	110
Food miles (e.g. the distance food travels)	10 17%	15 27%qA	11 16%	12 18%	18 29%qA	19 32%pqsu wxA	10 16%	22 37%pqst uwxA	42 39%pqst uwxA	36 32%qsuw xA	35 33%	32 29%
The use of additives (such as preservatives and colouring) in food products	20 35%	27 48%pqwA	22 35%	23 36%	25 39%p	26 43%p	19 32%	22 37%	39 36%	41 36%	40 38%	42 38%
The use of pesticides to grow food	17 29%	21 36%pqx	20 32%q	15 24%	24 37%pqx	26 43%ppqxA	17 29%	24 41%pqx	43 40%ppx	39 34%q	43 41%	36 32%
Hormones/steroids /antibiotics in food	14 24%	14 25%w	10 15%	17 26%w	20 32%sw	22 36%rsw	17 29%w	23 39%pqrs uwx	46 42%pqrs uwxA	37 32%sw	46 44%	36 33%
Genetically Modified (GM) foods	13 23%	16 28%wx	11 17%	10 16%	20 31%wx	17 29%wx	13 22%	16 26%	30 27%	32 28%x	36 34%	22 20%
BSE ('mad cow disease')	16 29%pA	16 28%pAD	12 19%	12 19%	19 29%pAD	12 21%	9 15%	14 24%	31 29%pAD	18 16%	25 23%	23 20%
Foods aimed at children including school meals	23 39%	20 35%	21 33%	22 34%	24 37%	29 49%pqst vwxA	21 35%	31 51%pqst vwxAD	50 46%pqtw	42 37%	43 40%	45 41%
The feed given to livestock	12 21%	19 33%pqx AD	14 22%	12 18%	18 29%p	15 26%	11 18%	19 32%ppxA D	40 36%pqsu wxAD	23 20%	33 31%	19 18%
Date labels, such as "best before" and "use by" labels	20 34%pA	20 35%pA	21 32%pA	30 47%pqwy ABD	21 33%pA	27 45%ppqWA D	11 19%	20 33%pA	39 36%pA	32 28%	32 30%	20 18%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	109	99	109	105	64	63	53	53
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	95*	90*	90*	94*	60*	60*	53*	54*
Food hygiene at home	19	13	21	17	15	15	7	15	27	25	15	12	12	14	11	12	14	13	13	16
	19%g	14%	21%g	16%g	14%	17%g	7%	19%g	28%beglmo	29%bdeg	17%g	13%	13%	16%	12%	13%	23%AC	22%A	25%AC	30%pACD
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	32	34	15	23	25	14	21	-	-	-	-
	-	-	-	-	-	-	-	-	-	37%abcd	39%abcd	17%abcd	24%abcd	27%abcd	16%abcd	22%qrst	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	32	25	13	13	25	16	21	-	-	-	-
	-	-	-	-	-	-	-	-	-	36%abcd	28%abcd	14%abcd	14%abcd	28%abcd	18%abcd	22%qrst	-	-	-	-
Net: Any	90	80	85	94	81	82	89	68	91	79	81	65	77	68	71	69	50	59	51	51
	92%elmno	86%kl	84%	91%elmn	77%	91%elmn	88%eln	86%	93%elmn	91%elmn	93%elmn	74%	81%	75%	79%	74%	83%	98%pqw	96%pqAB	94%pABD
None	6	12	7	7	19	7	8	11	6	4	5	18	12	15	17	23	9	1	2	3
	6%	13%j	7%	7%	18%acdfg	7%	8%	13%j	6%	5%	6%	20%acdf	13%	17%acdi	19%acdf	24%rst	16%r	2%	4%	6%
Don't know	2	1	9	2	6	1	4	1	1	4	1	5	6	7	2	2	1	-	-	-
	2%	1%	9%abhik	2%	5%	2%	4%	1%	1%	4%	1%	6%bi	7%bi	8%bthik	2%	2%	1%	-	-	-
Average number of mentions	7.54bf	5.29	6.58	7.46bgl	7.00b	5.97	5.79	6.90b	7.85bf	8.94bce	7.90bf	5.89	6.10	8.00bf	6.32	7.51	7.08	8.43	7.15	8.18
	gl							lm	fghlmo	lm			lm	lm						
Standard deviation	4.83	3.95	4.79	5.10	4.99	4.93	3.66	4.94	4.87	5.95	5.41	4.86	5.19	5.39	4.66	5.48	5.29	4.42	4.37	4.97
Standard error	0.50	0.43	0.51	0.50	0.52	0.53	0.37	0.58	0.49	0.59	0.59	0.53	0.56	0.63	0.51	0.62	0.72	0.56	0.62	0.70

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	NI	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	60	127	141	115	119	135		126	126	120	123	109	124
Weighted Base	57*	57	64	64	64	60		60	60	109	113	106	110
Food hygiene at home	22 38% ^{pnyA} BCD	16 28% ^{pABC} D	13 20% ^A	19 29% ^{pABC} D	14 22% ^{AC}	23 38% ^{pnwyA} BCD		3 6%	10 17% ^A	13 12%	16 14%	12 11%	9 8%
Chemicals from the environment, such as lead, in food	-	-	-	-	-	17 29% ^{qrst} uvwxyz		22 36% ^{pqrs} tuvwxyz	28 47% ^{pqrs} tuvwxyz	52 48% ^{pqrs} tuvwxyz	38 34% ^{qrst} uvwxyz	46 43%	40 37%
Food not being what the label says it is	-	-	-	-	-	31 51% ^{pqrs} tuvwxyz D		18 29% ^{qrst} uvwxyz	26 44% ^{pqrs} tuvwxyz	51 47% ^{pqrs} tuvwxyz	39 34% ^{qrst} uvwxyz	32 30%	22 20%
Net: Any	51 89% ^p	53 92% ^{pABD}	56 87% ^p	60 93% ^{pABD}	55 86% ^p	55 92% ^{pABD}		48 80%	49 81%	92 85%	91 80%	89 84%	83 76%
None	6 11% ^r	4 6%	7 11% ^r	4 7%	9 14% ^r	4 7%		12 20% ^{rstv} xz	11 19% ^{rstv} xz	16 14% ^r	23 20% ^{rstv} xz	15 14%	26 24%
Don't know	-	1 1%	1 1%	-	-	-		-	-	1 1%	-	3 2%	-
Average number of mentions	8.56	8.65	7.79	7.47	8.92	10.35 ^{pqr} stvwxA		8.18	11.09 ^{pq} rstuvw yA	10.91 ^{pqr} stuvwxyA	9.77 ^{pq} swx	10.09	9.54
Standard deviation	5.28	5.47	5.17	5.09	5.80	6.59		5.77	6.17	6.77	6.38	6.95	6.61
Standard error	0.72	0.50	0.47	0.49	0.57	0.59		0.57	0.61	0.67	0.63	0.72	0.69

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876
Animal welfare	747 41%	732 40%	707 39%	761 41%	698 38%	732 40%	710 39%	750 41%	757 42%e	783 43%ceg	752 41%	826 45%abcde	803 44%bcelfg	808 44%bcelfg	806 43%celfg	789 42%
BSE ('mad cow disease')	277 15%egk no	321 18%aag hjkimn o	287 16%egkno	324 18%aaghj kimno	205 11%	290 16%egkno	233 13%	271 15%eno	306 17%egkin o	271 15%eo	230 13%	255 14%e	274 15%eno	231 13%	227 12%	194 10%
Date labels, such as "best before" and "use by" labels	396 22%	489 27%acg jkno	436 24%	475 26%aj	471 26%a	509 28%acgjk lmno	427 23%	500 27%acgjk lmno	532 29%acdeg jklmno	424 23%	430 24%	436 24%	449 24%	433 24%	441 24%	418 22%
Food hygiene at home	370 20%ghk n	375 21%ghk n	354 19%gk	357 19%gk	397 22%ghkn	390 21%ghkn	278 15%	316 17%	362 20%gkn	366 20%gkn	281 15%	354 19%gk	369 20%ghkn	314 17%	368 20%gk	341 18%
Food hygiene when eating out	679 37%	689 38%k	666 36%	716 39%ek	641 35%	755 41%acagh kmno	667 37%	665 36%	728 40%ceghk no	702 38%	633 35%	694 38%	688 37%	662 36%	673 36%	628 33%
Food miles (e.g. the distance food travels)	425 23%c	452 25%cek o	360 20%	424 23%c	401 22%	438 24%ck	438 24%ck	411 23%c	414 23%c	468 25%cehkl o	384 21%	408 22%c	420 23%c	418 23%c	412 22%	401 21%
Food poisoning such as Salmonella and E.Coli	541 30%g	550 30%g	560 31%g	574 31%eghk	507 28%	547 30%g	471 26%	515 28%	590 32%eghjk n	524 28%	506 28%	544 30%g	572 31%egk	537 29%g	557 30%g	522 28%
Food prices	976 53%jkl mno	1133 62%agh ijklmn o	1114 61%ahijk lmno	1150 63%alghi jklmno	1116 61%ahijk lmno	1094 59%ahijk lmno	1073 59%ahijk lmno	933 51%jklmn o	915 50%jklmn o	781 42%	771 42%	729 40%	774 42%	844 46%ijklm	854 46%klm	804 43%
Foods aimed at children including school meals	410 22%	470 26%a	437 24%	487 27%a	460 25%	476 26%a	469 26%a	478 26%a	472 26%a	495 27%ac	457 25%	498 27%aco	501 27%aco	510 28%aco	454 24%	551 29%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	ADDITIONAL COUNTRY															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876
Food waste	766 42%	805 44%	806 44%	835 46%a	800 44%	818 44%	925 51%abcde fh	808 44%	883 48%abcdf h	895 49%abcdf h	898 49%abcde fh	964 53%abcde fhjkmo	908 49%abcde fh	941 51%abcde fh	901 48%abcdf h	960 51%
Genetically Modified (GM) foods	379 21%	405 22%e	375 20%	408 22%e	353 19%	373 20%	372 20%	390 21%	453 25%acefg ho	444 24%acefg	405 22%e	426 23%cefg	489 27%abcde fghho	436 24%acefg	412 22%	410 22%
Hormones/steroids antibiotics in food	357 20%	355 20%	324 18%	384 21%ce	332 18%	409 22%bcefg	353 19%	436 24%abcde gk	471 25%abcde fgk	469 25%abcde fgk	385 21%ce	447 25%abcde gk	501 27%abcde fghk	493 27%abcde fghk	476 25%abcde fgk	488 26%
The amount of fat in food	741 41%o	816 45%ace gjkim no	753 41%o	836 46%acegh ijklmno	756 41%ko	807 44%agikm no	726 40%	768 42%ko	735 40%o	755 41%o	692 38%	747 41%o	728 40%	721 39%	687 37%	718 38%
The amount of salt in food	830 45%k	910 50%aag ijkimn o	863 47%ekmo	901 49%aagik lmno	797 44%	876 48%legkmo	800 44%	862 47%legkmo	819 45%	860 47%ukmo	763 42%	822 45%	777 42%	819 45%	799 43%	775 41%
The amount of saturated fat in food	713 39%ko	766 42%ehj kmno	752 41%jkmno	777 42%aehjk mno	707 39%k	767 42%jkmno	720 39%ko	706 39%k	716 39%ko	689 37%	638 35%	719 39%ko	694 38%	676 37%	670 36%	660 35%
The amount of sugar in food	712 39%	757 42%	714 39%	772 42%	717 39%	800 43%ace	793 43%ace	883 48%abcde fg	868 48%abcde fg	949 52%abcde fgi	926 51%abcde fg	1011 55%abcde fghijo	961 52%abcde fghi	977 53%abcde fghi	972 52%abcde fghi	1029 55%
The feed given to livestock	356 19%eg	360 20%egk	320 17%	318 17%	290 16%	375 20%cddegk	304 17%	330 18%	372 20%cddegk	346 19%e	311 17%	396 22%cddegk jkno	397 22%cddegk jkno	338 18%e	353 19%e	325 17%
The use of additives (such as preservatives and colouring) in food products	516 28%	521 29%	495 27%	506 28%	470 26%	499 27%	481 26%	510 28%	542 30%egko	536 29%eko	476 26%	531 29%eko	569 31%cdelfg ko	535 29%eko	486 26%	543 29%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



Q.1b-Q.1d Food issues concerned about- Summary
Base: All adults England/Wales/NI

	ADDITIONAL COUNTRY															
	ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876
The use of pesticides to grow food	455 25%	475 26%ce	424 23%	464 25%	424 23%	470 26%	465 25%	446 24%	493 27%cek	509 28%cehk	426 23%	497 27%cek	532 29%acdefghko	516 28%acehk	482 26%	503 27%
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	515 28%abode fghi	474 26%abode	541 30%abode	534 29%abode	557 30%abode	542 29%abode	562 30%
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	522 28%abode fghikmno	456 25%abode	492 27%abode	453 25%abode	441 24%abode	460 25%abode	420 22%
Net: Any	1582 87%o	1637 90%ace ghjkmno	1614 88%hijklmno	1644 90%aghijklmno	1599 88%hijkmo	1622 88%hijklmno	1586 87%kmo	1547 85%	1571 86%o	1572 85%	1544 85%	1561 85%	1554 84%	1561 85%	1564 83%	1572 84%
None	199 11%bd	138 8%	175 10%ab	156 8%	168 9%	170 9%	196 11%bd	240 13%abode fg	207 11%bdef	208 11%bdef	241 13%abode fg	201 11%bd	236 13%bdef	213 12%bdef	257 14%abode fgij	233 12%
Don't know	47 3%	42 2%	46 3%	34 2%	56 3%dh	49 3%	42 2%	37 2%	46 3%	60 3%dh	41 2%	64 4%bdghk	51 3%	62 3%dgkh	53 3%	71 4%
Average number of mentions	6.73	6.95e	6.66	6.98e	6.59	7.05ce	6.75	7.10aceg	7.28aceg	7.83abcd efghik	7.33abcd eg	7.91abcd efghik	7.97abcd efghik	7.82abcd efghik	7.70abcd efghi	7.66
Standard deviation	4.65	4.64	4.55	4.62	4.56	4.81	4.56	4.73	4.87	5.26	5.08	5.24	5.58	5.18	5.40	5.25
Standard error	0.11	0.11	0.11	0.11	0.11	0.11	0.11	0.12	0.12	0.12	0.12	0.13	0.14	0.13	0.13	0.13

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



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

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876
I am very concerned	(5) 278 15%	321 18% ejk lmnop	289 16% enop	305 17% eklm nop	242 13%	329 18% kaeghj klmnop	279 15%	281 15%	292 16% enop	265 14%	253 14%	256 14%	256 14%	245 13%	249 13%	247 13%
I am fairly concerned	(4) 666 36% op	644 35% op	705 38% dghjk lnop	662 36% op	664 36% op	640 35%	620 34%	624 34%	647 35% op	625 34%	615 34%	633 35%	654 36% op	637 35%	596 32%	601 32%
I am neither concerned nor unconcerned	(3) 390 21% cd	395 22% cd	341 19%	341 19%	370 20%	398 22% cd	394 22% cd	368 20%	369 20%	360 20%	365 20%	391 21% cd	353 19%	416 23% cdj mp	434 23% cd ehi j k m p	362 19%
I am fairly unconcerned	(2) 314 17%	339 19% f	320 17%	381 21% a cd f	355 19% f	283 15%	367 20% a cd f	342 19% f	351 19% f	359 20% f	355 19% f	343 19% f	379 21% a cd f	359 20% f	336 18% f	402 21% a b c d e f h i l o
I am very unconcerned	(1) 158 9% b	102 6%	167 9% b	141 8% b	168 9% b	175 10% b	155 9% b	193 11% b d g j	152 8% b	212 12% a b c d e	225 12% a b c d e	191 10% b d g j	184 10% b d	173 9% b	244 13% a b c d e	233 12% a b c d e f g h i j k l m n o p
Net: Concerned	945 52% k n o p	965 53% a e g h j k l m n o p	994 54% a e g h j k l m n o p	966 53% a e g h j k l m n o p	906 50% op	970 53% a e g h j k l m n o p	899 49% op	905 50% op	938 51% k n o p	890 48%	888 48%	888 49% op	910 49% op	882 48%	845 45%	848 45%
Net: Unconcerned	472 26%	442 24%	487 27%	522 28% b f	523 29% b f	458 25%	522 29% b f	535 29% a b f	503 28% b	571 31% a b c f	580 32% a b c d e	534 29% a b f	563 31% a b c f	533 29% a b f	580 31% a b c f	635 34% a b c d e f g h i j k l m n
Don't know	21 1% d g n	17 1% d n	13 1% d	4 *	25 1% d g k l n	16 1% d n	9 *	16 1% d n	14 1% d	18 1% d n	13 1% d	13 1% d	15 1% d	6 *	14 1% d	31 2% c d f g h i k l m n o
Mean score	3.33 k lm nop	3.41 a d e g h j k l m n o p	3.35 e h j k l m n o p	3.33 j k l m n o p	3.25 o p	3.36 e g h j k l m n o p	3.28 k o p	3.25 o p	3.32 j k l m n o p	3.20	3.17	3.23 o p	3.23 o p	3.23 o p	3.14	3.12
Standard deviation	1.18	1.15	1.20	1.20	1.19	1.22	1.19	1.23	1.20	1.24	1.25	1.21	1.22	1.19	1.24	1.25
Standard error	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03

Proportions/Mean: All Columns Tested (5% risk level)



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

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	933	983	978	978	1040	1025	977	1013
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	894	894	921	910	945	937	941	951
I am very concerned	(5) 119 14%	130 15%o	123 14%	128 15%o	110 12%	141 16%knp	113 13%	118 13%	139 16%kop	120 14%	118 13%	116 13%	116 13%	111 12%	99 11%	108 12%	159 17%	191 20%quy 2ABCDE F	166 18%uD	176 19%uABCD
I am fairly concerned	(4) 310 35%kop	302 34%kop	335 37%dfgj klop	291 33%o	330 37%ijkl op	287 32%	289 33%	293 33%o	316 36%kop	282 32%	262 29%	288 33%	303 34%o	303 34%ko	263 29%	269 30%	356 38%	341 36%	370 39%F	371 39%F
I am neither concerned nor unconcerned	(3) 190 21%	202 23%jp	172 19%	184 21%	179 20%	198 22%	213 24%ccijk mp	184 21%	174 20%	165 19%	179 20%	195 22%	170 19%	195 22%	232 25%ccdeh ijkm	168 18%	200 21%t	192 21%t	169 18%	157 17%
I am fairly unconcerned	(2) 171 19%	181 21%	169 18%	197 22%cf	176 20%	151 17%	178 20%	182 20%	178 20%	192 22%cf	188 21%t	173 20%	201 22%cf	182 20%	180 20%	207 23%cf	143 15%	158 17%	161 17%	185 19%qv
I am very unconcerned	(1) 89 10%b	57 7%	99 11%b	81 9%b	86 10%b	107 12%b	86 10%b	101 11%b	81 9%	120 14%abde gi	137 15%abcd efghimn	108 12%bd	99 11%b	99 11%b	143 16%abcd efghim n	139 15%abcd efghimn	69 7%r	45 5%	68 7%r	60 6%
Net: Concerned	429 49%kop	432 49%kop	458 51%ghjk lnop	419 47%kop	441 50%kop	428 48%kop	402 45%o	412 46%op	455 51%gijkl nop	402 45%o	380 43%	405 46%o	419 47%op	414 46%op	362 39%	377 41%	515 55%uDF	532 57%uyz ABCDEF	536 57%uyzA BCDEF	547 58%uvwxyz AB CDEF
Net: Unconcerned	260 29%	238 27%	258 29%	278 31%	262 29%	258 29%	264 30%	283 32%b	257 29%	313 35%abce fji	325 37%abcd efghin	281 32%b	300 34%bcfi	281 31%	324 35%abce fji	346 38%abc defghi ln	212 22%	203 22%	229 24%	245 26%rv
Don't know	4 *	8 1%	5 1%	2 *	7 1%	9 1% d	5 1%	9 1% d	4 *	7 1%	6 1%	6 1%	5 1%	4 *	3 *	18 2%acde gijklm no	17 2%twx ABD	9 1% TD	8 1%	2 *
Mean score	3.23jk op	3.31gh jklmno p	3.25jko p	3.22kop	3.23jko p	3.23jko p	3.19kop	3.17kop	3.29hjk lmnop	3.10	3.04	3.15op	3.15op	3.16kop	2.99	3.00	3.42uz ABCDEF	3.51uw xyzABC DEF	3.43uzA BCDEF	3.44uzABCDEF

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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

		FEMALE											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		1008	1044	1000	1060	1010	1073	1043	1060	1034	1008	1011	1026
Weighted Base		935	947	940	937	933	953	936	939	947	943	953	966
I am very concerned	(5)	132 14%	189 20% ^{uyzA} BCDEF	166 18% ^u D	162 17%	153 16%	145 15%	135 14%	139 15%	140 15%	134 14%	150 16%	138 14%
I am fairly concerned	(4)	334 36%	353 37%	331 35%	330 35%	330 35%	343 36%	353 38%	344 37%	351 37%	334 35%	333 35%	333 34%
I am neither concerned nor unconcerned	(3)	191 20% ^t	199 21% ^t	181 19%	184 20%	195 21% ^t	195 20% ^t	186 20%	196 21% ^t	183 19%	221 23% ^{stwx} C	202 21% ^t	194 20%
I am fairly unconcerned	(2)	179 19% ^{qv}	131 14%	189 20% ^{qvE}	160 17%	175 19% ^{qv}	167 18% ^v	167 18% ^v	170 18% ^v	179 19% ^{qv}	178 19% ^{qv}	156 16%	195 20% ^{qvE}
I am very unconcerned	(1)	82 9% ^{rt}	68 7% ^r	70 7% ^r	92 10% ^{qrstv}	71 8% ^r	92 10% ^{rt}	88 9% ^{rt}	84 9% ^{rt}	85 9% ^{rt}	74 8% ^r	101 11% ^{qrst} vwyD	94 10% ^{rt}
Net: Concerned		466 50%	541 57% ^{uyz} ABCDEF	497 53%	493 53%	483 52%	488 51%	488 52%	484 51%	491 52%	468 50%	483 51%	471 49%
Net: Unconcerned		260 28% ^{qv}	199 21%	258 27% ^{qv}	252 27% ^{qv}	246 26% ^{qv}	259 27% ^{qv}	255 27% ^{qv}	253 27% ^{qv}	263 28% ^{qv}	252 27% ^{qv}	257 27% ^{qv}	289 30% ^{qrst}
Don't know		17 2% ^{twxA} BD	7 1%	4 *	7 1%	9 1% ^D	11 1% ^D	7 1%	7 1%	9 1% ^D	2 *	11 1% ^D	12 1% ^{twD}
Mean score		3.28	3.49 ^{uwxyz} ABCDE F	3.38 ^F	3.33	3.34	3.30	3.30	3.31	3.30	3.29	3.29	3.24

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	933	983	978	978	1040	1025	977	1013
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	894	894	921	910	945	937	941	951
Standard deviation	1.20	1.15	1.22	1.21	1.19	1.25	1.18	1.23	1.21	1.27	1.29	1.23	1.23	1.21	1.24	1.28	1.16	1.14	1.18	1.18
Standard error	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



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

Base: All adults England/Wales/NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	1008	1044	1000	1060	1010	1073	1043	1060	1034	1008	1011	1026
Weighted Base	935	947	940	937	933	953	936	939	947	943	953	966
Standard deviation	1.19	1.17	1.20	1.23	1.18	1.21	1.20	1.19	1.20	1.18	1.22	1.21
Standard error	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F

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

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	252	266	242	296	317	303	327
Weighted Base	291	274	299	288	298	293	286	297	296	297	297	266	290	304	288	278	315	304	304	339
I am very concerned	(5) 32 11%e	33 12%e	28 10%	34 12%e	17 6%	36 12%e	27 9%	26 9%	24 8%	30 10%	27 9%	26 10%	24 8%	31 10%	27 9%	32 12%	38 12%	56 18%pqx zABCD	56 19%ppxz ABCD	49 14%
I am fairly concerned	(4) 95 33%	86 31%	116 39%ehln o	98 34%	91 31%	92 31%	91 32%	87 29%	105 35%	94 32%	100 34%	79 30%	101 35%	92 30%	86 30%	75 27%	129 41%pwy zB	101 33%	111 36%pwz	127 37%pwz
I am neither concerned nor unconcerned	(3) 73 25% d	68 25% d	63 19%	78 16%	77 22%	53 23%	63 24% d	75 22%	69 21%	69 24% d	53 19%	53 25% d	76 19%	81 26% dm	53 27% odm	64 20%	62 20%	62 17%	52 22%	73 22%
I am fairly unconcerned	(2) 60 21%	66 24%	63 21%	78 27% fko	77 26% fko	53 18%	63 22%	75 25% fk	69 23%	69 23%	53 18%	53 20%	76 26% fko	81 27% fko	53 18%	64 23% v	51 16%	62 20% v	61 20% v	66 19%
I am very unconcerned	(1) 29 10%	21 8%	35 12%	32 11%	43 14% bn	43 15% bn	34 12%	40 14% bn	31 10%	40 13% bn	45 15% bn	38 14% bn	33 11%	40 7%	43 15% bn	47 17% qrst uwyC	26 8%	22 7%	24 8%	25 7%
Net: Concerned	128 44%	118 43%	144 48%ehlo	132 46%e	108 36%	128 44%	118 41%	112 38%	129 44%	124 42%	127 43%	105 40%	125 43%	123 40%	113 39%	107 38%	168 53% pwz B	157 52% pz	167 55% pwzA BCD	175 52% pz
Net: Unconcerned	90 31%	87 32%	97 33%	110 38%	120 40% ab	96 33%	97 34%	115 39%	100 34%	109 37%	98 33%	91 34%	109 37%	101 33%	96 33%	111 40% qrst uwyxy D	76 24%	84 28%	85 28%	90 27%
Don't know	1 +	1 +	-	-	3 1%	3 1%	2 1%	4 1%	3 1%	1 1%	2 1%	2 1%	3 1%	-	1 +	5 2% stD	6 2% stD	1 +	-	-
Mean score	3.14e	3.15eh	3.14e	3.08e	2.87	3.09e	3.05	2.94	3.08e	3.02	3.04	3.01	3.02	3.11e	3.01	2.93	3.34pz	3.35pz	3.38pzA	3.32pzABCD
Standard deviation	1.17	1.15	1.20	1.24	1.17	1.26	1.18	1.21	1.16	1.22	1.22	1.22	1.19	1.11	1.21	1.29	1.14	1.20	1.22	1.15
Standard error	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.08	0.07	0.07	0.07	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



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

		26,35											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		299	349	287	323	319	321	336	320	350	325	333	328
Weighted Base		322	350	315	325	335	337	349	338	354	350	373	369
I am very concerned	(5)	48 15%	52 15%	52 16%xC	34 10%	52 16%C	40 12%	42 12%	41 12%	35 10%	39 11%	40 11%	39 11%
I am fairly concerned	(4)	112 35%z	128 37%pwz	88 28%	124 38%pwz	109 33%	91 27%	119 34%	108 32%	125 35%pz	121 35%z	123 33%	117 32%
I am neither concerned nor unconcerned	(3)	55 17%	75 21%	77 24%su	68 21%	83 25%su	81 24%su	67 19%	76 23%	74 21%	82 24%u	90 24%	74 20%
I am fairly unconcerned	(2)	76 24%qv	49 14%	67 21%v	63 19%	67 20%v	81 24%qv	71 20%v	68 20%v	78 22%v	65 18%	75 20%	90 24%
I am very unconcerned	(1)	24 8%	43 12%rty	31 10%	35 11%	22 7%	39 12%y	45 13%rstu y	40 12%y	38 11%	43 12%rty	42 11%	41 11%
Net: Concerned		160 50%pz	180 52%pz	140 44%	158 49%pz	161 48%pz	131 39%	161 46%	149 44%	160 45%	159 46%	163 44%	156 42%
Net: Unconcerned		101 31%	92 26%	97 31%	98 30%	89 27%	120 36%qrv y	117 33%qv	108 32%q	116 33%q	108 31%	117 31%	131 36%
Don't know		6 2%stD	3 1%	1 -	1 -	2 1%	5 1%stD	5 1%stD	4 1%	3 1%	-	3 1%	8 2%
Mean score		3.26pz	3.28pz	3.20p	3.18p	3.31pzC	3.04	3.12	3.13	3.12	3.13	3.12	3.06
Standard deviation		1.20	1.24	1.23	1.18	1.15	1.22	1.25	1.22	1.19	1.21	1.19	1.21
Standard error		0.07	0.07	0.07	0.07	0.06	0.07	0.07	0.07	0.06	0.07	0.07	0.07

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



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

	36-45																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	398	365	375	372	453	445	441	497
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	411	387	417	414	450	450	455	469
I am very concerned	(5) 68 15%	85 18%eln	77 17%en	72 17%en	52 12%	85 19%eln	74 17%	83 20%elmn	74 18%eln	61 14%	72 19%eln	55 13%	59 14%	45 12%	63 15%	61 15%	88 19%	98 22%puA	80 18%	96 20%p
I am fairly concerned	(4) 182 41%lgt o	181 39%	175 39%	163 38%	191 44%lghi jkn	149 34%	151 34%	155 37%	149 36%	148 35%	127 33%	163 38%	159 39%	136 35%	142 34%	132 32%	162 36%	164 36%	185 41%pb	180 38%
I am neither concerned nor unconcerned	(3) 90 20%	88 19%	75 17%	81 19%	77 18%	104 24%ce	100 22%c	79 19%	78 19%	77 18%	74 19%	101 23%c	85 21%	102 26%abod ehijk	103 25%cej	86 21%	81 18%	89 20%	81 18%	79 17%
I am fairly unconcerned	(2) 66 15%	79 17%	74 16%	85 20%	73 17%	74 17%	88 20%	66 16%	80 19%	80 19%	69 18%	71 16%	70 17%	68 18%	65 16%	72 17%v	77 17%v	76 17%v	69 15%	78 17%v
I am very unconcerned	(1) 33 8%	24 5%	45 10%bdf	25 6%	38 9%b	25 6%	35 8%	33 8%	28 7%	51 12%abdf gi	40 10%bdf	42 10%bdf	38 9%b	34 9%b	42 10%bdf	58 14%qrst uvwxyBC D	40 9%r	20 4%	37 8%r	33 7%
Net: Concerned	250 56%no	265 57%gjl no	252 56%en	236 55%en	242 56%en	234 53%	225 50%	238 57%jno	224 54%	209 50%	200 52%	218 50%	218 53%	182 47%	205 49%	193 47%	250 55%p	262 58%pA	265 58%pA	276 59%pA
Net: Unconcerned	99 22%	104 22%	119 26%	110 26%	111 26%	98 22%	123 27%	99 24%	108 26%	131 31%abfn	108 28%	113 26%	107 26%	103 27%	107 26%	130 31%rst uvwxyz	116 26%v	96 21%	106 23%	112 24%
Don't know	4 1%	6 1%dkn	2 +	-	1 +	6 1%dkn	1 +	2 +	3 1%	4 1%	-	2 +	1 +	-	2 +	5 1%	4 1%	2 1%	2 +	2 +
Mean score	3.42jn	3.49gj lmno	3.37	3.40jn	3.34	3.45jn	3.32	3.45jn	3.39j	3.21	3.33	3.27	3.32	3.23	3.29	3.16	3.41p	3.55pz ABD	3.44pA	3.49pA
Standard deviation	1.14	1.13	1.23	1.16	1.16	1.15	1.19	1.20	1.19	1.26	1.26	1.17	1.18	1.14	1.20	1.28	1.23	1.14	1.18	1.19
Standard error	0.06	0.05	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.07	0.06	0.06	0.06	0.06	0.07	0.06	0.05	0.06	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



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

		50,65											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		454	448	499	464	441	497	450	491	407	488	431	443
Weighted Base		452	422	443	459	452	449	469	452	454	466	457	467
I am very concerned	(5)	72 16%	90 21%puA	78 18%	91 20%	85 19%	76 17%	74 16%	85 19%	90 20%	86 18%	80 17%	72 15%
I am fairly concerned	(4)	174 38%	162 38%	177 40%p	158 34%	177 39%p	179 40%p	166 35%	155 34%	155 34%	165 35%	153 33%	160 34%
I am neither concerned nor unconcerned	(3)	99 22%	85 20%	77 17%	89 19%	78 17%	82 18%	86 18%	82 18%	86 19%	94 20%	94 21%	82 18%
I am fairly unconcerned	(2)	70 15%	50 12%	79 18%v	75 16%	73 16%	62 14%	93 20%vz	93 21%svuz	83 18%v	77 17%v	77 17%	103 22%
I am very unconcerned	(1)	29 6%	32 8%	31 7%	42 9%r	36 8%r	49 11%rtuw	49 10%ru	35 8%	37 8%r	41 9%r	50 11%	45 10%
Net: Concerned		245 54%p	252 60%pA	256 58%p	249 54%p	262 58%pA	255 57%p	240 51%	240 53%	244 54%	251 54%p	233 51%	231 50%
Net: Unconcerned		99 22%	82 19%	119 25%	117 25%v	109 24%	111 25%	141 30%rstuv	128 28%ruv	119 26%v	119 25%v	127 28%	147 32%
Don't know		8 2%twz	3 1%	1 *	4 1%	2 *	1 *	2 *	2 1%	4 1%	3 1%	3 1%	6 1%
Mean score		3.43p	3.54pAB	3.44pA	3.40p	3.45pA	3.38p	3.27	3.36p	3.40p	3.38p	3.30	3.24
Standard deviation		1.13	1.18	1.18	1.23	1.20	1.23	1.24	1.22	1.22	1.22	1.25	1.23
Standard error		0.05	0.06	0.05	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



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

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	451	405	414	447	432	493	485	449	515	573	488	517	516	561	584	619
Weighted Base	330	327	329	312	321	334	331	325	328	336	329	335	332	331	339	348
I am very concerned	(5) 53 16% _o	49 15%	48 14%	53 17% _{ko}	54 17% _{ko}	65 20% _{coghklmno}	48 14%	47 14%	56 17% _{ko}	58 17% _{ko}	39 12%	48 14%	48 14%	45 14%	39 12%	43 12%
I am fairly concerned	(4) 97 29%	113 35% _o	118 36% _o	94 30%	96 30%	110 33% _o	113 34% _o	101 31%	106 32%	114 34% _o	102 31%	127 38% _{adehko}	115 35% _o	123 37% _{adehko}	93 27%	118 34%
I am neither concerned nor unconcerned	(3) 82 25% _{ijlmn}	88 27% _{dihjklmno}	75 23% _{ijmno}	63 20%	72 23% _{ijm}	67 20%	71 21% _m	66 20%	65 20%	57 17%	68 21%	64 19%	53 16%	58 18%	68 20%	64 18%
I am fairly unconcerned	(2) 61 18%	56 17%	53 16%	74 24% _{bcdf}	58 18%	58 17%	70 21%	63 19%	61 19%	67 20%	69 21%	57 17%	73 22% _{cd}	68 21%	66 19%	73 21%
I am very unconcerned	(1) 30 9% _b	15 4%	26 8% _b	26 8% _b	33 10% _b	33 10% _b	25 7%	43 13% _{bcdfg}	35 11% _b	33 10% _b	47 14% _{abcdfgi}	36 11% _b	39 12% _{bg}	34 10% _b	68 20% _{abcde fghijklmno}	42 12%
Net: Concerned	149 45% _o	162 50% _{ko}	165 50% _{ko}	147 47% _o	150 47% _o	176 53% _{ahko}	160 48% _o	147 45% _o	162 49% _{ko}	172 51% _{ko}	141 43%	175 52% _{ahko}	163 49% _o	167 51% _{ko}	132 39%	161 46%
Net: Unconcerned	91 28% _b	71 22%	79 24%	100 32% _{bc}	92 29% _b	90 27%	95 29% _b	106 33% _{bc}	96 29% _b	100 30% _b	117 35% _{abcdfgi}	93 28% _b	112 34% _{bcdf}	102 31% _{bc}	134 39% _{abcde fghijn}	115 33%
Don't know	7 2% _f	6 2% _f	9 3% _{dflin}	3 1%	7 2% _f	1 *	5 1%	6 2% _f	4 1%	7 2% _f	4 1%	3 1%	4 1%	3 1%	6 2% _f	7 2%
Mean score	3.25 _{ko}	3.39 _{hkmno}	3.34 _{hko}	3.24 _{ko}	3.25 _{ko}	3.36 _{hkmo}	3.27 _{ko}	3.14 _o	3.27 _{ko}	3.29 _{ko}	3.05	3.28 _{ko}	3.18 _o	3.23 _{ko}	2.91	3.14
Standard deviation	1.21 0.06	1.08 0.05	1.16 0.06	1.23 0.06	1.24 0.06	1.25 0.06	1.17 0.05	1.27 0.06	1.25 0.06	1.25 0.05	1.26 0.06	1.22 0.05	1.27 0.06	1.22 0.05	1.32 0.06	1.24 0.05

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



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

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	1738	1769	1771	1775	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	1637	1634	1678	1672	**	**	**	**
I am very concerned	(5) 248 15%	294 18% aag hjkimn o	267 16% ekn	275 16% ejkl no	219 13%	300 18% aagh jkimno	248 15%	253 15%	262 16% e	229 14%	224 13%	229 14%	231 14%	218 13%	232 14%	226 13%	-	-	-	-
I am fairly concerned	(4) 615 37% o	587 35%	660 39% bfgh jkimno	604 36% o	610 37% o	590 35%	564 34%	574 34%	584 35%	574 34%	571 34%	589 35%	580 35%	570 35%	546 33%	557 33%	-	-	-	-
I am neither concerned nor unconcerned	(3) 359 22% c	368 22% cdm	315 19%	321 19%	345 21%	362 21%	366 22% cdm	346 21%	337 20%	337 20%	343 20%	370 22% cdm	313 19%	385 24% cdhi jkn	379 23% cdm	313 19%	-	-	-	-
I am fairly unconcerned	(2) 284 17%	306 18% cf	284 17%	346 21% acfo	322 19% f	262 16%	334 20% aclo	318 19% f	328 20% acf	331 20% cf	323 19% f	318 19% f	345 21% acfo	310 19% f	288 17%	358 21%	-	-	-	-
I am very unconcerned	(1) 146 9% b	94 6%	143 8% b	125 7% b	144 9% b	164 10% bd	142 9% b	175 10% bd	138 8% b	205 12% abcd efghlmn	206 12% abcd efghlmn	160 10% bd	154 9% b	144 9% b	222 13% abcd efghim n	189 11%	-	-	-	-
Net: Concerned	863 52% jko	881 53% ghj kno	927 55% aagh jkimno o	879 52% jkin o	829 50% o	890 55% qkl no	813 49%	827 49%	847 51% jko	803 47%	795 47%	818 49%	811 50%	788 48%	778 46%	783 47%	-	-	-	-
Net: Unconcerned	430 26%	400 24%	426 25%	472 28% b	466 28% b	426 25%	475 29% bcf	483 29% abcfl	466 28% b	536 32% abcd efin	528 31% abcd efin	477 28% bcf	499 30% abcfl	454 28% b	509 30% abcfl	547 33%	-	-	-	-
Don't know	18 1% dgn	16 1% dgn	13 1% d	4 *	21 1% dgn	15 1% dg	5 *	14 1% dg	12 1% d	17 1% dgn	12 1% d	13 1% d	14 1% dg	6 *	12 2%	30 2%	-	-	-	-
Mean score	3.32jk mo	3.41ae ghijkl mno	3.37egh jkimno	3.33hjk lmno	3.27jko	3.36egh jkimno	3.27jko	3.25	3.31jko	3.17	3.17	3.25	3.24	3.25	3.17	3.17	-	-	-	-
Standard deviation	1.18	1.15	1.19	1.19	1.18	1.22	1.19	1.23	1.20	1.24	1.24	1.19	1.21	1.17	1.25	1.24	-	-	-	-
Standard error	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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

		SCOTLAND											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base		..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
I am very concerned	(5)	-	-	-	-	-	-	-	-	-	-	-	-
I am fairly concerned	(4)	-	-	-	-	-	-	-	-	-	-	-	-
I am neither concerned nor unconcerned	(3)	-	-	-	-	-	-	-	-	-	-	-	-
I am fairly unconcerned	(2)	-	-	-	-	-	-	-	-	-	-	-	-
I am very unconcerned	(1)	-	-	-	-	-	-	-	-	-	-	-	-
Net: Concerned		-	-	-	-	-	-	-	-	-	-	-	-
Net: Unconcerned		-	-	-	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	109	99	109	105	64	63	53	53
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	95*	90*	90*	94*	60*	60*	53*	54*
I am very concerned	(5) 20 20%im	11 12%	14 14%	21 21%im	13 13%	14 15%im	15 15%im	18 22%im	16 16%im	16 18%im	21 24%kbemno	14 16%im	6 6%	11 12%	11 12%	14 15%	11 18%	16 26%A	9 17%	8 15%
I am fairly concerned	(4) 34 34%	33 36%	26 26%	34 33%	34 32%	28 31%	31 31%	24 30%	37 38%l	35 40%cd	24 27%	20 23%	33 35%	26 28%	29 32%	20 21%	18 30%	24 40%p	18 33%	23 43%pz
I am neither concerned nor unconcerned	(3) 20 21%	18 19%	18 17%	14 13%	20 19%	27 30%cdkl	18 18%	24 23%	16 18%	13 15%	16 17%	15 23%	22 18%	16 18%	19 21%	19 21%x	10 17%x	8 14%	9 16%	7 13%
I am fairly unconcerned	(2) 14 15%	26 28%aah il	29 29%aahi jl	24 23%	16 15%	15 17%	22 22%	12 15%	15 16%	15 17%	18 21%	13 15%	21 22%	18 20%	18 20%	15 16%	15 26%vyC	7 12%	7 14%	11 20%
I am very unconcerned	(1) 8 8%	3 4%	14 14%bj	10 10%	19 18%abfj	5 6%	11 11%	6 8%	5 5%	4 5%	11 12%b	25 28%abcd fghijkmo	13 14%bj	19 21%abdf hj	11 13%b	25 26%qrut vwyzABD	5 8%	5 8%	10 20%wz	5 9%
Net: Concerned	53 54%cd	44 48%	40 40%	56 54%	47 45%	42 46%	47 46%	42 52%	53 54%	51 58%clmn	45 51%	35 40%	39 41%	37 41%	40 44%	34 36%	29 47%	39 66%ppA	27 51%	31 58%p
Net: Unconcerned	22 22%	30 32%	43 43%afhi j	35 33%	35 33%	21 23%	33 33%	19 23%	21 21%	19 22%	29 33%	38 44%afhi j	34 35%aj	37 41%afhi j	29 32%	40 43%nw yzC	21 34%v	12 20%	18 33%	16 29%
Don't know	3 3%	1 1%	-	-	4 4%cd	1 1%	3 3%	2 2%	1 1%	1 1%	1 1%	-	1 1%	-	2 2%	1 1%	1 1%	-	-	-
Mean score	3.46ce imn	3.24l	2.97	3.31ln	3.07	3.33clm	3.18	3.44clm	3.44cel	3.51cel	3.31l	2.84	2.98	2.91	3.12	2.82	3.23	3.65ps	3.15	3.36p
Standard deviation	1.21	1.11	1.29	1.31	1.33	1.12	1.26	1.23	1.11	1.13	1.37	1.48	1.17	1.35	1.24	1.42	1.26	1.22	1.40	1.22
Standard error	0.12	0.11	0.12	0.12	0.12	0.11	0.12	0.13	0.11	0.11	0.14	0.14	0.11	0.14	0.12	0.14	0.16	0.15	0.19	0.17

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base



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

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	60	127	141	115	119	135	126	126	120	123	109	124
Weighted Base	57*	57	64	64	64	60	60	60	109	113	106	110
I am very concerned	(5) 10 17%	15 26%pAD	15 24%A	11 17%	14 22%	20 33%ppqt uxABCD	8 14%	12 20%	20 18%	16 14%	6 6%	7 6%
I am fairly concerned	(4) 20 35%	22 39%pz	24 38%p	26 40%pz	25 39%pz	16 27%	20 33%p	23 38%p	41 37%p	42 37%p	22 20%	25 22%
I am neither concerned nor unconcerned	(3) 5 9%	9 16%kx	10 16%kx	4 6%	8 13%	8 13%	8 14%kx	7 11%	18 16%kx	14 12%	37 35%	30 27%
I am fairly unconcerned	(2) 17 30%prsv yC	5 10%	11 17%	12 18%	8 12%	13 22%vyC	15 25%nyC	12 19%v	13 12%	31 27%rnyC	31 29%	29 26%
I am very unconcerned	(1) 5 9%	5 9%	3 4%	12 19%rvwz D	9 14%wz	3 5%	9 14%wz	7 11%w	17 16%wz	11 9%	11 11%	19 18%
Net: Concerned	30 52%	37 65%pgAD	39 62%pA	36 57%p	39 61%pA	36 60%p	28 47%	35 58%p	60 55%p	58 51%p	28 26%	32 29%
Net: Unconcerned	22 39%rvw	11 19%	14 22%	24 37%rvw	17 26%	16 27%	23 39%rvwy	18 31%v	31 28%	41 36%rvw	42 39%	48 44%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
Mean score	3.22	3.64pqs	3.60psx	3.18	3.42p	3.60pxA	3.08	3.36p	3.29p	3.20p	2.82	2.74
Standard deviation	1.29	1.23	1.16	1.42	1.34	1.30	1.31	1.31	1.34	1.25	1.06	1.18
Standard error	0.17	0.11	0.10	0.13	0.12	0.11	0.12	0.12	0.12	0.11	0.10	0.11

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base

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

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876
I am very concerned	(5) 278 15%	321 18% sejk lmno	289 16% eno	305 17% eklmn o	242 13%	329 18% aaghj klmno	279 15%	281 15%	292 16% eno	265 14%	253 14%	256 14%	256 14%	245 13%	249 13%	247 13%
I am fairly concerned	(4) 666 36% o	644 35% o	705 38% fghjk lno	662 36% o	664 36% o	640 35%	620 34%	624 34%	647 35% o	625 34%	615 34%	633 35%	654 36% o	637 35%	596 32%	601 32%
I am neither concerned nor unconcerned	(3) 390 21% cd	395 22% cd	341 19%	341 19%	370 20%	398 22% cd	394 22% cd	368 20%	369 20%	360 20%	365 20%	391 21% cd	353 19%	416 23% cdjlm	434 23% odehi jkm	362 19%
I am fairly unconcerned	(2) 314 17%	339 19% f	320 17%	381 21% aclo	355 19% f	283 15%	367 20% acd	342 19% f	351 19% f	359 20% f	355 19% f	343 19% f	379 21% acfo	359 20% f	336 18% f	402 21%
I am very unconcerned	(1) 158 9% b	102 6%	167 9% b	141 8% b	168 9% b	175 10% b	155 9% b	193 11% bdgji	152 8% b	212 12% abcde fgjn	225 12% abcde fgimn	191 10% bdgji	184 10% bd	173 9% b	244 13% abcde fghilmn	233 12%
Net: Concerned	945 52% kno	965 53% egh jklmno	994 54% eghjk lmno	966 53% gklm no	906 50% o	970 53% gklm no	899 49% o	905 50% o	938 51% kno	890 49%	868 49%	888 49% o	910 49% o	882 48%	845 45%	848 45%
Net: Unconcerned	472 26%	442 24%	487 27%	522 28% bf	523 29% bf	458 25%	522 29% bf	535 29% abcf	503 28% b	571 31% abcdfi	580 32% abcde fgj	534 29% abcf	563 31% abcdfi	533 29% abcf	580 31% abcdfi	635 34%
Don't know	21 1% dgn	17 1% dn	13 1% d	4 *	25 1% dgkn	16 1% dn	9 *	16 1% dn	14 1% d	18 1% dn	13 1% d	13 1% d	15 1% d	6 *	14 1% d	31 2%
Mean score	3.33jk lmno	3.41ad eghjk lmno	3.35ehjk lmno	3.33klm no	3.25o	3.36eghj klmno	3.28ko	3.25o	3.32klm no	3.20	3.17	3.23o	3.23o	3.23o	3.14	3.12
Standard deviation	1.18	1.15	1.20	1.20	1.19	1.22	1.19	1.23	1.20	1.24	1.25	1.21	1.22	1.19	1.24	1.25
Standard error	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



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

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876
I am very concerned	(5) 205 11%	245 14%aej kop	211 12%	220 12%	203 11%	289 16%acdeg hijkmnop	244 13%ejop	230 13%p	259 14%acejk lnop	198 11%	205 11%	214 12%	236 13%p	212 12%	209 11%	195 10%
I am fairly concerned	(4) 633 35%kmn o	615 34%mo	653 36%ijklm nop	606 33%	601 33%	669 36%degij klmnop	601 33%	626 34%kmo	580 32%	583 32%	569 31%	577 32%	563 31%	579 32%	569 30%	607 32%
I am neither concerned nor unconcerned	(3) 393 21%c	387 21%	343 19%	373 20%	395 22%c	361 20%	379 21%	351 19%	395 22%c	392 21%c	381 21%	385 21%	377 20%	421 23%chp	436 23%cdhlm p	367 20%
I am fairly unconcerned	(2) 398 22%f	414 23%f	412 22%f	453 25%afho	410 22%f	329 18%	425 23%fo	400 22%f	397 22%f	407 22%f	403 22%f	425 23%fo	430 23%fo	417 23%f	382 20%	424 23%f
I am very unconcerned	(1) 187 10%b	143 8%	209 11%bg	177 10%	187 10%b	181 10%b	170 9%	209 11%bg	185 10%b	245 13%abdef gin	261 14%abcde	214 12%bdg	224 12%bdfg	202 11%b	272 14%abcde	255 14%abcdefgin
Net: Concerned	838 46%jko	860 47%jkl mnop	865 47%ijklm op	826 45%o	804 44%	958 52%abcde ghijklmn op	845 46%jkop	856 47%ijklm op	839 46%jko	780 42%	774 42%	791 43%	799 43%	791 43%	778 42%	803 43%
Net: Unconcerned	585 32%f	557 31%	621 34%bf	630 34%bf	597 33%f	511 28%	595 33%f	609 33%f	582 32%f	651 35%abfi	664 36%abefg i	638 35%bf	654 36%abfi	619 34%bf	653 35%bf	679 36%abefgi
Don't know	12 1%	13 1% ^d	7 *	5 *	27 1%abcdfg hiklmno	12 1%	5 *	8 *	9 *	16 1% ^{dgn}	7 *	12 1%	11 1%	5 *	7 *	27 1%abcdghiklmno
Mean score	3.15jk op	3.22cd ejklmn op	3.13jkop	3.13jkop	3.12kop	3.30acde ghijklmn op	3.18jklm op	3.15jkop	3.18jklm nop	3.04	3.03	3.08	3.09	3.10	3.03	3.03
Standard deviation	1.19	1.18	1.22	1.20	1.19	1.22	1.20	1.23	1.22	1.23	1.25	1.22	1.24	1.20	1.24	1.24
Standard error	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03

Proportions/Means: All Columns Tested (5% risk level)



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

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	933	983	978	978	1040	1025	977	1013
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	894	894	921	910	945	937	941	951
I am very concerned	(5) 87 10%	92 10%	87 10%	87 10%	97 11%	125 14%abcd hjop	102 12%	92 10%	135 15%abcd eghikln op	88 10%	100 11%	100 11%	108 12%	102 11%	94 10%	85 9%	118 12%	153 16%quz ABDEF	124 13%	133 14%
I am fairly concerned	(4) 282 32%ko	293 33%kmo	300 34%kmo	272 31%	296 33%kmo	286 32%ko	281 32%ko	298 34%kmo	272 31%	280 32%k	237 27%	265 30%	254 28%	280 31%k	251 27%	281 31%	351 37%uzC D	323 34%	354 38%uyzB CD	334 35%
I am neither concerned nor unconcerned	(3) 194 22%p	188 21%	170 19%	187 21%	193 22%	188 21%	189 21%	166 19%	192 22%	180 20%	182 20%	183 21%	182 20%	189 21%	220 24%chp	164 18%	199 21%	199 21%	173 18%	186 20%
I am fairly unconcerned	(2) 205 23%	223 25%fi	214 24%f	236 27%efij o	193 22%	179 20%	212 24%f	205 23%	188 21%	196 22%	218 25%f	210 24%	219 24%f	207 23%	196 21%	208 23%	193 20%v	190 20%v	198 21%v	217 23%v
I am very unconcerned	(1) 115 13%b	77 9%	120 13%b	98 11%	99 11%	108 12%b	96 11%	118 13%b	101 11%	133 15%bdieg i	150 17%abcd elghin	124 14%bg	125 14%b	113 13%b	158 17%abcd elghin	155 17%abcd elghin	72 8%	66 7%	89 9%	79 8%
Net: Concerned	369 42%	385 44%ko	387 43%ko	359 41%	394 44%ko	412 46%dklm op	383 43%ko	390 44%ko	407 46%dkmo p	367 41%	337 38%	365 41%	362 41%	382 43%ko	345 37%	366 40%	469 50%uzD	476 51%uyz BCDEF	478 51%uzBC DEF	466 49%uzD
Net: Unconcerned	320 36%	300 34%	334 37%fi	334 38%efi	293 33%	286 32%	308 35%	323 36%	289 32%	329 37%fi	369 41%abef ghin	334 38%efi	344 38%efi	320 36%	354 38%efi	364 40%bef gi	265 28%v	257 27%	287 30%v	296 31%v
Don't know	1 *	8 1%a	3 *	2 *	10 1%adiko	8 1%adk	3 *	7 1%a	3 *	10 1%adgik o	2 *	5 1%	5 1%	4 *	3 *	16 2%acd ikmmo	11 1%twxD	5 1%	4 *	3 *
Mean score	3.02	3.11jk cp	3.02	3.02	3.11jko p	3.16acd jkimop	3.09kop	3.05ko	3.17acd hkimop	2.99	2.91	3.01	3.00	3.06kop	2.92	2.92	3.27uz ABDEF	3.33uy zABCDE F	3.24z	3.24z
Standard deviation	1.21	1.16	1.23	1.19	1.20	1.25	1.21	1.24	1.25	1.28	1.25	1.26	1.26	1.23	1.26	1.27	1.15	1.18	1.20	1.19
Standard error	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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

		FEMALE											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		1008	1044	1000	1060	1010	1073	1043	1060	1034	1008	1011	1026
Weighted Base		935	947	940	937	933	953	936	939	947	943	953	966
I am very concerned	(5)	106 11%	164 17% qstlu yzABCDE F	142 15% uzAD F	138 15% uzAF	124 13%	110 12%	105 11%	114 12%	127 13%	111 12%	116 12%	110 11%
I am fairly concerned	(4)	305 33%	382 40% rtuw xyzABCD EF	320 34%	328 35%	307 33%	303 32%	332 35%	312 33%	309 33%	299 32%	318 33%	326 34%
I am neither concerned nor unconcerned	(3)	202 22%	173 18%	190 20%	184 20%	203 22%	212 22% sv	199 21%	202 21%	195 21%	232 25% stvw x	216 23% sv	203 21%
I am fairly unconcerned	(2)	216 23% v	151 16%	213 23% v	194 21% v	209 22% v	211 22% v	184 20% v	215 23% v	211 22% v	210 22% v	186 19% v	215 22% v
I am very unconcerned	(1)	88 9%	74 8%	74 8%	91 10% r	84 9%	111 12% qrv w	110 12% qrv wy	90 10% r	99 10% qv	89 9%	114 12% qrv wy	100 10% qr
Net: Concerned		411 44%	546 58% qrst uvwxyzAB CDEF	462 49% uzD	466 50% uzDF	431 46%	413 43%	436 47%	426 45%	437 46%	409 43%	433 45%	436 45%
Net: Unconcerned		305 33% qrv	224 24%	287 31% v	285 30% v	293 31% v	322 34% qrv	295 32% rv	304 32% qv	310 33% qv	300 32% rv	300 31% v	315 33% qrv
Don't know		17 2% rstvw xyzABCDE	4 *	2 *	1 *	6 1% x	5 1%	5 1%	7 1% x	5 1%	2 *	4 *	11 1% twxD
Mean score		3.14	3.44 qrs tuwxyzA BCDEF	3.26 uzA DEF	3.24 z	3.19	3.09	3.15	3.16	3.16	3.14	3.14	3.14
Standard deviation		1.18	1.18	1.19	1.22	1.19	1.21	1.21	1.19	1.22	1.17	1.22	1.20
Standard error		0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	252	266	242	296	317	303	327
Weighted Base	291	274	299	288	298	293	286	297	296	297	297	266	290	304	288	278	315	304	304	339
I am very concerned	(5) 19 7%e	23 8%e	19 6%	22 8%e	9 3%	30 10%eh	24 8%e	15 5%	24 8%e	23 8%e	23 8%e	22 8%e	25 8%e	25 8%e	17 6%	20 7%	30 10%	42 14%pz	35 12%	35 10%
I am fairly concerned	(4) 96 33%jm	77 28%	90 30%	81 28%	87 29%	95 33%j	87 30%	92 31%	85 29%	70 23%	90 30%	79 30%	72 25%	88 29%	80 28%	84 30%	118 37%yzA BD	108 35%zA	109 36%zA	118 35%A
I am neither concerned nor unconcerned	(3) 66 23%	68 25%	72 24%	57 20%	65 22%	65 22%	68 24%	57 19%	69 23%	73 24%	78 26%	60 23%	65 22%	78 26%	68 24%	52 19%	72 23%	53 18%	57 19%	72 21%
I am fairly unconcerned	(2) 69 24%	74 27%kk	76 25%	83 29%fk	86 29%fk	58 20%	69 24%	76 26%	79 27%k	76 26%	57 19%	59 22%	85 29%k	89 29%k	71 25%v	68 25%v	65 21%	76 25%v	69 23%v	82 24%v
I am very unconcerned	(1) 38 13%	31 11%	42 14%n	44 15%n	43 14%n	41 14%n	37 13%	52 18%bn	37 13%	54 18%bn	49 16%n	41 16%n	43 15%n	26 8%	50 17%bn	50 18%qrat uw	26 8%	24 8%	34 11%	31 9%
Net: Concerned	115 40%j	100 36%	109 36%	103 36%	95 32%	125 43%ejmo	111 39%	107 36%	109 37%	93 31%	112 38%	101 38%	96 33%	113 37%	97 34%	104 37%	148 47%pzA D	150 49%pzA BCD	144 47%pzAD	153 45%z
Net: Unconcerned	107 37%	105 38%	118 39%	127 44%fk	129 43%l	99 34%	106 37%	128 43%l	116 39%	130 44%l	106 36%	100 38%	128 44%k	113 37%	122 42%l	119 43%qrs tuwyD	91 29%	100 33%	103 34%	113 33%
Don't know	2 1%	1 *	-	1 *	8 3%kbcgdj kmno	4 1%	1 *	4 1%	2 1%	1 1%	1 *	4 2%cn	1 *	-	1 *	4 1%D	4 1%yD	1 *	-	1 *
Mean score	2.96e	2.95	2.89	2.84	2.77	3.05ehj	2.97e	2.80	2.93	2.77	2.93	2.93	2.82	2.99ej	2.80	2.83	3.20pz	3.22pz	3.14pzA	3.13pzA
Standard deviation	1.17	1.16	1.17	1.21	1.12	1.23	1.18	1.21	1.18	1.22	1.21	1.23	1.21	1.12	1.20	1.25	1.13	1.20	1.22	1.16
Standard error	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.08	0.07	0.07	0.07	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



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

		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
		299	349	287	323	319	321	336	320	350	325	333	328
Unweighted Base		322	350	315	325	335	337	349	338	354	350	373	369
Weighted Base													
I am very concerned	(5)	35 11%	53 15% ppzC D	44 14% pz	33 10%	51 15% ppzCD	25 7%	37 11%	41 12% z	33 9%	34 10%	34 9%	27 7%
I am fairly concerned	(4)	104 32%	118 34%	94 30%	106 33%	96 29%	94 28%	95 27%	96 28%	113 32%	100 29%	107 29%	125 34%
I am neither concerned nor unconcerned	(3)	73 23%	75 21%	77 25% rC	65 20%	94 28% prsx BC	80 24%	80 23%	70 21%	63 18%	96 28% prsx BC	99 26%	79 21%
I am fairly unconcerned	(2)	77 24% v	57 16%	69 22%	80 25% v	63 19%	87 26% vy	76 22%	81 24% v	96 27% vy	72 21%	80 21%	90 24%
I am very unconcerned	(1)	28 9%	46 13% r	29 9%	40 12%	31 9%	46 14% qr	59 17% qrst uwy	46 14% qr	46 13% r	47 13% qr	52 14%	42 12%
Net: Concerned		139 43%	171 49% pzAB D	138 44% z	139 43%	148 44% z	119 35%	132 38%	138 41%	146 41%	134 38%	141 38%	152 41%
Net: Unconcerned		105 33%	102 29%	98 31%	120 37% qvy	94 28%	133 39% qwyy	134 39% qwyy	128 38% qwyy	142 40% qwyy	119 34%	132 35%	132 36%
Don't know		5 2% syD	2 1%	1 *	1 *	- *	6 2% syD	3 1%	3 1%	3 1%	- *	1 *	5 1%
Mean score		3.13 pz	3.22 pzA BCD	3.18 pzA C	3.04	3.22 pzA BCD	2.89	2.93	3.02	2.98	3.01	2.98	3.01
Standard deviation		1.16	1.26	1.19	1.22	1.19	1.18	1.27	1.26	1.23	1.19	1.20	1.17
Standard error		0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

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

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	398	365	375	372	453	445	441	497
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	411	387	417	414	450	450	455	469
I am very concerned	(5) 48 11%	71 15%kn	50 11%	47 11%	53 12%	69 16%kn	59 13%	59 14%kn	69 17%kaccd n	46 11%	55 14%kn	52 12%	58 14%kn	36 9%	53 13%	48 12%	66 15%	70 15%	72 16%	73 16%
I am fairly concerned	(4) 161 36%kl	165 36%kl	158 35%kl	151 36%kl	155 36%kl	176 40%gkl mo	145 32%	160 38%klm	129 31%	141 34%	118 31%	117 27%	126 31%	135 35%kl	136 33%	136 33%	156 35%	166 37%	169 37%	162 35%
I am neither concerned nor unconcerned	(3) 101 23%	90 19%	79 18%	93 22%	89 21%	91 21%	99 22%	77 18%	80 19%	92 22%	84 22%	107 25%ch	95 23%	87 22%	109 26%bchi	86 21%	80 18%	88 19%	73 16%	92 20%
I am fairly unconcerned	(2) 85 19%	92 20%	101 23%o	99 23%fo	89 21%	76 17%	104 23%fo	88 21%	100 24%fo	84 20%	78 20%	109 25%af	79 19%	89 23%fo	68 16%	80 19%	101 23%v	102 23%v	94 21%	105 22%v
I am very unconcerned	(1) 47 11%l	39 8%	58 13%bdthi	34 8%	44 10%l	25 6%	40 9%	33 8%	34 8%	55 13%bdth i	46 12%l	48 11%l	49 12%l	40 10%l	50 12%l	58 14%rtu vwx	46 10%r	22 5%	46 10%r	36 8%
Net: Concerned	209 47%kl	236 51%kl	208 46%kl	198 46%kl	208 48%kl	245 55%acde gklmn o	204 46%	219 52%jmn	198 48%kl	187 44%	173 45%	170 39%	185 45%	171 44%	189 45%	184 44%	222 49%	236 52%p	241 53%p	235 50%
Net: Unconcerned	132 30%l	131 28%	159 35%blo	134 31%l	133 31%l	102 23%	144 32%l	121 29%	134 33%l	139 33%l	124 32%l	157 36%bho	129 31%l	129 33%l	119 29%	138 33%vxx	147 33%vxx	125 28%	140 31%	141 30%
Don't know	1 *	6 1%kn	3 1%	2 *	1 *	4 1%	1 *	1 *	1 *	3 1%	1 *	1 *	3 1%	- *	6 2%qtwx A	1 *	2 *	1 *	1 *	
Mean score	3.18	3.30cj ln	3.09	3.18	3.19	3.43acd egklm no	3.18	3.30cjl n	3.24i	3.09	3.15	3.04	3.16	3.10	3.17	3.09	3.21	3.35pA	3.28p	3.28p
Standard deviation	1.18	1.20	1.24	1.15	1.20	1.12	1.19	1.18	1.22	1.23	1.25	1.20	1.24	1.16	1.21	1.25	1.24	1.14	1.24	1.19
Standard error	0.06	0.06	0.06	0.06	0.06	0.05	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.07	0.06	0.05	0.06	0.05

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



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

		50,65											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		454	448	499	464	441	497	450	491	407	488	431	443
Weighted Base		452	422	443	459	452	449	469	452	454	466	457	467
I am very concerned	(5)	60 13%	77 18%puA	69 16%	79 17%p	71 16%	60 13%	61 13%	63 14%	80 18%p	76 16%	69 15%	61 13%
I am fairly concerned	(4)	161 36%	165 39%CD	156 35%	162 35%	164 36%	161 36%	171 37%	160 35%	144 32%	147 31%	154 34%	148 32%
I am neither concerned nor unconcerned	(3)	101 22%sa	73 17%	80 18%	96 21%	89 20%	92 20%	80 17%	79 18%	98 22%sa	104 22%sa	93 20%	90 19%
I am fairly unconcerned	(2)	86 19%	70 17%	102 23%vxx	80 17%	83 18%	82 18%	98 21%	101 22%v	87 19%	88 19%	84 18%	104 22%
I am very unconcerned	(1)	37 8%	35 8%	36 8%	41 9%r	43 9%r	51 11%rt	58 12%rtuw	46 10%r	44 10%r	49 11%r	54 12%	58 12%
Net: Concerned		221 49%	242 57%gqtu zABCD	226 51%	241 52%p	235 52%p	221 49%	232 49%	224 49%	224 49%	223 48%	223 49%	209 45%
Net: Unconcerned		123 27%	105 25%	138 31%v	121 26%	125 28%	133 30%	156 33%vxx	147 32%vxx	131 29%	137 29%	138 30%	163 35%
Don't know		7 2%qwxwA	2 1%	-	1 *	3 1%	3 1%	1 *	3 1%	1 *	3 1%	2 1%	6 1%
Mean score		3.27p	3.43pqz ABD	3.27p	3.34pA	3.31p	3.22	3.17	3.21	3.29p	3.24	3.22	3.11
Standard deviation		1.16	1.20	1.21	1.21	1.21	1.22	1.25	1.23	1.23	1.24	1.25	1.25
Standard error		0.06	0.06	0.05	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



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

		66+															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		451	405	414	447	432	493	485	449	515	573	488	517	516	561	584	619
Weighted Base		330	327	329	312	321	334	331	325	328	336	329	335	332	331	339	348
I am very concerned	(5)	41 13%	40 12%	35 11%	44 14% ^{uk}	47 15% ^{kl}	59 18% ^{abckj lmno}	47 14% ^{kk}	44 14% ^{kk}	44 14% ^{kk}	43 13% ^{kk}	29 9%	34 10%	39 12%	41 12%	36 11%	40 11%
I am fairly concerned	(4)	103 31%	99 30%	128 39% ^{abdel ko}	93 30%	95 30%	115 35% ^o	118 36% ^{ko}	106 33%	105 32%	117 35% ^{ko}	95 29%	124 37% ^{bdeko}	109 33% ^o	109 33% ^o	92 27%	114 33%
I am neither concerned nor unconcerned	(3)	73 22% ^{lgn}	88 27% ^{cd fghijk lmno}	62 19%	59 19%	66 21%	56 17%	54 16%	56 17%	63 19%	57 17%	60 18%	68 20%	57 17%	56 17%	67 20%	60 17%
I am fairly unconcerned	(2)	77 23%	69 21%	72 22%	84 27% ^l	71 22%	69 21%	81 24%	75 23%	72 22%	78 23%	95 29% ^{bcdefi jlo}	74 22%	83 25%	81 24%	78 23%	81 23%
I am very unconcerned	(1)	31 9%	27 8%	29 9%	32 10%	36 11%	34 10%	29 9%	43 13% ^{bg}	40 12%	38 11%	49 15% ^{abcd f}	32 10%	42 13% ^{bg}	41 12% ^b	65 19% ^{abcde fghijm n}	46 13%
Net: Concerned		144 44%	139 42%	163 49% ^{ko}	137 44%	142 44% ^o	175 52% ^{abdel kmno}	166 50% ^{bkko}	150 46% ^{ko}	149 46% ^{ko}	160 48% ^{ko}	124 38%	158 47% ^{ko}	148 45% ^{ko}	150 45% ^{ko}	128 38%	154 44%
Net: Unconcerned		108 33%	96 30%	101 31%	115 37% ^b	107 33%	103 31%	109 33%	118 36% ^b	113 34%	116 34%	144 44% ^{abcde fghijn}	107 32%	125 38% ^{bcf}	122 37% ^{bf}	142 42% ^{abcde fghj}	127 37%
Don't know		4 1%	4 1%	3 1%	1 *	6 2% ^{df}	1 *	2 1%	2 *	3 1%	3 1%	1 *	2 *	1 *	3 1%	2 1%	6 2%
Mean score		3.14 ^{ko}	3.17 ^{ko}	3.20 ^{ko}	3.11 ^{ko}	3.15 ^{ko}	3.29 ^{d hik mno}	3.23 ^{kmo}	3.10 ^{ko}	3.12 ^{ko}	3.15 ^{ko}	2.88	3.16 ^{ko}	3.06 ^{ko}	3.09 ^{ko}	2.87	3.06
Standard deviation		1.19	1.15	1.17	1.24	1.25	1.26	1.22	1.28	1.26	1.24	1.24	1.17	1.25	1.25	1.30	1.26
Standard error		0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.05	0.06	0.05	0.06	0.05	0.05	0.05

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



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

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	1738	1769	1771	1775	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	1637	1634	1678	1672	**	**	**	**
I am very concerned	(5) 185 11%	220 13%j	202 12%	202 12%	183 11%	265 16%abcd eghiklm no	212 13%j	211 13%	235 14%ajk lno	177 10%	186 11%	193 12%	215 13%j	192 12%	194 12%	187 11%	-	-	-	-
I am fairly concerned	(4) 580 35%ijk mno	567 34%	611 36%dijk lmno	548 33%	559 34%	613 36%dijk lmno	556 34%	579 34%	520 31%	532 31%	527 31%	531 32%	514 31%	514 31%	524 31%	559 33%	-	-	-	-
I am neither concerned nor unconcerned	(3) 363 22%c	360 22%c	313 19%	347 21%	371 22%c	336 20%	349 21%	328 20%	360 22%c	361 21%	358 21%	360 21%c	327 20%	389 24%cdh m	382 23%cdh	314 19%	-	-	-	-
I am fairly unconcerned	(2) 363 22%f	373 22%f	369 22%f	416 25%afko	365 22%f	302 18%	388 23%fo	372 22%f	371 22%f	379 22%f	366 22%f	395 24%fo	385 24%fo	364 22%f	332 20%	375 22%	-	-	-	-
I am very unconcerned	(1) 169 10%b	132 8%	179 11%b	158 9%	160 10%	167 10%	151 9%	162 11%b	167 10%b	229 14%abcd efghin	233 14%abcd efghim n	167 11%b	185 11%bg	169 10%b	240 14%abcd efghim n	211 13%	-	-	-	-
Net: Concerned	765 46%j	787 47%k lno	813 48%dejk lmno	750 45%	742 45%	878 52%abcd efghij mno	768 46%jko	789 47%jkin o	755 45%j	709 42%	713 43%	725 43%	729 45%	706 43%	717 43%	746 45%	-	-	-	-
Net: Unconcerned	532 32%f	505 30%	547 33%f	575 34%bf	524 32%f	469 28%	539 32%f	554 33%f	538 32%f	608 36%abce fgi	599 36%abef i	581 35%bf	570 35%bf	534 33%f	572 34%bf	586 35%	-	-	-	-
Don't know	10 1%g	13 1%dg	7 *	4 *	23 1%acdfg hikmno	11 1%g	3 *	8 *	9 1%	15 1%dgn	7 *	12 1%dg	11 1%g	5 *	7 *	27 2%	-	-	-	-
Mean score	3.15jk o	3.22dj klmno	3.17ko	3.13jk	3.15jko	3.30acd efghijkl mno	3.18kl o	3.16jko	3.17jko	3.03	3.04	3.09	3.12j	3.12j	3.06	3.08	-	-	-	-
Standard deviation	1.18	1.17	1.21	1.19	1.18	1.22	1.19	1.22	1.22	1.23	1.24	1.21	1.23	1.19	1.24	1.24	-	-	-	-
Standard error	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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

		SCOTLAND											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	
I am very concerned	(5)	-	-	-	-	-	-	-	-	-	-	-	-
I am fairly concerned	(4)	-	-	-	-	-	-	-	-	-	-	-	-
I am neither concerned nor unconcerned	(3)	-	-	-	-	-	-	-	-	-	-	-	-
I am fairly unconcerned	(2)	-	-	-	-	-	-	-	-	-	-	-	-
I am very unconcerned	(1)	-	-	-	-	-	-	-	-	-	-	-	-
Net: Concerned		-	-	-	-	-	-	-	-	-	-	-	-
Net: Unconcerned		-	-	-	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	109	99	109	105	64	63	53	53
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	95*	90*	90*	94*	60*	60*	53*	54*
I am very concerned	(5) 13 13%im	10 10%	6 6%	13 13%im	12 12%	12 13%cm	18 18%cm	12 15%cm	12 12%	11 13%im	14 16%cm	12 13%im	4 5%	10 11%	9 10%	3 4%	7 11%	16 26%pqst sAD	3 6%	4 8%
I am fairly concerned	(4) 36 36%	30 32%	27 27%	35 34%	28 26%	31 35%	26 26%	26 32%	38 38%im	29 33%	24 27%	22 26%	23 25%	25 28%	29 32%	28 30%	18 30%	18 31%	15 29%	22 42% C
I am neither concerned nor unconcerned	(3) 21 21%	20 21%	17 17%	13 12%	17 16%	17 18%	15 15%	18 22%	26 26% dgk	23 27% dgk	12 14%	16 19%	29 30% cdeg kn	15 16%	22 25% d	18 20% x	9 15%	8 13%	12 22% x	14 25% x
I am fairly unconcerned	(2) 19 19%	29 31% jpo	32 31% ajj mo	28 27% o	26 24%	20 23%	26 25%	15 18%	17 17%	15 23%	20 19%	17 19%	18 19%	19 21%	13 15%	19 20%	17 27% vy	12 20%	11 21%	9 17%
I am very unconcerned	(1) 9 9%	5 5%	19 19% bi	14 13%	19 18% bi	9 10%	15 14% bi	9 12%	6 6%	9 10%	18 21% abi	20 23% abfh ij	21 22% abfi j	21 24% abfh ij	17 19% bi	24 26% rtv wzBD	9 15%	6 10%	11 22% ww	4 8%
Net: Concerned	49 50% cm	40 43%	33 33%	49 47% cm	40 39%	43 47% cm	44 43% um	38 48% cm	50 51% cm	40 45% um	38 43%	34 39%	28 29%	35 39%	37 42%	32 34%	25 42%	34 57% psu AC	18 35%	27 50%
Net: Unconcerned	28 28%	34 36%	50 50% athj jo	42 40% i	45 42% ajj	30 33%	40 40% i	24 30%	23 23%	24 27%	38 43% ajj	37 42% ajj	39 41% i	40 45% ajj	30 33%	43 46% rtv w	25 42% vw	18 30%	23 43% vw	14 25%
Don't know	1 1%	-	-	1 1%	4 4%	1 1%	2 2%	-	-	1 1%	-	-	-	-	-	1 1%	1 1%	-	-	-
Mean score	3.26ce lms	3.12cm	2.70	3.06c	2.89	3.17cm	3.07cm	3.21cm	3.34cek lms	3.21cmn	2.95	2.87	2.71	2.82	3.00	2.66	2.96	3.43ps uxACD	2.76	3.25psxA
Standard deviation	1.19	1.12	1.22	1.29	1.33	1.23	1.36	1.25	1.08	1.18	1.41	1.39	1.19	1.37	1.27	1.26	1.29	1.34	1.25	1.09
Standard error	0.12	0.11	0.12	0.12	0.12	0.12	0.13	0.14	0.10	0.11	0.15	0.13	0.11	0.14	0.12	0.12	0.16	0.17	0.17	0.15

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base



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

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	60	127	141	115	119	135	126	126	120	123	109	124
Weighted Base	57*	57	64	64	64	60	60	60	109	113	106	110
I am very concerned	(5) 8 14% _p	12 21% _{pstx} AD	14 22% _{pstx} AD	7 10%	12 18% _{psAD}	10 16% _{pA}	4 7%	9 14% _p	16 15% _p	10 9%	7 6%	5 4%
I am fairly concerned	(4) 14 25%	25 43% _{uwAC}	19 30%	22 34%	22 35%	22 37% _C	18 31%	23 39% _C	26 24%	40 35%	17 16%	20 19%
I am neither concerned nor unconcerned	(3) 7 12%	8 15%	15 23% _{kz}	5 7%	9 14%	8 13%	11 18% _{kx}	8 14%	21 19% _{kx}	18 16%	31 29%	35 32%
I am fairly unconcerned	(2) 20 34% _{twy}	7 13%	12 18%	13 21%	9 14%	13 22%	17 28% _{wy}	13 22%	27 25% _{wy}	34 30% _{wy}	37 35%	29 27%
I am very unconcerned	(1) 9 15%	5 8%	5 7%	18 27% _{rtw} zABD	13 20% _{vwD}	7 11%	10 16% _w	7 11%	18 17% _w	11 10%	15 14%	20 18%
Net: Concerned	22 39%	37 64% _{pqsu} wxACD	33 52% _{psA}	44%	34 53% _{psAC}	32 53% _{psAC}	23 38%	32 53% _{psAC}	43 39%	50 44%	23 22%	25 23%
Net: Unconcerned	28 49% _{rtw} zB	12 21%	16 25%	31 48% _{rtw} yzB	21 33% _v	20 33% _w	26 44% _{tw}	20 33% _v	46 42% _{tw}	46 40% _{vw}	52 49%	50 45%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
Mean score	2.88	3.57 _{pqs} uxyzABC D	3.40 _{pqs} uxACD	2.79	3.18 _{px}	3.25 _{psx} A	2.85	3.24 _{psx} A	2.96	3.02 _p	2.65	2.64
Standard deviation	1.32	1.20	1.22	1.43	1.41	1.29	1.24	1.26	1.34	1.19	1.10	1.12
Standard error	0.17	0.11	0.10	0.13	0.13	0.11	0.11	0.11	0.12	0.11	0.11	0.10

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base



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

		ADDITIONAL COUNTRY ENGLAND/WALES/NI															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base		1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876
I am very concerned	(5)	205 11%	245 14%aej ko	211 12%	220 12%	203 11%	289 16%acdeg hjikmno	244 13%ejo	230 13%	259 14%acejk lno	198 11%	205 11%	214 12%	236 13%	212 12%	209 11%	195 10%
I am fairly concerned	(4)	633 35%kmn o	615 34%mo	653 36%ijklm no	606 33%	601 33%	669 36%degij klmno	601 33%	626 34%kmo	590 32%	583 32%	569 31%	577 32%	563 31%	579 32%	569 30%	607 32%
I am neither concerned nor unconcerned	(3)	393 21%c	387 21%	343 19%	373 20%	395 22%c	361 20%	379 21%	351 19%	395 22%c	392 21%c	381 21%	385 21%	377 20%	421 23%cfh	436 23%cdhlm	367 20%
I am fairly unconcerned	(2)	398 22%f	414 23%f	412 22%f	453 25%afhio	410 22%f	329 18%	425 23%fo	400 22%f	397 22%f	407 22%f	403 22%f	425 23%fo	430 23%fo	417 23%f	382 20%	424 23%
I am very unconcerned	(1)	187 10%b	143 8%	209 11%bg	177 10%	187 10%b	181 10%b	170 9%	209 11%b	185 10%b	245 13%abdef gin	261 14%abcde fghilm	214 12%bdg	224 12%bdfg	202 11%b	272 14%abcde fghilmn	255 14%
Net: Concerned		838 46%jko	860 47%kjl mno	865 47%ijkmn o	826 45%o	804 44%	958 52%abcde ghijkmn o	845 46%jko	856 47%ijkmn o	839 46%jko	780 42%	774 42%	791 43%	799 43%	791 43%	778 42%	803 43%
Net: Unconcerned		585 32%f	557 31%	621 34%bf	630 34%bf	597 33%f	511 28%	595 33%f	609 33%f	582 32%f	651 35%abfl i	664 36%abefg i	638 35%bf	654 36%abfl	619 34%bf	653 35%bf	679 36%
Don't know		12 1%	13 1%cd	7 *	5 *	27 1%abcdfg hiklmno	12 1%	5 *	8 *	9 *	16 1%dgn	7 *	12 1%	11 1%	5 *	7 *	27 1%
Mean score		3.15jk o	3.22ed eklmn o	3.13jko	3.13jko	3.12ko	3.30acde ghijkmn o	3.18jklm o	3.15jko	3.18jklm no	3.04	3.03	3.08	3.09	3.10	3.03	3.03
Standard deviation		1.19	1.18	1.22	1.20	1.19	1.22	1.20	1.23	1.22	1.23	1.25	1.22	1.24	1.20	1.24	1.24
Standard error		0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



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

Base: All adults England/Wales/NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876
Yes - always	873 48%	970 53%ade fn	924 50%	872 48%	869 48%	919 50%	945 52%adeh	882 48%	1009 55%acdef ghijmnp	948 52%ade	960 53%adeh	950 52%adeh	934 51%	962 52%adeh	969 52%adeh	943 50%
Yes - sometimes	581 32%c	525 29%	525 29%	660 36%abcfg ikop	640 35%abcfg ijkp	587 32%c	547 30%	615 34%bcgi	550 30%	582 32%c	576 32%	606 33%bcgi	647 35%abcfg ijkp	611 33%bcgi	612 33%bc	590 31%
Net: Yes	1454 80%	1495 82%ac	1448 79%	1533 84%ac	1509 83%ac	1506 82%c	1492 82%c	1497 82%c	1559 85%abcef ghp	1531 83%ac	1536 84%ac	1556 85%abcef ghp	1581 86%abcef ghp	1572 86%abcef ghp	1581 84%acfgp	1533 82%c
No	357 20%dei jklmno	309 17%ilm n	377 21%bdefg p	291 16%	301 16%ilmn	320 17%ilmn	324 18%iklmn o	316 17%ilmn	254 14%	293 16%	277 15%	258 14%	252 14%	256 14%	283 15%	323 17%ilmn
Don't know	17 1%	13 1%	9 1%	10 1%	14 1%	16 1%	8 *	11 1%	11 1%	16 1%	13 1%	11 1%	8 *	8 *	10 1%	19 1%gmm

Proportions/Mean: All Columns Tested (5% risk level)

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

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	933	983	978	978	1040	1025	977	1013
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	894	894	921	910	945	937	941	951
Yes - always	387 44%	434 49%adh	399 45%	368 42%	396 45%	406 45%	421 48% ^d	389 44%	486 55% ^{abcd} elghjkl mnop	424 48% ^d	422 47% ^d	440 50% ^{acde} h	419 47% ^d	451 50% ^{acde} h	444 48% ^d	435 48% ^d	487 52%	535 57% ^{qux} F	525 56% ^u	504 53%
Yes - sometimes	287 32%	265 30%	281 31%	338 38% ^{abcd} gijkp	310 35% ^{bi}	291 33%	270 31%	309 35% ^{bi}	267 30%	292 33%	289 33%	306 34% ⁱ	339 38% ^{abcd} gijkp	310 35% ^{bi}	321 35% ^{bi}	299 33%	294 31% ^s	260 28%	243 26%	322 34% ^{rs} w
Net: Yes	674 76%	700 79%	681 76%	707 80%	706 79%	697 78%	691 78%	698 79%	753 85% ^{abcd} elghjkl	716 81% ^{ac}	711 80%	746 84% ^{abcd}	758 85% ^{abcd}	760 85% ^{abcd}	765 83% ^{actg} h	734 81% ^{ac}	780 83%	796 89% ^s	768 82%	826 87% ^{qsf}
No	203 23% ^{ijl} mnop	172 20% ^{ilm} n	209 23% ^{dijl} mnop	170 19% ^{ilmn}	179 20% ^{ilmn}	190 21% ^{ilmn} o	189 21% ^{ilmn} o	185 21% ^{ilmn} o	132 15%	162 18% ^{ln}	175 20% ^{ilmn}	137 15%	134 15%	129 14%	152 17%	167 18% ⁱⁿ	154 16% ^{tuy} ABC	137 15% ^A	168 18% ^{tuvw} xyzABCD E	121 13%
Don't know	7 1%	9 1% ^m	4 *	6 1%	5 1%	7 1%	3 *	5 1%	6 1%	9 1% ^m	4 *	3 *	2 *	4 *	4 *	8 1% ^m	10 1%	4 *	6 1%	4 *

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



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

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	1008	1044	1000	1060	1010	1073	1043	1060	1034	1008	1011	1026
Weighted Base	935	947	940	937	933	953	936	939	947	943	953	966
Yes - always	473 51%	513 54%	523 56% ^u	493 53%	523 56% ^{qu}	525 55%	539 58% ^{qtux}	510 54%	515 54%	511 54%	524 55%	508 53%
Yes - sometimes	330 35% ^{qrs} yzAEF	296 31% ^s	277 29%	306 33% ^{rs}	283 30% ^s	290 30% ^s	286 31% ^s	301 32% ^{rs}	308 32% ^{rs}	301 32% ^{rs}	292 31% ^s	291 30% ^s
Net: Yes	803 86% ^{qs}	809 85% ^s	801 85% ^s	799 85% ^s	806 86% ^{qsF}	815 86% ^s	825 88% ^{qrsF}	810 86% ^{qsF}	823 87% ^{qsF}	812 86% ^{qsF}	816 86% ^s	799 83%
No	122 13%	129 14%	135 14% ^A	131 14% ^A	122 13%	131 14%	102 11%	121 13%	118 12%	127 14%	131 14%	156 16% ^{LABC}
Don't know	10 1%	9 1%	5 *	6 1%	5 1%	7 1%	9 1%	8 1%	6 1%	4 *	6 1%	11 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



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

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	252	266	242	296	317	303	327
Weighted Base	291	274	299	288	298	293	286	297	296	297	297	266	290	304	288	278	315	304	304	339
Yes - always	111 38%	98 36%	113 38%	87 30%	89 30%	105 36%	110 38%	102 34%	134 45% kdef h	107 36%	119 40% de	105 39% de	121 42% de	126 42% de	116 40% de	114 41%	137 44%	151 50% pt	133 44%	135 40%
Yes - sometimes	107 37%	110 40%	109 36%	128 44%	124 42%	119 40%	104 36%	115 39%	112 38%	124 42%	113 38%	108 41%	117 40%	119 39%	114 40%	102 37%	123 39% y	96 32%	99 33%	147 43% rsuwyzD
Net: Yes	218 75%	208 76%	222 74%	215 75%	214 72%	224 76%	214 75%	217 73%	246 83% abcd egh	231 78%	232 78%	213 80% e	239 82% acde	246 81% eh	230 80% e	216 78%	260 83%	248 81%	232 76%	282 83% s
No	71 24% i	65 24% i	76 25% im	72 25% im	82 28% ilmn o	67 23%	72 25% im	80 27% ilmn	48 16%	65 22%	62 21%	51 19%	50 17%	57 19%	58 20%	63 22% twz BC	52 17%	54 18% B	72 24% qtwy zABC	52 15%
Don't know	2 1%	1 *	1 *	1 *	2 1%	2 1%	- -	- -	2 1%	1 *	3 1%	2 1%	1 *	1 *	- -	- -	3 1%	3 1%	- -	4 1% C

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



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

	26.35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	299	349	287	323	319	321	336	320	350	325	333	328
Weighted Base	322	350	315	325	335	337	349	338	354	350	373	369
Yes - always	151 47%	150 43%	171 54% ^{ppst} vs	139 43%	178 53% ^{ppst} vs	176 52% ^{ppst} vs	161 46%	171 51% ^{pt}	165 47%	163 47%	181 48%	164 44%
Yes - sometimes	112 35%	127 36%	99 31%	129 40% ^{rwyt}	104 31%	108 32%	127 36%	123 36%	136 38%	125 36%	144 39%	129 35%
Net: Yes	263 82%	277 79%	269 86% ^{psv}	268 82%	282 84% ^s	285 84% ^{ps}	289 83%	294 87% ^{psv}	301 85% ^{psv}	288 82%	325 87%	293 79%
No	55 17%	70 20% ^B	44 14%	58 18%	54 16%	48 14%	56 16%	40 12%	52 15%	60 17%	48 13%	70 19%
Don't know	4 1% ^{xyC}	2 1%	1 *	- -	- -	4 1% ^C	5 1% ^C	4 1%	- -	2 1%	1 *	6 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



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

Base: All adults England/Wales/NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	398	365	375	372	453	445	441	497
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	411	387	417	414	450	450	455	469
Yes - always	218 49%	254 55%	245 55%	232 54%	209 48%	244 55%	226 50%	230 55%	228 55%	208 49%	213 56%	220 51%	220 54%	202 52%	240 58%	224 54%	250 55%	284 63%	252 55%	252 54%
Yes - sometimes	145 33%	141 31%	122 27%	138 32%	166 38%	128 29%	141 31%	140 33%	138 33%	146 35%	124 33%	167 38%	143 35%	140 36%	132 32%	199 34%	126 28%	99 22%	121 27%	160 34%
Net: Yes	363 82%	396 85%	367 82%	370 87%	375 87%	372 84%	367 82%	370 88%	365 89%	354 84%	337 88%	386 89%	364 89%	342 88%	372 89%	363 88%	376 83%	384 85%	373 82%	412 88%
No	76 17%	65 14%	81 18%	56 13%	57 13%	66 15%	80 18%	46 11%	47 11%	63 15%	45 12%	46 10%	46 11%	45 12%	42 10%	47 11%	73 16%	63 14%	79 17%	54 11%
Don't know	4 1%	2 1%	1 *	1 *	- -	5 1%	1 *	3 1%	1 *	5 1%	- -	2 1%	1 *	- -	3 1%	4 1%	2 1%	3 1%	2 1%	3 1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



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

	50-65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	454	448	499	464	441	497	450	491	407	488	431	443
Weighted Base	452	422	443	459	452	449	469	452	454	466	457	467
Yes - always	241 53%	245 58%	254 57%	252 55%	287 64%pqst	284 63%ppqt uc	285 61%tu	264 58%	246 54%	286 61%ptuC	262 57%	255 54%
Yes - sometimes	150 33%rsyz A	123 29%r	121 27%	134 29%r	111 25%	106 24%	120 26%	127 28%r	161 35%qrs yzABD	130 28%	132 29%	138 29%
Net: Yes	391 86%	368 87% _s	375 85%	386 84%	399 88% _{qst}	389 87%	405 86%	391 86%	406 90% _{qswx}	415 89% _{qswx}	394 86%	392 84%
No	58 13%	50 12%	67 15% _{CD}	70 15% _{CD}	51 11%	59 13%	60 13%	60 13%	45 10%	48 10%	61 13%	71 15%
Don't know	3 1%	4 1%	2 *	3 1%	2 *	1 *	4 1%	2 *	3 1%	3 1%	2 *	4 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



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

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	451	405	414	447	432	493	485	449	515	573	488	517	516	561	584	619
Weighted Base	330	327	329	312	321	334	331	325	328	336	329	335	332	331	339	348
Yes - always	158 48%	182 56%ah	180 55%	166 53%	179 56%ah	175 52%	185 56%ah	159 49%	183 56%ah	174 52%	182 55%a	190 57%aho	181 55%a	185 56%ah	170 50%	187 54%
Yes - sometimes	80 24%	78 24%	74 22%	87 28%	88 27%	90 27%	82 25%	97 30%bc	85 26%	98 29%bc	91 28%	82 24%	90 27%	97 29%bc	90 27%	83 24%
Net: Yes	238 72%	261 80%a	254 77%	253 81%a	267 83%aco	265 79%a	266 80%a	256 79%a	267 82%ao	272 81%a	273 83%aco	272 81%a	271 82%ao	282 85%abcfg ho	259 77%	270 78%
No	85 26%bde fg <h>jk lmn</h>	62 19%	69 21%en	57 18%	49 15%	66 20%n	61 18%	63 19%n	54 16%	58 17%	54 16%	61 18%	58 17%	46 14%	74 22%elkn	74 21%
Don't know	6 2%l	4 1%	5 2%	1 *	5 2%	3 1%	4 1%	6 2%l	6 2%kl	6 2%l	2 1%	1 *	3 1%	2 1%	5 1%	5 1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

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

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	1738	1769	1771	1775	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	1637	1634	1678	1672	**	**	**	**
Yes - always	777 47%	883 53%ade h	839 50%	792 47%	778 47%	842 50%	841 51%ae	802 48%	903 54%acde fghimno	860 51%ade	868 52%adeh	859 51%ade	814 50%	834 51%ade	848 51%ae	816 49%	-	-	-	-
Yes - sometimes	546 33%bc	475 29%	494 29%	611 36%abcf gijk	603 36%abcf gijk	541 32%b	509 31%	574 34%bogi	508 31%	544 32%b	542 32%b	571 34%bogi	592 36%abcf gijk	563 34%bogi	555 33%bc	537 32%	-	-	-	-
Net: Yes	1323 79%	1358 82%	1333 79%	1403 84%ac	1381 83%ac	1383 82%	1349 81%	1376 82%	1410 85%abcf gh	1404 83%ac	1410 84%acg	1430 85%abcf gh	1406 86%abce fghj	1397 86%abcf gh	1402 84%ac	1353 81%	-	-	-	-
No	331 20%del jklmno	294 18%ilm n	339 20%defh ijklmno	263 16%	270 16%em	296 17%ilmn	302 18%iklm n	293 17%ilmn	240 16%im	274 16%im	255 15%	237 14%	223 14%	230 14%	267 16%	300 18%	-	-	-	-
Don't know	15 1%	13 1%	9 1%	10 1%	11 1%	15 1%	7 *	11 1%	11 1%	15 1%	13 1%	11 1%	8 *	6 *	9 1%	19 1%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



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

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base
Yes - always	-	-	-	-	-	-	-	-	-	-	-	-
Yes - sometimes	-	-	-	-	-	-	-	-	-	-	-	-
Net: Yes	-	-	-	-	-	-	-	-	-	-	-	-
No	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



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

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	109	99	109	105	64	63	53	53
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	95*	90*	90*	94*	60*	60*	53*	54*
Yes - always	60	47	50	53	54	40	54	41	61	49	55	49	52	58	51	57	37	40	35	28
Yes - sometimes	19	31	21	30	24	32	29	23	28	27	18	24	30	23	28	20	15	19	10	20
Net: Yes	79	79	71	82	78	73	83	64	89	76	73	73	82	81	79	77	52	59	45	48
	81%	85% ^c	70%	79%	74%	80%	82%	80%	91% ^{acde} f ^h	87% ^{ce}	83% ^c	83% ^c	86% ^{ce}	89% ^{ce}	88% ^{ce}	82%	86%	99% ^{pqs} tuxzA BCD	84%	89%
No	18	14	30	22	24	17	18	16	9	9	15	15	13	7	10	17	7	1	8	6
	18% ⁿ	15%	29% ^{bij} mno	21% ⁱⁿ	23% ^{ijno}	19% ⁿ	18%	20% ⁱⁿ	9%	11%	17%	17%	14%	8%	11%	18% ^{nwy}	12% ^r	7%	16% ^r	11% ^r
Don't know	1	-	1	-	3	1	1	-	-	2	-	-	-	2	1	-	1	-	-	-
	1%	-	1%	-	3%	1%	1%	-	-	2%	-	-	-	2%	1%	-	1%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/AB/CD
 * small base



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

Base: All adults England/Wales/NI

	NI											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	60	127	141	115	119	135	126	126	120	123	109	124
Weighted Base	57*	57	64	64	64	60	60	60	109	113	106	110
Yes - always	37 65%	37 65%	49 77% pptv xKCD	38 59%	45 70% t	40 66%	37 62%	42 70% t	68 63%	70 62%	70 66%	71 64%
Yes - sometimes	13 23%	13 23%	10 16%	19 29% w	14 22%	11 18%	16 27% w	12 19%	25 23%	25 22%	30 28%	33 30%
Net: Yes	50 87%	50 88%	60 93% pzD	56 89%	59 93% pD	51 85%	53 89%	54 89%	93 86%	95 84%	100 94%	104 94%
No	7 12% r	7 12% r	4 7%	8 12% r	5 7%	9 15% rw	7 11% r	6 11% r	16 14% r	19 16% rwy	7 6%	6 6%
Don't know	1 1%	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/AB/CD
* small base

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

Base: All adults England/Wales/NI

	ADDITIONAL COUNTRY															
	ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876
Yes - always	873 48%	970 53%ade fn	924 50%	872 48%	869 48%	919 50%	945 52%adeh	882 48%	1009 55%acdef ghjimo	948 52%ade	960 53%adeh	950 52%adeh	934 51%	962 52%adeh	969 52%adeh	943 50%
Yes - sometimes	581 32% ^c	525 29%	525 29%	660 36%abcf gijk	640 35%abcf gijk	587 32% ^c	547 30%	615 34%bcgj	550 30%	582 32% ^c	576 32%	606 33%bcgj	647 35%abcf gijk	611 33%bcgj	612 33%bc	590 31%
Net: Yes	1454 80%	1495 82% ^{ac}	1448 79%	1533 84% ^{ac}	1509 83% ^{ac}	1506 82% ^c	1492 82% ^c	1497 82% ^c	1559 85%abcdf gh	1531 83% ^{ac}	1536 84% ^{ac}	1556 85%abcdf gh	1581 86%abcdf gh	1572 86%abcdf gh	1581 84%acfg	1533 82%
No	357 20% ^{dei jklmno}	309 17% ^{ilm n}	377 21% ^{bdefg hijklmno}	291 16%	301 16% ^{ilmn}	320 17% ^{ilmn}	324 18% ^{iklmn o}	316 17% ^{ilmn}	254 14%	293 16%	277 15%	258 14%	252 14%	256 14%	283 15%	323 17%
Don't know	17 1%	13 1%	9 1%	10 1%	14 1%	16 1%	8 *	11 1%	11 1%	16 1%	13 1%	11 1%	8 *	8 *	10 1%	19 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



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

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1522	1553	1498	1634	1553	1669	1612	1600	1688	1741	1672	1724	1672	1705	1652	1623
Weighted Base	1454	1495	1448	1533	1509	1506	1492	1497	1559	1531	1536	1556	1581	1572	1581	1533
General appearance of shop/restaurant/cafe/pub/takeaway	950 65%efg iklmn op	1025 69%cef ghjk mnop	927 64%efkim o	1063 69%acefg hijklmno p	888 59%	892 59%	918 62%km	941 63%eflm	945 61%	929 61%	917 60%	936 60%	909 57%	968 62%km	948 60%	932 61%
Appearance of people working there	742 51%ehi jkmnop	804 54%efg hijklm nop	766 53%efhij klmnop	810 53%efhij klmnop	678 45%ln	714 47%mnop	743 50%ehjkm nop	673 45%ln	722 46%mnop	687 45%ln	695 45%lmn	742 48%mnop	658 42%	649 41%	664 42%	650 42%
Reputation	613 42%agi jkmnop	681 46%code fghijk lmnop	600 41%egjkm nop	641 42%egjik mnop	563 37%	625 41%egjik mnop	543 36%	586 39%akm	592 38%	568 37%	542 35%	603 39%akm	557 35%	588 37%	564 36%	578 38%
Word of mouth	527 36%fhj klmnop	530 35%fhj klmnop	496 34%hjn	511 33%ln	502 33%	476 32%	502 34%ijn	457 31%	513 33%	461 30%	478 31%	501 32%	500 32%	471 30%	504 32%	480 31%
Hygiene certificate	406 28%nop	453 30%nop	452 31%nop	526 34%abnop op	574 38%abodn op	614 41%abodn op	612 41%abodn op	594 40%abodn op	733 47%abode fghjmnop	656 43%abode nop	688 45%abode fghmnop	728 47%abode fghjmnop	644 41%abcdno p	-	-	-
Hygiene sticker	177 12%nop	225 15%ano p	184 13%nop	294 19%abcno p	330 22%abcno p	389 26%abode nop	393 26%abode nop	454 30%abode fghnop	549 35%abode fghnop	534 35%abode fghnop	552 36%abode fghnop	604 39%abode fghjnop	631 40%abcdef ghijklnop	-	-	-
Websites	78 5%	76 5%	93 6%	105 7%b	96 6%	126 8%abce	127 8%abce	112 7%cab	168 11%abode fgh	160 10%abode h	176 11%abode fgh	212 14%abode fghij	201 13%abode fgh	197 13%abode fgh	238 15%abode fghijn	207 14%abcdefghij
Hygiene stickers/certificates displayed at premises	-	-	-	-	-	-	-	-	-	-	-	-	-	971	959	932
Other	34 2%op	33 2%op	36 2%op	47 3%ernop	28 2%	38 3%op	36 2%op	37 2%op	32 2%op	33 2%op	31 2%op	31 2%op	31 2%	31 2%op	19 1%	16 1%

Proportions/Mean: All Columns Tested (5% risk level)



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

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1522	1553	1498	1634	1553	1669	1612	1600	1688	1741	1672	1724	1672	1705	1652	1623
Weighted Base	1454	1495	1448	1533	1509	1506	1492	1497	1559	1531	1536	1556	1581	1572	1581	1533
Not: Hygiene certificate /Hygiene certificate	474 33%	525 35%	531 37%a	635 41%abc	706 47%abcd	751 50%abcd	771 52%abcde	801 54%abcde f	954 61%abcde fgh	895 58%abcde fgh	896 58%abcde fgh	979 63%abcde fghjk	946 60%abcde fgh	971 62%abcde fgh	959 61%abcde fgh	932 61%abcde fgh
Don't know	20 1%	26 2%	35 2%iknp	32 2%ln	41 3%aiklmn p	39 3%aiknp	36 2%aiknp	34 2%aiknp	19 1%	29 2%ln	18 1%	15 1%	25 2%	16 1%	29 2%l	19 1%
Average number of mentions	2.46	2.61ae n	2.51	2.67acen op	2.49	2.64acen op	2.66acen op	2.64acen op	2.76abce fhnop	2.68acen op	2.69acen op	2.83abcd efghikmn op	2.65acen op	2.49	2.51	2.51
Standard deviation	1.37	1.38	1.32	1.45	1.44	1.49	1.46	1.47	1.53	1.49	1.52	1.61	1.57	1.39	1.42	1.44
Standard error	0.04	0.04	0.03	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.03	0.04	0.04

Proportions/Means: All Columns Tested (5% risk level)

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

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	668	679	701	757	693	774	761	695	821	821	751	818	782	833	795	779	854	874	797	877
Weighted Base	674	700	681	707	706	697	691	698	753	716	711	746	758	760	765	734	780	796	768	826
General appearance of shop/restaunt/cafe/pub/takeaway	421 63%em	465 66%cof ghijkl mnop	410 60%	457 65%efij klmnop	401 57%	399 57%	422 61%	416 60%	443 59%	421 59%	406 57%	433 58%	423 56%	439 58%	458 60%	431 59%	529 68%uvw yzABCE F	560 70%uvw zABCE DEF	517 67%uvwxy zABCE	607 73%qstuvwxy zABCDEF
Appearance of people working there	313 47%emnp	352 50%efh ijklmn op	328 48%ehjm nop	331 47%ehmn op	277 39%	309 44%ln	326 47%ehmn op	288 41%	328 43%	304 42%	306 43%	327 44%ln	310 41%	294 39%	316 41%	292 40%	428 55%uxy zACDEF	451 57%uxx yzABCD EF	437 57%uxvy zABCDEF	479 58%uwxvxyz A BCDEF
Reputation	265 39%ik	315 45%ade fgijkl mnop	272 40%ekp	268 38%	241 34%	277 40%ek	248 36%	277 40%ek	284 38%	250 35%	237 33%	279 37%	269 35%	271 36%	275 36%	254 35%	349 45%wxy zACDE EF	365 46%wvx yzABCD EF	328 43%wACE	372 45%uwxvzAB CDE
Word of mouth	231 34%hijk np	229 33%	205 30%	217 31%	220 31%	209 30%	219 32%	202 29%	250 33%ln	202 28%	206 29%	222 30%	234 31%	212 28%	239 31%	213 29%	295 38%vxy zACDE	302 38%vxy zACDE	291 38%vxyz ACDE	295 36%
Hygiene certificate	158 23%nop	201 29%ano p	188 28%nop	215 30%anop	253 36%abcd nop	278 40%abcd nop	256 37%abcd nop	276 40%abcd nop	338 45%abcd efghnop	295 41%abcd enop	304 43%abcd efgnop	306 41%abcd enop	320 42%abode gnop	-	-	-	248 32%DEF	253 32%DEF	264 34%DEF	311 38%qrDEF
Hygiene sticker	76 11%nop	104 15%nop	86 13%nop	132 19%acno p	166 24%abcd nop	184 26%abcd nop	196 28%abcd enop	221 32%abcd efnop	275 37%abcd efgnop	257 36%abcd efgnop	260 37%abcd efgnop	277 37%abcd efghnop	298 39%abode fghnop	-	-	-	101 13%DEF	121 15%DEF	98 13%DEF	162 20%qrstDEF
Websites	37 5%	38 5%	42 6%	37 5%	43 6%	64 9%abode	63 9%abode	54 8%	81 11%abode	67 9%abcd eh	88 12%abcd eh	101 14%abcd efghj	97 13%abcd efghj	83 11%abcd eh	102 13%abcd efghj	93 13%abcd efgh	42 5%	38 5%	50 7%	68 8%qr
Hygiene stickers/certificates displayed at premises	-	-	-	-	-	-	-	-	-	-	-	-	-	478 63%abcd efghijk	450 59%abcd efghijk lm	428 58%abcd efghijk lm	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



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

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	860	895	851	905	867	920	921	906	890	872	857	844
Weighted Base	803	809	801	799	806	815	825	810	823	812	816	799
General appearance of shop/restaurant/cafe/pub/takeaway	487 61%	493 61%	497 62%	525 66%uvCE	502 62%	508 62%	511 62%	503 62%	486 59%	529 65%CE	491 60%	501 63%
Appearance of people working there	401 50%CDEF	405 50%CDEF	417 52%zCDE F	385 48%CE	394 49%CDE	383 47%	390 47%C	415 51%CDEF	348 42%	355 44%	348 43%	357 45%
Reputation	322 40%C	348 43%wACE	296 37%	309 39%	308 38%	318 39%	305 37%	324 40%C	288 35%	317 39%	290 36%	323 40%CE
Word of mouth	283 35%	266 33%	283 35%	254 32%	264 33%	259 32%	273 33%	279 34%	267 32%	260 32%	264 32%	267 33%
Hygiene certificate	321 40%qrsD EF	336 41%qrsD EF	356 44%qrst CDEF	318 40%qrsD EF	394 49%qrst uvxCDEF	361 44%qrst CDEF	384 47%qrst uvxCDEF	422 52%qrst uvwzAC DEF	324 39%qrsDE F	-	-	-
Hygiene sticker	164 20%qrst EF	205 25%qrst uDEF	197 25%qrst uDEF	233 29%qrst uwDEF	274 34%qrst uwxDEF	277 34%qrst uwxDEF	291 35%qrst uwxDEF	327 40%qrst uvwxyZA DEF	333 41%qrstu vwxyzADE F	-	-	-
Websites	53 7%	62 8%r	63 8%qr	57 7%r	88 11%qrstu vw	93 11%qrst uvwx	87 11%qrstu vx	111 14%qrst uvw	104 13%qrst uvw	114 14%qrst uvwxA	136 17%qrst uvwxyZA C	115 14%qrstuvwxyA
Hygiene stickers/certificates displayed at premises	-	-	-	-	-	-	-	-	-	494 61%qrst uvwxyZA BC	509 62%qrst uvwxyZA BC	504 63%qrstuvwxyABC

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



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

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	668	679	701	757	693	774	761	695	821	821	751	818	782	833	795	779	854	874	797	877
Weighted Base	674	700	681	707	706	697	691	698	753	716	711	746	758	760	765	734	780	796	768	826
Other	20	21	19	21	13	17	17	17	16	13	15	19	15	16	12	8	15	12	17	27
	3%p	3%p	3%p	3%p	2%	2%p	2%	2%	2%	2%	2%	3%p	2%	2%	2%	1%	2%	2%	2%E	3%BEF
Net : Hygiene certificate /Hygiene certificate	195	237	231	267	328	343	346	381	458	417	412	438	449	478	450	428	279	287	300	368
	29%	34%	34%	38%a	46%abcd	49%abcd	50%abcd	55%abcd	61%abcd	58%abcd	58%abcd	59%abcd	59%abcd	63%abcd	59%abcd	58%abc	36%	36%	39%	45%qrs
Don't know	8	12	17	23	19	19	19	13	10	15	9	8	12	5	15	5	13	14	18	8
	1%	2%	3%lnp	3%aklm np	3%lnp	3%alnp	3%alnp	2%n	1%	2%np	1%	1%	2%	1%	2%np	1%	2%	2%	2%tAB	1%
Average number of mentions	2.29	2.51ac e	2.34	2.46a	2.35	2.57ace np	2.60ace np	2.56ace np	2.71abc denop	2.58ace np	2.60ace np	2.66abc denop	2.63acd enop	2.37	2.47a	2.36	2.61	2.69E	2.67	2.84qrsuODEF
Standard deviation	1.30	1.34	1.27	1.36	1.36	1.50	1.44	1.46	1.52	1.47	1.48	1.50	1.56	1.36	1.40	1.41	1.40	1.41	1.35	1.49
Standard error	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.06	0.05	0.05	0.05	0.05	0.06	0.05	0.05	0.05	0.05	0.05	0.05	0.05

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



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

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	860	895	851	905	867	920	921	906	890	872	857	844
Weighted Base	803	809	801	799	806	815	825	810	823	812	816	799
Other	15 2%	21 3%EF	19 2%E	20 3%EF	17 2%E	19 2%EF	16 2%	12 2%	15 2%	15 2%	7 1%	9 1%
Net : Hygiene certificate /Hygiene certificate	378 47%qrs	408 50%qrst	425 53%qrst u	420 53%qrst u	495 61%qrst uvw	477 59%qrst uvw	484 59%qrst uvw	541 67%qrst uvwxyzA CD	496 60%qrst uvw	494 61%qrst uvw	509 62%qrst uvw	504 63%qrstuvw
Don't know	22 3%tyABD	20 2%tyAB	17 2%B	21 3%tyAB	9 1%	14 2%	9 1%	7 1%	14 2%	11 1%	14 2%	14 2%
Average number of mentions	2.62	2.71E	2.71E	2.70E	2.81quD EF	2.77quD E	2.76qDE	2.98qrs uvwxyzA CDEF	2.68	2.60	2.55	2.65
Standard deviation	1.51	1.48	1.47	1.47	1.53	1.51	1.55	1.68	1.58	1.41	1.44	1.45
Standard error	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.06	0.05	0.05	0.05	0.05

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/ef/gh/ij/kl/m/n/o/p - q/r/s/t/uv/w/x/yz/A/B/C/D/E/F



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

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	223	190	230	213	214	236	193	222	256	226	262	244	240	203	214	189	244	259	233	274
Weighted Base	218	208	222	215	214	224	214	217	246	231	232	213	239	246	230	216	260	248	232	282
General appearance of shop/restaunt/cafe/pub/takeaway	104 47%	115 55%flm	115 52%lm	119 56%flm	99 47%	98 44%	112 53%lm	103 47%	107 44%	108 47%	111 48%	112 52%lm	97 41%	123 50%	108 47%	110 51%	147 57%	173 70%pqrs uvwxyz ABCD	142 61%puwB	192 68%pqurwxy zABCD
Reputation	90 41%eij kmn	91 44%legi jkmno	82 37%lm	73 34%	64 30%	79 35%lm	68 32%	74 34%	72 29%	71 31%	71 30%	85 40%eijk m	61 26%	77 31%	74 32%	68 31%	102 39%	124 50%pqrs uvwxyz ABCD	84 36%	122 43%pywAC
Word of mouth	75 34%lmo	66 32%o	58 26%	63 29%	57 27%	59 26%	59 27%	61 28%	71 29%	59 26%	62 27%	52 24%	60 25%	73 30%	51 22%	52 24%	93 36%px	103 42%stuv vwxyz AB CD	89 38%pxzC D	94 33%p
Appearance of people working there	67 31%	95 46%ade fhijkl mno	81 36%lm	76 36%lm	58 27%	73 33%lm	101 47%acde fhijklm no	68 31%	75 31%	67 29%	68 29%	71 34%lm	57 24%	70 29%	67 29%	68 32%	100 39%	118 48%pqx yzABC	106 46%pzAC	141 50%pqvxyzA BCD
Hygiene certificate	61 28%no	82 39%ano	71 32%no	87 41%ano	91 43%acno	110 49%acno	90 42%acno	99 45%acno	119 49%acno	102 44%acno	112 48%acno	100 47%acno	103 43%acno	-	-	-	80 31%pD	85 34%pD	89 38%pD	108 38%pD
Hygiene sticker	22 10%no	44 21%acn o	28 12%no	38 18%ano	51 24%acno	67 30%acdn o	65 30%acdn o	72 33%abcd efgno	102 41%abcd efgno	90 39%abcd efgno	94 40%abcd efgno	85 40%abcd efgno	99 42%abcde fgno	-	-	-	43 17%pD	43 17%pD	37 16%pD	57 20%pD
Websites	13 6%	11 5%	15 7%	16 7%	20 9%	18 8%	19 9%	20 9%	30 12%ab	22 9%	26 11%cb	27 13%abc	33 14%abcd	37 15%abcd efghijk lm	49 21%abcd efghijk lm	39 18%qrst ux	21 8%	15 6%	23 10%	27 10%
Hygiene stickers/certificates displayed at premises	-	-	-	-	-	-	-	-	-	-	-	-	-	185 75%abcd efghijk lm	154 67%abcd efghijk lm	138 64%qrst uvwxyzA BC	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



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

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	243	277	246	269	268	272	281	273	298	267	288	261
Weighted Base	263	277	269	268	282	285	289	294	301	288	325	293
General appearance of shop/restaurant/cafe/pub/takeaway	132 50%	164 59%uw	134 50%	158 59%uw	159 56%	166 58%	157 55%	152 52%	163 54%	157 54%	178 55%	168 57%
Reputation	94 36%	109 39%	92 34%	96 36%	87 31%	103 36%	94 33%	105 36%	99 33%	106 37%	116 36%	103 35%
Word of mouth	79 30%	83 30%	97 36%px	68 25%	84 30%	81 28%	92 32%	87 30%	85 29%	83 29%	96 30%	91 31%
Appearance of people working there	108 41%	113 41%	112 42%p	104 39%	108 38%	98 34%	100 35%	114 39%	109 36%	115 40%	130 40%	118 40%
Hygiene certificate	109 42%ppD	114 41%ppD	133 49%pqrs tD	114 43%ppD	143 51%pqrs tuvCD	121 42%ppD	152 53%pqrs tuvzCD	158 54%pqrs tuvzCD	124 41%ppD	-	-	-
Hygiene sticker	83 32%pqrs tD	81 29%pqrs tD	88 33%pqrs tD	108 40%pqrs tvD	116 41%pqrs tuvD	103 36%pqrs tD	118 41%pqrs tuvD	132 45%pqrs tuwzD	139 46%pqrst uvwzD	-	-	-
Websites	19 7%	40 14%qu	35 13%ru	24 9%	37 13%ru	40 14%qu	41 14%qu	54 18%qrst ux	45 15%qrux	52 18%qrst ux	59 18%	44 15%
Hygiene stickers/certificates displayed at premises	-	-	-	-	-	-	-	-	-	194 68%qrst uvwxyzA BC	201 62%	193 66%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



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

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	223	190	230	213	214	236	193	222	256	226	262	244	240	203	214	189	244	259	233	274
Weighted Base	218	208	222	215	214	224	214	217	246	231	232	213	239	246	230	216	260	248	232	282
Other	1	2	4	4	2	3	1	1	-	4	6	1	7	1	2	2	9	3	3	9
	*	1%	2% <i>l</i>	2% <i>l</i>	1%	1%	1%	*	-	2%	3% <i>l</i>	*	3% <i>l</i>	*	1%	1%	3% <i>z</i>	1%	1%	3% <i>z</i>
Net : Hygiene certificate /Hygiene certificate	73	94	88	103	118	139	124	139	167	150	153	143	152	185	154	138	96	102	102	126
	33%	45% <i>a</i>	39%	48% <i>a</i>	55% <i>ac</i>	62% <i>abcd</i>	58% <i>abc</i>	64% <i>abcd</i>	68% <i>abcd</i>	65% <i>abcd</i>	66% <i>abcd</i>	67% <i>abcd</i>	64% <i>abcd</i>	75% <i>abcd</i>	67% <i>abcd</i>	64% <i>qrs</i>	37%	41%	44%	45%
Don't know	2	3	6	3	5	8	1	6	5	7	3	3	6	3	5	3	7	4	4	4
	1%	1%	3%	2%	2%	4%	1%	3%	2%	3%	1%	1%	2%	1%	2%	2%	3% <i>B</i>	1% <i>B</i>	2% <i>B</i>	1%
Average number of mentions	2.01	2.46 <i>ac</i>	2.10	2.25 <i>a</i>	2.12	2.35 <i>ac</i>	2.42 <i>ace</i>	2.38 <i>ac</i>	2.39 <i>ace</i>	2.33 <i>a</i>	2.39 <i>ace</i>	2.53 <i>ace</i>	2.22	2.34 <i>a</i>	2.24	2.24	2.36	2.73 <i>pq</i>	2.52 <i>p</i>	2.70 <i>pq</i>
Standard deviation	1.14	1.41	1.18	1.26	1.25	1.41	1.40	1.37	1.33	1.32	1.50	1.58	1.24	1.41	1.31	1.37	1.46	1.45	1.27	1.46
Standard error	0.08	0.10	0.08	0.09	0.09	0.09	0.10	0.09	0.08	0.09	0.09	0.10	0.08	0.10	0.09	0.10	0.09	0.09	0.08	0.09

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



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

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	243	277	246	269	268	272	281	273	298	267	288	261
Weighted Base	263	277	269	268	282	285	289	294	301	288	325	293
Other	6	3	7	5	3	1	3	3	6	7	2	1
	2%	1%	2%z	2%	1%	-	1%	1%	2%	2%	1%	-
Net : Hygiene certificate /Hygiene certificate	149	145	171	169	191	169	186	214	197	194	201	193
	57%qrst	52%qr	63%qrst v	63%qrst v	68%qrst uv	59%qrst	65%qrst v	73%qrst uvwzA	65%qrst v	68%qrst uv	62%	66%
Don't know	9	7	7	2	1	3	4	-	2	2	7	-
	3%yBCD	2%B	3%B	1%	1%	1%	1%B	-	1%	1%	2%	-
Average number of mentions	2.48	2.61p	2.66pq	2.55p	2.63pq	2.53p	2.66pq	2.74pq	2.58p	2.50	2.46	2.45
Standard deviation	1.43	1.58	1.50	1.40	1.44	1.42	1.61	1.53	1.62	1.44	1.45	1.40
Standard error	0.09	0.09	0.10	0.09	0.09	0.09	0.10	0.09	0.09	0.09	0.09	0.09

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

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

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	349	401	354	354	347	373	360	364	353	346	328	362	351	324	331	328	377	379	360	432
Weighted Base	363	396	367	370	375	372	367	370	365	354	337	386	364	342	372	363	376	384	373	412
General appearance of shop/restaunt/cafe/pub /takeaway	262 72%efg hiklmn o	261 66%fk	242 66%k	288 72%efgh iklmo	241 64%k	214 58%	233 63%k	224 61%	231 63%k	231 65%k	182 54%	231 60%	220 61%	218 64%k	239 64%k	210 58%	263 70%pC	280 73%puv yzBCD	255 68%p	303 73%puvzBC D
Appearance of people working there	208 57%efg hijklm no	202 51%hno	204 55%eghk lno	196 53%hno	172 46%	182 49%hno	168 46%	153 41%	181 50%hno	173 49%no	153 45%	177 46%	175 48%no	137 40%	150 40%	146 40%	219 58%puv CD	234 61%puv yzCD	225 60%puvy zCD	229 58%puvCD
Reputation	166 46%gko	189 48%egi kno	169 46%gkno	163 44%o	144 39%	159 43%	137 37%	162 44%	142 39%	149 42%	124 37%	151 39%	154 42%	131 38%	136 37%	147 40%	153 41%	163 43%	166 44%	179 44%
Word of mouth	149 41%gin	142 36%	136 37%	130 35%	140 37%	129 35%	118 32%	133 36%	129 35%	114 32%	114 34%	133 34%	139 38%ni	105 31%	146 39%ni	111 31%	129 34%	137 36%	135 36%	143 35%
Hygiene certificate	109 30%no	140 35%no	135 37%no	146 39%ano	160 43%abno	171 46%abcn o	171 47%abcn o	163 44%abno	176 48%abcd no	171 48%abcd no	162 48%abcd no	200 52%abcd eno	177 49%abcdn o	-	-	-	102 27%pD	102 27%pD	109 29%pD	132 32%pD
Hygiene sticker	43 12%no	61 15%no	56 15%no	88 24%abcn o	86 23%abcn o	104 28%abcn o	103 28%abcn o	127 34%abcd eno	142 39%abcd elgno	152 43%abcd elgno	142 42%abcd elghno	156 40%abcd elgno	165 45%abode lghno	-	-	-	42 11%pD	52 14%pD	43 12%pD	80 19%pqrsD
Websites	24 7%	27 7%	29 8%	26 7%	28 7%	31 8%	31 8%	31 9%	47 13%abcd e	53 15%abcd efgh	56 17%abcd efgh	67 19%abcd efgh	66 18%abcd efgh	48 14%abcd efgh	67 18%abcd efgh	61 17%grst uvwxyzA B	16 4%	18 5%	23 6%	30 7%
Hygiene stickers /certificates displayed at premises	-	-	-	-	-	-	-	-	-	-	-	-	-	235 69%abcd efghijk lm	240 64%abcd efghijk lm	248 68%grst uvwxyzA BCD	-	-	-	-
Other	7 2%	8 2%	13 4%kmo	13 3%	6 2%	6 2%	10 3%	13 3%	10 3%	7 2%	4 1%	7 2%	4 1%	5 1%	5 1%	3 1%	10 3%	11 3%	9 3%	16 4%p

Proportions/Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	391	392	424	390	390	434	391	426	362	433	369	368
Weighted Base	391	368	375	386	399	389	405	391	406	415	394	392
General appearance of shop/restaurant/cafe/pub/takeaway	248 63%	242 66%p	260 69%pC	276 71%puBC D	280 65%	254 65%p	278 69%p	249 64%	252 62%	268 64%	252 64%	264 67%
Appearance of people working there	197 51%p	189 51%p	209 56%pCD	212 55%pCD	195 49%p	202 52%p	218 54%pCD	216 55%pCD	185 45%	188 45%	184 47%	181 46%
Reputation	165 42%	164 45%	153 41%	159 41%	189 47%zAC	147 38%	161 40%	163 42%	160 39%	174 42%	140 35%	161 41%
Word of mouth	135 35%	124 34%	144 38%pxA	115 30%	130 33%	125 32%	124 31%	140 36%	145 36%	136 33%	133 34%	134 34%
Hygiene certificate	145 37%pqrs D	151 41%pqrs tD	155 41%pqrs tD	152 39%pqrs tD	198 50%pqrs tuwxCD	176 45%pqrs tuD	181 45%pqrs tuD	193 49%pqrs tuwxCD	168 41%pqrst D	-	-	-
Hygiene sticker	77 20%pqrs D	97 26%pqrs tuD	98 26%pqrs tuD	109 28%pqrs tuD	134 34%pqrs tuwD	123 31%pqrs tuD	133 33%pqrs tuwD	158 40%pqrs tuwxzA D	162 40%pqrst D	-	-	-
Websites	26 7%	29 8%	34 9%qr	29 8%	43 11%qrs	36 9%qr	39 10%qr	44 11%qrsu	48 12%qrst u	49 12%qrst u	52 13%	50 13%
Hygiene stickers/certificates displayed at premises	-	-	-	-	-	-	-	-	-	245 59%qrst uwxzyA BC	251 64%	236 60%
Other	9 2%	15 4%pD	9 2%	13 3%p	8 2%	13 3%p	12 3%	9 2%	7 2%	7 2%	2 1%	4 1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	349	401	354	354	347	373	360	364	353	346	328	362	351	324	331	328	377	379	360	432
Weighted Base	363	396	367	370	375	372	367	370	365	354	337	386	364	342	372	363	376	384	373	412
Net: Hygiene certificate /Hygiene certificate	128 35%	159 40%	159 43%a	178 48%ab	192 51%abc	210 56%abcd	215 59%abcd	216 59%abcd	241 66%abcd ef	234 66%abcd efgh	215 64%abcd e	257 67%abcd efgh	247 68%abcd efgh	235 69%abcd efgh	240 64%abcd ef	248 68%qrs tuvwxyz zACD	116 31%	117 30%	125 34%	165 40%qr
Don't know	3 1%	6 2% _n	3 1%	6 2% _n	8 2% _n	4 1%	8 2% _n	8 2% _n	4 1%	2 -	4 1%	4 1%	6 2% _n	- -	5 1% _n	6 2% _A	5 1% _A	8 2% _{yA}	8 2% _{yA}	9 2% _{yA}
Average number of mentions	2.69	2.64	2.70	2.83 _n	2.66	2.71	2.70	2.78	2.93 _{abe} no	2.98 _{abc} efgno	2.81 _n	2.93 _{abe} no	3.08 _{abc} defghkn o	2.57	2.68	2.59	2.52	2.65	2.65	2.79 _q
Standard deviation	1.39	1.33	1.37	1.50	1.51	1.43	1.50	1.55	1.60	1.62	1.54	1.62	1.76	1.39	1.53	1.54	1.32	1.38	1.42	1.48
Standard error	0.08	0.07	0.07	0.08	0.08	0.07	0.08	0.08	0.09	0.09	0.09	0.09	0.09	0.08	0.08	0.09	0.07	0.07	0.08	0.07

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



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

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	391	392	424	390	390	434	391	426	362	433	369	368
Weighted Base	391	368	375	386	399	389	405	391	406	415	394	392
Net: Hygiene certificate /Hygiene certificate	167 43%qrs	177 48%qrst	186 50%qrst	196 51%qrst	243 61%qrst	222 57%qrst	233 58%qrst	252 64%qrst	243 60%qrst	245 59%qrst	251 64%	236 60%
Don't know	11 3%yAD	9 2%yAD	7 2%yA	7 2%yA	1 *	5 1%A	-	3 1%	4 1%	3 1%	7 2%	4 1%
Average number of mentions	2.64	2.82qD	2.89pqr suD	2.81qD	2.92pqr suD	2.80qD	2.83qD	3.03pqr stuD	2.80q	2.59	2.61	2.65
Standard deviation	1.53	1.57	1.48	1.55	1.59	1.51	1.53	1.68	1.55	1.43	1.44	1.46
Standard error	0.08	0.08	0.07	0.08	0.08	0.07	0.08	0.08	0.08	0.07	0.08	0.08

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

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

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	329	324	321	361	358	391	389	355	421	463	410	419	421	478	450	477
Weighted Base	238	261	254	253	267	265	266	256	267	272	273	272	271	282	259	270
General appearance of shop/restaurant/cafe/pub/takeaway	175 74%efj mo	196 75%efg jmo	173 68%	181 71%ej	168 63%	174 65%	179 67%	179 70%ej	187 70%ej	170 63%	189 69%	192 70%ej	178 65%	204 72%efjm	172 66%	180 67%
Appearance of people working there	147 62%ehj mno	155 59%mno	150 59%mno	159 63%ehjmn o	143 53%	156 59%lmno	152 57%lmn	137 54%	163 61%emno	147 54%	157 57%lmn	164 60%lmno	132 49%	138 49%	134 51%	136 51%
Reputation	102 43%gkm n	113 44%egj kmn	99 39%lm	103 41%lm	96 36%	114 43%gkmn	93 35%	95 37%	101 38%lm	99 36%	93 34%	100 37%	83 30%	99 35%	98 38%lm	99 37%
Word of mouth	81 34%mn	82 32%	79 31%	81 32%	91 34%lmn	81 31%	84 31%	80 31%	100 37%ijmno	81 30%	87 32%	90 33%ln	72 27%	75 27%	77 30%	93 35%
Hygiene certificate	54 23%no	45 17%no	47 19%no	53 21%no	68 25%bcno	68 26%bcno	62 23%no	66 26%bcno	96 36%abcde fghimno	86 32%abcde no	81 29%abcdh o	78 29%bcdno	73 27%bcno	-	-	-
Hygiene sticker	27 11%no	25 10%no	20 8%no	31 12%no	33 12%no	40 15%bcno	40 15%bcno	38 15%bcno	55 21%abcde fghno	66 24%abcde fghno	65 24%abcde fghno	74 27%abcde fghno	66 24%abcde fghno	-	-	-
Websites	4 2%	4 2%	2 1%	6 2%	2 1%	9 3%ce	8 3%	7 3%	11 4%bce	10 4%ce	14 5%abcde	21 8%abcdef ghimno	9 3%ce	11 4%ce	10 4%ce	13 5%
Hygiene stickers/certificates displayed at premises	-	-	-	-	-	-	-	-	-	-	-	-	-	112 40%abcde fghiklm	114 44%abcde fghiklm	118 44%
Other	8 3%	10 4%	7 3%	6 2%	5 2%	11 4%	9 3%	5 2%	11 4%	9 3%	6 2%	11 4%	6 2%	11 4%	8 3%	6 2%
Net : Hygiene certificate /Hygiene certificate	62 26%	52 20%	57 22%	63 25%	80 30%bc	81 30%bc	76 28%b	81 32%bcd	112 42%abcde fgh	119 44%abcde fgh	108 40%abcde fgh	113 42%abcde fgh	108 40%abcde fgh	112 40%abcde fgh	114 44%abcde fgh	118 44%
Don't know	4 1%	5 2%	14 5%ablm	10 4%	9 3%	11 4%a	13 5%al	11 4%al	7 3%	13 5%al	7 3%	5 2%	6 2%	8 3%	6 2%	7 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



Q.3b How do you know about the hygiene standards of the places you buy food from or eat out at?

Base: All adults who are at all aware of the standards of hygiene when they buy food UK

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	329	324	321	361	358	391	389	355	421	463	410	419	421	478	450	477
Weighted Base	238	261	254	253	267	265	266	256	267	272	273	272	271	282	259	270
Average number of mentions	2.55m	2.48	2.40	2.54m	2.35	2.57emn	2.47	2.48	2.79abcd	2.58emn	2.60emn	2.72bceg	2.33	2.37	2.42	2.45
Standard deviation	1.38	1.35	1.19	1.37	1.31	1.40	1.32	1.30	1.52	1.41	1.38	1.54	1.34	1.23	1.25	1.32
Standard error	0.08	0.08	0.07	0.07	0.07	0.07	0.07	0.07	0.08	0.07	0.07	0.08	0.07	0.06	0.06	0.06

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

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

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	1385	1408	1378	1497	1413	1478	1394	1431	1482	1530	1482	1521	1475	1510	1458	1423	-	-	-	-
Weighted Base	1323	1358	1333	1403	1381	1383	1349	1376	1410	1404	1410	1430	1406	1397	1402	1353	**	**	**	**
General appearance of shop/restaunt/cafe/pub/takeaway	864 65%efi kmo	931 69%cef ghijkl mno	851 64%efkl mo	967 69%cefg hijklmn o	811 59%	822 59%	840 62%km	862 63%em	855 61%	865 62%km	840 60%	858 60%	808 57%	867 62%km	838 60%	815 60%	-	-	-	-
Appearance of people working there	666 50%ehj kmno	732 54%efg hijklm no	697 52%efhij klmno	737 53%efhij klmno	626 45%mmo	657 48%mmo	673 50%ehijk mno	631 46%mmo	658 47%mmo	628 45%	642 45%mmo	680 48%mmo	579 41%	580 42%	577 41%	557 41%	-	-	-	-
Reputation	543 41%gkm o	617 45%acd eghijk lmno	546 41%gkmo	585 42%gikm no	526 38%	578 42%gikm no	490 36%	536 39%	546 39%	533 38%	500 35%	570 40%kmo	501 36%	530 38%	504 36%	499 37%	-	-	-	-
Word of mouth	471 36%dh jkmno	475 35%fhj kn	440 33%	447 32%	464 34%h	434 31%	453 34%h	406 30%	474 34%h	432 31%	440 31%	471 33%	448 32%	422 30%	443 32%	404 30%	-	-	-	-
Hygiene certificate	379 29%no	420 31%no	408 31%no	471 34%no	511 37%abcn o	555 40%abcd no	549 41%abcd no	531 39%abcd no	665 47%abcd elghjmn o	600 43%abcd ehno	624 44%abcd efhno	681 48%abcd elghjmn o	584 42%abcde no	-	-	-	-	-	-	
Hygiene sticker	157 12%no	216 16%acn o	161 12%no	261 19%acno	282 20%abon o	342 25%abcd eno	353 26%abcd eno	397 29%abcd efno	478 34%abcd elghno	473 34%abcd elghno	497 35%abcd elghno	549 38%abcd elghj no	549 39%abcde fghjkn o	-	-	-	-	-	-	
Websites	67 5%	71 5%	83 6%	97 7%a	90 7%	119 9%abce	118 9%abce	102 7%ab	161 11%abcd elgh	150 11%abcd eh	168 12%abcd elgh	203 14%abcd efghj	188 13%abcd elghj	182 13%abcd elghj	214 15%abcd efghijk	179 13%	-	-	-	-
Hygiene stickers/certificates displayed at premises	-	-	-	-	-	-	-	-	-	-	-	-	-	849 61%abcd elghijk lm	853 61%abcd elghijk lm	812 60%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
General appearance of shop/restaurant/cafe/pub/takeaway	-	-	-	-	-	-	-	-	-	-	-	-
Appearance of people working there	-	-	-	-	-	-	-	-	-	-	-	-
Reputation	-	-	-	-	-	-	-	-	-	-	-	-
Word of mouth	-	-	-	-	-	-	-	-	-	-	-	-
Hygiene certificate	-	-	-	-	-	-	-	-	-	-	-	-
Hygiene sticker	-	-	-	-	-	-	-	-	-	-	-	-
Websites	-	-	-	-	-	-	-	-	-	-	-	-
Hygiene stickers/certificates displayed at premises	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



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

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	1385	1408	1378	1497	1413	1478	1394	1431	1482	1530	1482	1521	1475	1510	1458	1423	-	-	-	-
Weighted Base	1323	1358	1333	1403	1381	1383	1349	1376	1410	1404	1410	1430	1406	1397	1402	1353	..*	..*	..*	..*
Other	28	33	34	44	26	35	32	37	31	32	29	31	28	25	19	16	-	-	-	-
	2%	2% _o	3% _o	3% _{eno}	2%	2% _o	2% _o	3% _o	2%	2%	2%	2%	2%	2%	1%	1%	-	-	-	-
Net : Hygiene certificate /Hygiene certificate	442	489	481	568	626	679	697	718	857	810	810	908	838	849	853	812	-	-	-	-
	33%	36%	36%	40% _{abc}	45% _{abcd}	49% _{abcd}	52% _{abcd}	e	61% _{abcd}	58% _{abcd}	57% _{abcd}	63% _{abcd}	60% _{abcd}	61% _{abcd}	61% _{abcd}	60%	-	-	-	-
Don't know	18	23	34	32	40	35	33	32	17	28	17	13	22	15	28	18	-	-	-	-
	1%	2%	3% _{alkln}	2% _{ikln}	3% _{abikl}	3% _{alkln}	2% _{ikln}	2% _{ikln}	1%	2% _l	1%	1%	2%	1%	2% _l	1%	-	-	-	-
Average number of mentions	2.43	2.62 _{ac}	2.48	2.63 _{ace}	2.49	2.63 _{ace}	2.67 _{ace}	2.61 _{ace}	2.78 _{abc}	2.70 _{ace}	2.68 _{ace}	2.85 _{abc}	2.66 _{ace}	2.50	2.51	2.46	-	-	-	-
		_{eno}		_{no}		_{no}	_{no}		_{defhno}	_{no}	_{no}	_{defghjk}	_{no}				-	-	-	-
Standard deviation	1.33	1.40	1.31	1.44	1.46	1.49	1.45	1.44	1.53	1.50	1.51	1.62	1.56	1.36	1.40	1.39	-	-	-	-
Standard error	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/ef/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



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

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base
Other	-	-	-	-	-	-	-	-	-	-	-	-
Net : Hygiene certificate /Hygiene certificate	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/ef/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 *small base; ** very small base (under 30) ineligible for sig testing



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

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	81	83	74	90	88	79	87	68	97	97	76	91	94	89	92	85	56	62	46	47
Weighted Base	79*	79*	71*	82*	78*	73*	83*	64*	89*	76*	73*	73*	82*	81*	79*	77*	52*	59*	45*	48*
General appearance of shop/restaurant/cafe/pub/takeaway	52 66%gjn	53 68%gjn o	59 83%abef ghijklm no	65 79%efgh ijklmno	46 59%	40 55%	38 45%	37 58%	50 56%	34 44%	38 53%	39 54%	45 55%	36 45%	41 52%	31 41%	34 65%ps	40 69%ps	18 40%	32 67%ps
Appearance of people working there	42 53%fhi kmno	33 42%hn	51 72%abef ghijklm no	50 60%belfg hijklmn o	32 41%n	26 36%	35 43%hn	17 26%	26 29%	30 40%ln	25 34%	31 43%hn	28 34%	20 25%	27 34%	22 28%	34 65%psu x	38 64%psu x	18 40%	23 48%p
Reputation	37 47%ejk lmno	36 46%ejk lmno	35 49%ejk lmno	35 43%jklm no	22 29%	29 40%jkmn o	30 36%no	24 37%no	30 33%no	17 23%	17 24%	18 25%	19 23%	15 18%	15 18%	18 24%	33 53%psu vwyzBC D	28 48%pyB	19 42%p	21 43%p
Word of mouth	35 45%ej klmno	28 36%klm n	33 46%ejk lmno	36 44%ejk lmno	22 28%n	22 30%lmn	29 35%lmn	21 32%lmn	24 27%n	17 23%	15 21%	15 20%	13 16%	10 12%	21 26%ln	14 19%	21 40%pz B	27 46%pyz B	23 52%pywz B	28 58%puvwyzB
Hygiene certificate	12 15%no	14 17%no	20 28%ano	27 33%abno	35 45%abcm no	30 41%abno	37 45%abcm no	33 51%abcd lmno	32 36%abno	34 45%abcm no	35 49%abcd lmno	23 31%abno	24 30%ano	-	-	-	16 30%pD	20 34%pD	24 54%pprD	28 58%pprCD
Websites	7 9%	4 4%	2 3%	3 4%	3 3%	6 8%	3 4%	5 8%	5 10%	7 10%	3 4%	8 11%	3 4%	3 4%	5 6%	8 10%	4 8%	2 3%	8 17%nyyB	5 10%
Hygiene sticker	7 8%no	3 4%	8 11%no	16 19%bno	22 29%abcn o	20 28%abcn o	18 22%abno	30 47%abcd efgno	41 55%abcd efgno	42 55%abcd efgno	31 42%abcd gno	31 42%abcd gno	39 48%abcde fgno	-	-	-	14 27%prD	6 10%pD	16 35%prD	18 37%prD
Hygiene stickers/certificates displayed at premises	-	-	-	-	-	-	-	-	-	-	-	-	-	59 73%abcd efghijk lm	50 64%abcd efghijk lm	62 81%qrst uvwxyzA BC	-	-	-	-
Other	4 5%i	-	-	4 5%	2 2%	1 2%	3 4%	-	-	1 1%	2 3%	1 1%	2 3%	5 6%bcio	-	-	2 4%	-	1 3%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	52	112	131	101	109	114	114	112	103	106	102	115
Weighted Base	50*	50	60	56*	59*	51	53	54	93*	95*	100*	104
General appearance of shop/restaurant/cafe/pub/takeaway	31 62%ps	31 62%ps	41 69%ps	41 73%psz	40 68%ps	30 59%ps	39 73%psz	39 73%psz	56 60%ps	65 69%ps	70 70%	86 83%
Appearance of people working there	20 40%	30 61%psux	34 57%pu	26 46%p	38 64%psux	28 56%p	29 54%p	31 57%p	51 55%p	48 51%p	60 60%	71 69%
Reputation	15 29%	18 36%	24 40%py	26 47%puyb	16 27%	18 35%	25 47%puyb	15 26%	37 40%p	43 45%pyB	46 46%	60 58%
Word of mouth	16 32%	20 40%pyz	19 32%p	30 53%puwyzB	15 25%	12 23%	23 44%pyzB	15 29%	39 41%pyz	39 41%pyz	40 40%	61 59%
Hygiene certificate	28 55%pqrC D	29 57%pqrw CD	25 42%pD	31 54%pqrC D	36 60%pqrw zBCD	22 44%pD	28 53%pqrC D	24 45%pD	35 38%pD	-	-	-
Websites	3 5%	2 3%	5 9%B	5 8%	3 5%	3 6%	5 10%B	1 3%	10 10%B	12 13%rvB	19 19%	21 20%
Hygiene sticker	26 52%pqrD	26 52%pqrw zD	22 37%prD	26 46%pqD	31 52%pqrw zD	19 38%prD	24 45%pqrD	24 45%pqrD	43 46%pqrD	-	-	-
Hygiene stickers/certificates displayed at premises	-	-	-	-	-	-	-	-	-	64 68%qrst uvwxyzA BC	55 56%	58 56%
Other	-	2 5%prwAB C	-	1 1%	1 1%	1 1%	-	-	-	1 1%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	81	83	74	90	88	79	87	68	97	97	76	91	94	89	92	85	56	62	46	47
Weighted Base	79*	79*	71*	82*	78*	73*	83*	64*	89*	76*	73*	82*	81*	79*	77*	52*	59*	45*	48*	
Not: Hygiene certificate /Hygiene certificate	14 18%	14 17%	21 30%	32 39%ab	43 55%abc	38 53%abc	44 53%abc	44 68%abcd	57 64%abcd	55 73%abcd	52 72%abcd	41 57%abcd	52 63%abcd	59 73%abcd	50 64%abcd	62 81%qrs wvzAB C	18 34%	22 38%	29 64%qr	35 73%qrs
Don't know	2 2%	3 4%	1 2%	-	2 2%	4 5%di	2 2%	2 3%	-	* 1%	1 1%	1 2%	3 4%	1 1%	2 2%	1 1%	-	-	-	-
Average number of mentions	2.54no	2.26n	2.98bef gijkimn o	2.87bei klmno	2.40n	2.53no	2.39n	2.69no	2.32n	2.41n	2.32n	2.31n	2.22	1.84	2.05	2.05	3.02p	2.74p	2.84p	3.22pz
Standard deviation	1.54	1.18	1.30	1.58	1.28	1.34	1.53	1.56	1.33	1.45	1.35	1.35	1.44	1.13	1.06	1.26	1.80	1.19	1.70	1.33
Standard error	0.17	0.13	0.15	0.17	0.14	0.15	0.17	0.19	0.13	0.15	0.16	0.14	0.15	0.12	0.11	0.14	0.24	0.15	0.25	0.19

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base



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

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	52	112	131	101	109	114	114	112	103	106	102	115
Weighted Base	50*	50	60	56*	59*	51	53	54	93*	95*	100*	104
Not - Hygiene certificate /Hygiene certificate	38 75%qrwz B	33 67%qpw	31 52%q	39 69%qpw	40 67%qpw	29 58%qqr	34 64%qqr	30 57%qqr	56 60%qqr	64 68%qpw	55 56%	58 56%
Don't know	-	*	1	-	2	*	-	*	-	-	-	-
	-	1%	2%	-	3%	1%	-	1%	-	-	-	-
Average number of mentions	2.77p	3.16pz	2.93p	3.27prz	3.10pz	2.63p	3.28prz B	2.81p	2.91p	2.88p	2.91	3.45
Standard deviation	1.27	1.55	1.62	1.93	1.55	1.41	1.79	1.40	1.70	1.74	1.77	1.76
Standard error	0.18	0.15	0.14	0.19	0.15	0.13	0.17	0.13	0.17	0.17	0.18	0.16

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base

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

	ADDITIONAL COUNTRY																
	ENGLAND/WALES/NI																
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	
Unweighted Base	1522	1553	1498	1634	1553	1669	1612	1600	1688	1741	1672	1724	1672	1705	1652	1623	
Weighted Base	1454	1495	1448	1533	1509	1506	1492	1497	1559	1531	1536	1556	1581	1572	1581	1533	
Word of mouth	527 36%fhj kimno	530 35%thj kmno	496 34%hjn	511 33%un	502 33%	476 32%	502 34%hjn	457 31%	513 33%	461 30%	478 31%	501 32%	500 32%	471 30%	504 32%	480 31%	
Reputation	613 42%egi jkmno	681 46%cde fghijk lmno	600 41%egikm no	641 42%egijk mno	563 37%	625 41%egijk mno	543 36%	596 39%kkm	592 38%	568 37%	542 35%	603 39%kkm	557 35%	588 37%	564 36%	578 38%	
Appearance of people working there	742 51%sehi jkmno	804 54%efg hijklm no	766 53%efhij klmno	810 53%efhij klmno	678 45%un	714 47%mnno	743 50%ehjkm no	673 45%un	722 46%mnno	687 45%un	695 45%mn	742 48%mnno	658 42%	649 41%	664 42%	650 42%	
General appearance of shop/restaurant/cafe/pub/takeaway	950 65%efg ijklmn o	1025 69%cef ghijkl mno	927 64%efklm o	1063 69%acefg hijklmno	888 59%	892 59%	918 62%km	941 63%eflm	945 61%	929 61%	917 60%	936 60%	909 57%	968 62%km	948 60%	932 61%	
Hygiene sticker	177 12%no	225 15%ano	184 13%no	294 19%abcno	330 22%abcno	389 26%abcde no	393 26%abcde no	454 30%abcde fghno	549 35%abcde fghno	534 35%abcde fghno	552 36%abcde fghno	604 39%abcde fghjno	631 40%abcdef ghjkmno	-	-	-	-
Hygiene certificate	406 28%no	453 30%no	452 31%no	526 34%abno	574 38%abcdn o	614 41%abcdn o	612 41%abcdn o	594 40%abcdn o	733 47%abcde fghjmnno	656 43%abcde no	688 45%abcde fghjmnno	728 47%abcde fghjmnno	644 41%abcdno	-	-	-	-
Hygiene stickers/certificates displayed at premises	-	-	-	-	-	-	-	-	-	-	-	-	-	971 62%abcde fghijklm	959 61%abcde fghijklm	932 61%	
Websites	78 5%	76 5%	93 6%	105 7%b	96 6%	126 8%aboe	127 8%aboe	112 7%ab	168 11%abcde fgh	160 10%abcde h	176 11%abcde fgh	212 14%abcde fghij	201 13%abcde fgh	197 13%abcde fgh	238 15%abcde fghjkn	207 14%	
Other	34 2%o	33 2%o	36 2%o	47 3%emno	28 2%	38 3%o	36 2%o	37 2%o	32 2%	33 2%o	31 2%	31 2%	31 2%	31 2%	19 1%	16 1%	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



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

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1522	1553	1498	1634	1553	1669	1612	1600	1688	1741	1672	1724	1672	1705	1652	1623
Weighted Base	1454	1495	1448	1533	1509	1506	1492	1497	1559	1531	1536	1556	1581	1572	1581	1533
Net : Hygiene certificate /Hygiene certificate	474 33%	525 35%	531 37%a	635 41%abc	706 47%abcd	751 50%abcd	771 52%abcde	801 54%abcde	954 61%abcde	895 58%abcde	896 58%abcde	979 63%abcde	946 60%abcde	971 62%abcde	959 61%abcde	932 61%
Don't know	20 1%	26 2%	35 2%ikln	32 2%ln	41 3%aiklmn	39 3%aikln	36 2%aikln	34 2%aikln	19 1%	29 2%ln	18 1%	15 1%	25 2%	16 1%	29 2%j	19 1%
Average number of mentions	2.46 n	2.61ae	2.51	2.67acen	2.49	2.64acen	2.66acen	2.64acen	2.76abce fthno	2.68acen o	2.69acen o	2.83abcd efghikmn o	2.65acen o	2.49	2.51	2.51
Standard deviation	1.37	1.38	1.32	1.45	1.44	1.49	1.46	1.47	1.53	1.49	1.52	1.61	1.57	1.39	1.42	1.44
Standard error	0.04	0.04	0.03	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.03	0.04	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



Q.4 Which of the following, if any, have you heard of? - UK
Base: All adults England/Wales/NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876
Food Standards Agency	1448 79%km	1509 83%aah ijkimn op	1480 81%ekimn o	1489 81%ekimn no	1414 78%ik	1507 82%aeikl mnop	1494 82%aeahk lmnop	1446 79%ukm	1423 78%uk	1476 80%ekmn	1354 74%	1421 78%k	1405 76%	1408 77%	1453 78%k	1479 79%k
Department of Health (only show if England)	1368 75%ijk mnop	1387 76%ehi jkimno p	1370 75%ikmno p	1404 77%ehijk lmnop	1339 73%kmn	1369 74%ikmno p	1389 76%hijkl mnop	1329 73%mn	1288 71%	1323 72%mn	1285 70%	1320 72%mn	1264 69%	1257 68%	1328 71%	1322 70%
Office of Fair Trading	1356 74%ehi jkimno p	1376 76%ehi jkimno p	1369 75%ehijk lmnop	1368 75%ehijk lmnop	1296 71%kmnop	1361 74%ehijk lmnop	1356 74%ehijk lmnop	1272 70%kmnop	1264 69%kmnop	1279 70%kmnop	1207 66%op	1245 68%op	1199 65%op	1216 66%op	-	-
Health & Safety Executive	1262 69%hkh	1292 71%hij kim	1327 72%aeahi jkimno	1294 71%hkim	1246 68%	1272 69%hkh	1314 72%ehijk lmno	1195 66%	1240 68%	1246 68%	1194 65%	1210 66%	1234 67%	1260 69%k	1280 68%	1305 70%hkh
The British Medical Association	1246 68%ejk	1276 70%eah jkimnop	1276 70%eijk mnop	1316 72%aeahi jkimnop	1186 65%op	1214 66%op	1259 69%efikm op	1217 67%op	1230 67%kop	1197 65%op	1169 64%op	1258 69%eijkop	1213 66%op	1215 66%op	-	-
The Environment Agency (only show if England or Wales)	1224 67%op	1285 71%aej klmnop	1308 71%aeahj klmnop	1314 72%aeahj klmnop	1233 68%op	1275 69%kmnop	1287 71%ajkmn op	1244 68%kop	1239 68%op	1240 67%op	1208 66%op	1235 68%op	1195 65%op	1201 65%op	-	-
World Health Organisation (WHO)	1125 62%	1157 64%	1166 64%	1183 65%	1163 64%	1159 63%	1161 64%	1136 62%	1240 68%abode fghjk	1191 65%	1173 64%	1252 69%abode fghjk	1207 66%ah	1255 68%abode fghjk	1271 68%abode fghjk	1287 69%abodefghjk
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	897 49%	965 53%aef k	955 52%e	948 52%	888 49%	903 49%	959 53%aefk	937 51%	915 50%	936 51%	896 49%	970 53%aefk	939 51%	928 51%	980 52%e	1045 56%acdefhijkmno
Office of Communications (OFCOM)	816 45%op	843 46%op	841 46%op	958 52%abcef hkmop	865 47%op	854 46%op	924 51%abcfk op	869 48%op	913 50%abclo p	881 48%op	860 47%op	918 50%abclo p	884 48%aop	949 52%abcelfh jkmp	-	-

Proportions/Mean: All Columns Tested (5% risk level)



Q.4 Which of the following, if any, have you heard of? - UK
Base: All adults England/Wales/NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876
National Institute for Health and Clinical Excellence (NICE)	756 41%op	780 43%op	823 45%aop	818 45%op	762 42%op	778 42%op	815 45%aop	782 43%op	805 44%op	802 44%op	776 43%op	826 45%aemop	768 42%op	838 46%aefmop	-	-
British Dietetic Association (BDA)	696 38%op	676 37%op	723 39%efop	673 37%op	644 35%op	656 36%op	697 38%op	676 37%op	747 41%bdefh jkmmop	667 36%op	681 37%op	695 38%op	694 38%op	688 37%op	-	-
Department for Public Health and Health Professions (only show if Wales)	59 3%bop	38 2%op	44 2%op	66 4%bchjlo p	63 3%bhjop	57 3%op	55 3%op	42 2%op	65 4%bchjlo p	40 2%op	57 3%op	44 2%op	58 3%bop	59 3%bop	-	-
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	46 3%	41 2%	36 2%	30 2%	37 2%	40 2%	37 2%	42 2%	46 3%	40 2%	37 2%	41 2%	82 4%abcdef ghijkl	84 5%abcdef ghijkl	85 5%abcdef ghijkl	92 5%abcdefghijkl
Department for Rural Affairs (only show if Wales)	43 2%o	33 2%	35 2%	35 2%	28 2%	38 2%	46 3%eo	33 2%	49 3%eo	43 2%o	48 3%eo	34 2%	46 2%eo	51 3%eo	25 1%	50 3%eo
Department of Agriculture and Rural Development (DARD) (only show if NI)	39 2%	51 3%cdg	33 2%	26 1%	35 2%	43 2%cd	33 2%	37 2%	41 2%	38 2%	37 2%	40 2%	67 4%acdefg hijkl	72 4%acdefg hijkl	57 3%odeg	76 4%abcdefghijkl
Public Health Agency (PHA) (only show if NI)	31 2%	40 2%	38 2%	30 2%	36 2%	41 2%	35 2%	39 2%	43 2%	44 2%	42 2%	47 3%	80 4%abcdef ghijkl	84 5%abcdef ghijkl	80 4%abcdef ghijkl	79 4%abcdefghijkl
Safefood (only show if NI)	31 2%	26 1%	25 1%	28 2%	31 2%	38 2%	32 2%	29 2%	41 2%	40 2%	29 2%	45 2%bcd	64 3%abcdef ghijk	67 4%abcdef ghijkl	50 3%abcdhk	64 3%abcdefghijk
Scottish Government Rural Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)



Q.4 Which of the following, if any, have you heard of? - UK
Base: All adults England/Wales/NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876
Scottish Government Health Improvement Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Audit Scotland (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	66 4%	59 3%	76 4%	66 4%	81 4%	86 5%b	85 5%b	102 6%abcdl	85 5%b	88 5%b	99 5%abd	74 4%	100 5%abdl	90 5%b	106 6%abcdl	123 7%abcdefgijln
Don't know	18 1%	17 1%	12 1%	15 1%	29 2%cdlgh	12 1%	9 +	10 1%	18 1%	24 1%lgh	24 1%clgh	25 1%clgh	24 1%lgh	29 2%cdlgh	23 1%gh	36 2%abcdlghi
Average number of mentions	7.13op	7.34ko	7.36akop	7.41aeko	7.15op	7.23op	7.45aefh	7.20op	7.31kop	7.22op	7.08op	7.29op	7.22op	7.35kop	3.79	3.96o
Standard deviation	3.26	3.13	3.20	3.18	3.27	3.20	3.20	3.27	3.26	3.28	3.36	3.28	3.33	3.34	1.50	1.46
Standard error	0.08	0.07	0.08	0.07	0.08	0.07	0.07	0.08	0.08	0.07	0.08	0.07	0.08	0.08	0.03	0.03

Proportions/Mean: All Columns Tested (5% risk level)



Q.4 Which of the following, if any, have you heard of? - UK
 Base: All adults England/Wales/NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	933	983	978	978	1040	1025	977	1013
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	894	894	921	910	945	937	941	951
Food Standards Agency	705 80%k	734 83%ehi klmnop	718 80%k	712 81%ek	682 77%	720 81%k	718 81%ekm	694 78%k	695 78%k	707 80%k	651 73%	689 78%k	691 77%	700 78%k	722 78%k	717 79%k	743 79%	776 83%quy ABCDEF	762 81%ACDE	777 82%ABCDE
Office of Fair Trading	660 75%hjk lmnop	685 78%ehi klmno p	671 75%ehj lmnop	666 75%ehij klmnop	626 70%op	662 74%hikm nop	653 74%hikm op	610 69%op	633 71%kop	619 70%op	589 66%op	619 70%op	610 68%op	596 67%op	-	-	696 74%yzA BCDEF	691 74%yzA BCDEF	698 74%yzAB CDEF	702 74%yzABCDE F
Department of Health (only show if England)	646 73%im	682 77%ace hijklm nop	652 73%im	671 76%ikmn op	645 73%	657 73%imnp	669 76%ikmn p	647 73%im	628 70%	642 72%	617 69%	641 72%	610 68%	615 69%	660 72%	628 69%	722 76%yzA BCDEF	705 75%yCD E	717 76%yzAC DEF	733 77%xyzABCD EF
Health & Safety Executive	633 72%	657 75%hkl o	663 74%hk	647 73%hk	627 70%	633 71%	649 73%hk	608 69%	630 71%	625 70%	609 68%	623 70%	634 71%	629 70%	644 70%	655 72%	629 67%	635 68%xAB C	664 71%xyz ABC	647 68%ABC
The Environment Agency (only show if England or Wales)	605 69%op	634 72%kno p	649 73%knop	652 74%aehi klmnop	615 69%op	626 70%op	643 73%iknop	611 69%op	612 69%op	620 70%op	588 66%op	617 70%op	612 68%op	597 67%op	-	-	618 65%EF	650 69%zCD EF	659 70%qzCD	662 70%zCDEF
The British Medical Association	600 68%op	637 72%ehk nop	643 72%ehkn op	646 73%aafh ijklnop	580 65%op	614 69%op	616 70%kop	587 66%op	613 69%op	607 68%op	577 65%op	634 71%ehkn op	623 70%kop	596 67%op	-	-	646 68%yzA CEF	639 68%yzA CEF	634 67%zCEF	670 70%uvwyzACD EF
World Health Organisation (WHO)	538 61%	577 65%	585 65%	593 67%a	595 67%a	586 66%	583 66%a	565 64%	631 71%abcd gh	602 68%a	592 67%a	638 72%abcd efghk	620 69%ah	616 69%ah	660 72%abcd efghk	640 70%abc th	587 62%	580 62%	582 62%	590 62%
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	434 49%	476 54%ae	477 53%	470 53%	436 49%	452 51%	479 54%ae	449 51%	463 52%	456 51%	443 50%	493 56%aafh k	485 54%ae	464 52%	503 55%aek	514 56%aef hjk	463 49%	489 52%v	478 51%	478 50%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.4 Which of the following, if any, have you heard of? - UK
Base: All adults England/Wales/NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	1008	1044	1000	1060	1010	1073	1043	1060	1034	1008	1011	1026
Weighted Base	935	947	940	937	933	953	936	939	947	943	953	966
Food Standards Agency	731 78%	787 83%quyA BCDEF	776 83%quyA BCDEF	752 80%ACD	728 78%	769 81%ACDE	703 75%	732 78%	714 75%	708 75%	731 77%	761 79%
Office of Fair Trading	660 71%ACDE F	700 74%yzAB CDEF	703 75%xyz ABCDEF	662 71%ACDE F	631 68%CEF	660 69%CEF	619 66%EF	626 67%CEF	589 62%EF	620 66%EF	-	-
Department of Health (only show if England)	694 74%CDE	712 75%yCDE	721 77%yzAB CDEF	683 73%D	660 71%	681 71%	668 71%	679 72%D	654 69%	642 68%	668 70%	694 72%
Health & Safety Executive	619 66%	639 67%xAB	665 71%xyz ABC	587 63%	610 65%	621 65%	585 62%	588 63%	600 63%	631 67%AB	636 67%	650 67%xAB
The Environment Agency (only show if England or Wales)	617 66%CEF	649 69%CDEF	644 69%CDEF	633 68%CEF	627 67%CEF	620 65%EF	620 66%CEF	619 66%EF	584 62%EF	604 64%EF	-	-
The British Medical Association	607 65%EF	600 63%EF	643 68%vzAC EF	630 67%zCEF	617 66%EF	590 62%EF	592 63%EF	624 66%zEF	590 62%EF	619 66%EF	-	-
World Health Organisation (WHO)	568 61%	574 61%	578 61%	572 61%	609 65%uv	589 62%	581 62%	614 65%uvx	587 62%	638 68%qrst uvwxyzAC	610 64%	647 67%qrstuvwzAC
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	452 48%	451 48%	480 51%	488 52%v	452 48%	480 50%	453 48%	477 51%	454 48%	465 49%	477 50%	531 55%qtuvyACDE

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.4 Which of the following, if any, have you heard of? - UK
 Base: All adults England/Wales/NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	933	983	978	978	1040	1025	977	1013
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	894	894	921	910	945	937	941	951
Office of Communications (OFCOM)	417	431	447	505	451	452	463	443	495	447	440	487	457	498	-	-	399	412	395	453
	47%op	49%op	50%op	57%abcde fghjkmo p	51%op	51%op	52%aap	50%op	56%abcf hjkop	50%op	49%op	55%abch kop	51%op	56%abcef hjkop	-	-	42%EF	44%EF	42%EF	48%qweF
National Institute for Health and Clinical Excellence (NICE)	362	375	395	379	363	366	380	379	387	386	369	426	370	410	-	-	394	405	428	439
	41%op	43%op	44%op	43%op	41%op	41%op	43%op	43%op	43%op	44%op	42%op	48%abde fghkmop	41%op	46%aefop	-	-	42%EF	43%EF	45%EF	46%EF
British Dietetic Association (BDA)	320	309	322	288	302	303	312	331	362	292	328	332	331	333	-	-	376	367	401	385
	36%op	35%op	36%op	33%op	34%op	34%op	35%op	37%odop	41%bdef gop	33%op	37%op	37%djop	37%op	37%odop	-	-	40%EF	39%EF	43%uvwA DEF	41%EF
Department for Public Health and Health Professions (only show if Wales)	28	18	20	29	35	28	26	23	32	21	23	19	29	28	-	-	31	20	24	37
	3%op	2%op	2%op	3%op	4%bclop	3%op	3%op	3%op	4%op	2%op	3%op	2%op	3%op	3%op	-	-	3%EF	2%EF	3%EF	4%rxzEF
Department for Rural Affairs (only show if Wales)	24	19	21	18	15	21	22	21	26	23	23	17	23	26	13	22	19	14	14	17
	3%	2%	2%	2%	2%	2%	2%	2%	3%o	3%	3%	2%	3%	3%o	1%	2%	2%	1%	2%	2%
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	21	18	14	13	16	19	18	22	25	18	18	20	41	36	43	44	25	23	22	17
	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	5%abode fghjk	4%bodef gkl	5%abode fghjk	5%abcd elghjkl	3%	2%	2%	2%
Department of Agriculture and Rural Development (DARD) (only show if NI)	19	24	13	16	16	20	17	21	23	18	21	21	35	35	34	39	20	28	20	10
	2%	3%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	4%acdeg j	4%acdef gj	4%odegj	4%acode fghjk	2%	3%l	2%	1%
Public Health Agency (PHA) (only show if NI)	16	18	16	15	17	20	17	21	22	19	21	24	34	32	43	39	15	22	22	16
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	4%abode gi	4%acdeg k	5%abode fghjk	4%abcd elghjkl	2%	2%	2%	2%
Safefood (only show if NI)	12	13	12	13	10	18	13	16	23	16	15	22	32	30	28	32	19	13	13	15
	1%	1%	1%	1%	1%	2%	1%	2%	3%e	2%	2%	2%e	4%abode fghjk	3%abode gk	3%abode g	4%abcd eghjk	2%	1%	1%	2%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.4 Which of the following, if any, have you heard of? - UK
Base: All adults England/Wales/NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	1008	1044	1000	1060	1010	1073	1043	1060	1034	1008	1011	1026
Weighted Base	935	947	940	937	933	953	936	939	947	943	953	966
Office of Communications (OFCOM)	414 44%EF	402 42%EF	461 49%qrsv vEF	426 45%EF	419 45%EF	434 46%EF	420 45%EF	432 46%EF	426 45%EF	451 48%qpvEF	-	-
National Institute for Health and Clinical Excellence (NICE)	399 43%EF	413 44%EF	435 46%qEF	402 43%EF	418 45%EF	415 44%EF	407 43%EF	401 43%EF	398 42%EF	428 45%EF	-	-
British Dietetic Association (BDA)	342 37%EF	353 37%EF	385 41%EF	345 37%EF	385 41%uxEF	375 39%EF	353 38%EF	363 39%EF	364 38%EF	355 38%EF	-	-
Department for Public Health and Health Professions (only show if Wales)	28 3%EF	30 3%EF	29 3%EF	19 2%EF	33 4%zxEF	19 2%EF	34 4%rnzEF	24 3%EF	29 3%EF	31 3%EF	-	-
Department for Rural Affairs (only show if Wales)	13 1%	17 2%	24 3%xE	12 1%	23 2%E	20 2%	25 3%xE	17 2%	23 2%E	25 3%xE	11 1%	28 3%rsuxE
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	20 2%	21 2%	19 2%	20 2%	21 2%	22 2%	19 2%	20 2%	40 4%rstuv wyzAB	49 5%qrstu vwyzAB	42 4%qrstu vwyzAB	48 5%qrstuvwyzAB
Department of Agriculture and Rural Development (DARD) (only show if NI)	19 2%	22 2%t	16 2%	16 2%	19 2%	20 2%	16 2%	18 2%	33 3%twxAB	36 4%qstuvw xyzAB	23 2%t	37 4%qstuvwxyzAB
Public Health Agency (PHA) (only show if NI)	19 2%	21 2%	18 2%	18 2%	21 2%	25 3%	20 2%	23 2%	46 5%qrstu vwyzAB	52 6%qrstu vwyzAB	36 4%qstuvw xA	40 4%qrstuvwxyAB
Safefood (only show if NI)	21 2%	20 2%	19 2%	12 1%	18 2%	24 3%	14 2%	23 2%	31 3%rstxA	37 4%qrstu vwxyAE	21 2%	32 3%rstxA

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.4 Which of the following, if any, have you heard of? - UK
 Base: All adults England/Wales/NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	933	983	978	978	1040	1025	977	1013
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	894	894	921	910	945	937	941	951
Scottish Government Rural Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Government Health Improvement Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Audit Scotland (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	34 4%	26 3%	38 4%	33 4%	43 5%b	46 5%b	46 5%b	48 5%b	37 4%	40 5%	53 6%abd	37 4%	51 6%b	37 4%	43 5%	58 6%abd ln	32 3%	33 4%	38 4%	33 3%
Don't know	6 1%	11 1%	6 1%	6 1%	12 1%	5 1%	6 1%	4 *	9 1%	10 1%	13 2%h	10 1%	8 1%	13 1%h	10 1%	23 3%acd ghjlm o	12 1%w	6 1%	6 1%	9 1%
Average number of mentions	7.16op	7.47op	7.44op	7.51aop	7.23op	7.35op	7.55ako	7.24op	7.45op	7.31op	7.20op	7.52ako	7.47op	7.39op	3.86	4.02o	7.11EF	7.21EF	7.28AEF	7.31ACEF
Standard deviation	3.30	3.14	3.20	3.13	3.24	3.21	p	3.21	3.35	3.22	3.26	p	3.24	3.31	1.51	1.47	3.22	3.11	3.20	3.22
Standard error	0.11	0.11	0.11	0.10	0.11	0.11	0.11	0.12	0.11	0.11	0.11	0.11	0.11	0.11	0.05	0.05	0.10	0.10	0.11	0.10

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.4 Which of the following, if any, have you heard of? - UK
 Base: All adults England/Wales/NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	1008	1044	1000	1060	1010	1073	1043	1060	1034	1008	1011	1026
Weighted Base	935	947	940	937	933	953	936	939	947	943	953	966
Scottish Government Rural Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Government Health Improvement Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-
Audit Scotland (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-
None	38 4%	40 4%	39 4%	54 6%qrt	48 5%	48 5%	46 5%	37 4%	49 5%	53 6%qrt	63 7%grstu vwB	64 7%qrstuvwB
Don't know	16 2%rsvw	6 1%	3 *	6 1%	9 1%	13 1%w	11 1%w	15 2%swx	15 2%swwx	15 2%svwx	13 1%w	13 1%w
Average number of mentions	7.07EF	7.12EF	7.36ACE F	7.16EF	7.18EF	7.14EF	6.97EF	7.08EF	6.98EF	7.31ACE F	3.71	3.90E
Standard deviation	3.30	3.19	3.20	3.19	3.30	3.30	3.37	3.28	3.39	3.36	1.49	1.44
Standard error	0.11	0.10	0.10	0.10	0.11	0.10	0.11	0.10	0.11	0.11	0.05	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/vw/x/y/z/A/B/C/D/E/F



Q.4 Which of the following, if any, have you heard of? - UK
 Base: All adults England/Wales/NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	252	266	242	296	317	303	327
Weighted Base	291	274	299	288	298	293	286	297	296	297	297	266	290	304	288	278	315	304	304	339
Food Standards Agency	194 67% m	211 77% ace ghijkl mno	201 67% m	208 72% iklm o	196 66% m	211 72% iklm o	190 66% m	201 68% m	183 62%	199 67% m	183 62%	165 62%	164 56%	194 64%	180 62%	173 62%	238 76% pA	247 81% puy AB	240 79% pAB	274 81% puyAB
Department of Health (only show if England)	166 57%	170 62% ijkl m	164 55%	176 61% ijklm	173 58% kl	185 63% hijkl mo	160 56%	161 54%	166 56%	155 52%	156 52%	130 49%	147 51%	165 54%	156 54%	164 59%	220 70% pB	222 73% puv yzBCD	202 67%	245 72% puyzBD
Health & Safety Executive	140 48%	128 47%	136 46%	136 47%	132 44%	135 46%	135 47%	123 41%	123 41%	124 42%	123 41%	113 43%	128 44%	150 50%	160 56% lcefh ijklm	130 47%	178 56% p	192 63% pvz B	204 67% pqv xyzABCD	203 60% pB
Office of Fair Trading	136 47% jlm o	142 52% chij klmno	143 48% jmo	145 50% hijk lmno	129 43% mo	150 51% hijk lmno	130 45% lmo	119 40% o	120 40% o	112 38% o	120 40% o	95 36% o	98 34% o	124 41% o	-	-	206 66% puz ABCD	207 68% puy zABCD	199 65% puz A BCD	232 68% puyzAB CD
The Environment Agency (only show if England or Wales)	127 44% o	151 55% aag ijklmn o	148 50% mo	138 48% o	132 44% o	143 49% o	130 46% o	139 47% o	126 43% o	125 42% o	135 46% o	112 42% o	119 41% o	138 45% o	-	-	191 61% p	198 65% puz D	190 63% p	222 66% puyzD
The British Medical Association	115 39% jo	116 42% jo	120 40% jo	109 38% o	108 36% o	98 34% o	103 36% o	114 39% o	109 37% o	91 31% o	111 37% o	109 41% jo	100 34% o	141 47% efgij kmo	-	-	180 57% pz	173 57% pz	183 60% puz A	217 64% puzACD
World Health Organisation (WHO)	100 34%	116 42%	110 37%	139 48% ac	122 41%	134 46% ac	114 40%	125 42%	136 46% ac	132 44% a	147 50% aceg	137 52% abce gh	139 48% ac	176 58% abcd efghijm	171 59% abcd efghijk m	160 58%	173 55%	162 53%	173 57%	187 55%
Office of Communications (OFCOM)	69 24% o	87 32% jmo	74 25% o	98 34% achj mo	96 32% achj mo	81 28% o	78 27% o	71 24% o	86 29% o	67 22% o	96 32% achj mo	72 27% o	68 23% o	116 38% acdgh ijmo	-	-	129 41% p	123 41% p	120 39% p	165 49% prouA

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.4 Which of the following, if any, have you heard of? - UK
Base: All adults England/Wales/NI

	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	26,35 Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	299	349	287	323	319	321	336	320	350	325	333	328
Weighted Base	322	350	315	325	335	337	349	338	354	350	373	369
Food Standards Agency	234 73%p	264 76%pA	252 80%puAB	245 75%pA	246 73%p	254 75%pA	234 67%	232 69%	264 75%pA	263 75%pA	284 76%	286 78%
Department of Health (only show if England)	204 63%	227 65%	235 75%psuv yzBCD	229 70%pB	214 64%	215 64%	238 68%p	209 62%	231 65%	225 64%	258 69%	252 68%
Health & Safety Executive	179 55%	186 53%	215 68%pptu vxyzABC D	181 56%p	189 56%p	186 55%	196 56%p	174 52%	200 57%p	197 57%p	224 60%	232 63%
Office of Fair Trading	174 54%p	212 61%pA	213 68%puyz ABCD	202 62%pAD	195 58%p	186 55%p	180 51%p	183 54%p	198 56%p	185 53%p	-	-
The Environment Agency (only show if England or Wales)	183 57%p	202 58%p	206 66%puvz D	207 64%pz	193 58%p	186 55%p	206 59%p	200 59%p	208 59%p	200 57%p	-	-
The British Medical Association	162 50%p	182 52%p	191 61%puvz A	183 56%pz	194 58%pz	158 47%p	174 50%p	194 57%pz	188 53%p	194 55%pz	-	-
World Health Organisation (WHO)	179 56%	175 50%	164 52%	164 50%	205 61%vwxA	183 54%	182 52%	210 62%rvwx A	201 57%	218 62%rvwx A	235 63%	236 64%
Office of Communications (OFCOM)	122 38%p	137 39%p	156 49%ppqs uvA	139 43%p	145 43%p	139 41%p	138 40%p	139 41%p	149 42%p	154 44%p	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.4 Which of the following, if any, have you heard of? - UK
Base: All adults England/Wales/NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	252	266	242	296	317	303	327
Weighted Base	291	274	299	288	298	293	286	297	296	297	297	266	290	304	288	278	315	304	304	339
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	64 22%	80 29%	69 23%	66 23%	73 25%	71 24%	75 26%	75 25%	84 28%	66 22%	96 32%acde fjm	76 29%	68 23%	88 29%	88 30%aj	86 31%	121 39%v	134 44%puv yzA	119 39%v	127 38%v
British Dietetic Association (BDA)	56 19%dem o	57 21%def mo	53 18%o	36 12%o	36 12%o	41 14%o	43 15%o	46 15%o	45 15%o	43 14%o	70 24%defg hijmo	57 21%defj mo	34 12%o	68 22%defgj jmo	-	-	93 30%p	94 31%pA	89 29%p	83 25%p
National Institute for Health and Clinical Excellence (NICE)	53 18%o	67 24%o	64 21%o	83 29%aao	57 19%o	67 23%o	73 26%ao	71 24%o	65 22%o	65 22%o	72 24%o	71 27%ao	63 22%o	84 28%ao	-	-	104 33%p	108 36%pv	111 37%pv	116 34%p
Safefood (only show if NI)	4 1%	2 1%	6 2%	1 *	4 2%	8 3% d	4 1%	5 2%	5 2%	7 2%	3 1%	3 1%	7 2% d	16 5% abdeg hkl	9 3% d	5 2%	7 2%	8 3%	10 3%	11 3%
Department for Public Health and Health Professions (only show if Wales)	4 1%	3 1%	4 1%	8 3% ko	5 2% o	4 1%	7 2% ko	5 2% o	3 1%	2 1%	1 *	4 2% o	3 1%	8 3% ko	-	-	4 1%	5 2% p	8 3% p	9 3% p
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	2 1%	1 *	5 2%	2 1%	3 1%	5 2%	4 1%	6 2%	4 1%	3 1%	5 2%	4 1%	9 3% bd	17 6% abode fghijkl	13 5% abdei jkl	7 3%	10 3%	9 3%	9 3%	8 2%
Department of Agriculture and Rural Development (DARD) (only show if NI)	2 1%	6 2% d	3 1%	-	2 1%	6 2% d	2 1%	4 2%	3 1%	4 1%	3 1%	4 1%	9 3% de	12 4% acdeg ik	5 2% d	5 2%	8 3%	9 3%	11 4%	8 2%
Department for Rural Affairs (only show if Wales)	2 1%	1 *	2 1%	1 *	-	1 *	3 1%	1 *	-	4 1%	3 1%	3 1%	3 1%	4 1%	2 1%	5 2%	5 2%	3 1%	3 1%	6 2%
Public Health Agency (PHA) (only show if NI)	1 1%	4 2%	6 2%	3 1%	4 1%	5 2%	3 1%	6 2%	4 1%	4 1%	7 2%	5 2%	11 4% ad	15 5% abdeg ijl	11 4% adg	10 4%	6 2%	6 2%	9 3%	12 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.4 Which of the following, if any, have you heard of? - UK
 Base: All adults England/Wales/NI

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	299	349	287	323	319	321	336	320	350	325	333	328
Weighted Base	322	350	315	325	335	337	349	338	354	350	373	369
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	106 33%	102 29%	133 42% ^p _{uvy}	141 43% ^p _{vy} A	114 34%	121 36%	123 35%	141 42% ^p _{uv}	150 42% ^p _{vy}	136 39% _v	155 41%	173 47%
British Dietetic Association (BDA)	84 26% _p	86 25% _p	92 29% _p	96 30% _p	92 27% _p	85 25% _p	80 23% _p	101 30% _p ^A	104 29% _p	91 26% _p	-	-
National Institute for Health and Clinical Excellence (NICE)	94 29% _p	95 27% _p	105 33% _p	102 31% _p	116 35% _p ^v	113 33% _p	119 34% _p	116 34% _p	125 35% _p ^v	132 38% _p ^{uv}	-	-
Safefood (only show if NI)	9 3%	5 1%	8 2%	7 2%	8 2%	10 3%	5 1%	8 2%	16 5% _v ^A	14 4% _v ^A	9 2%	14 4%
Department for Public Health and Health Professions (only show if Wales)	12 4% ^p _{wxyz} D	4 1%	4 1%	2 1%	9 3% _p	4 1%	7 2% _p	7 2% _p	6 2% _p	4 1%	-	-
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	10 3%	4 1%	6 2%	8 3%	9 3%	8 2%	3 1%	6 2%	18 5% _{vw} ^{AB}	13 4% _v ^A	16 4%	18 5%
Department of Agriculture and Rural Development (DARD) (only show if NI)	11 3%	5 2%	7 2%	7 2%	7 2%	9 3%	6 2%	5 2%	14 4%	10 3%	9 2%	13 3%
Department for Rural Affairs (only show if Wales)	2 1%	2 1%	2 1%	2 1%	6 2%	2 1%	5 2%	5 1%	5 1%	2 1%	4 1%	4 1%
Public Health Agency (PHA) (only show if NI)	9 3%	4 1%	7 2%	7 2%	10 3%	10 3%	5 2%	8 2%	19 5% _{qrv} ^A B	18 5% _{qv} ^A	20 5%	14 4%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.4 Which of the following, if any, have you heard of? - UK
 Base: All adults England/Wales/NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	252	266	242	296	317	303	327
Weighted Base	291	274	299	288	298	293	286	297	296	297	297	266	290	304	288	278	315	304	304	339
Scottish Government Rural Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Government Health Improvement Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Audit Scotland (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	24 8%	18 6%	26 9%	18 6%	30 10%	24 8%	31 11%	29 10%	28 9%	35 12%bd	36 12%bd	26 10%	33 11%	24 8%	27 9%	37 13%grat uwxyzB CD	15 5%	8 3%	15 5%	19 6%
Don't know	4 1%	5 2% ^d	3 1%	-	7 2% ^{dj}	2 1%	2 1%	2 1%	3 1%	1 *	6 2% ^d	5 2% ^d	6 2% ^d	5 2% ^d	6 2% ^d	9 3% ^{rstw} x ^C	4 1%	2 1%	2 *	2 1%
Average number of mentions	4.70o	5.33ai	4.85o	4.99o	4.88o	5.05o	4.95o	4.78o	4.76o	4.59o	5.22o	4.94o	4.65o	5.53ace	3.12	3.21	6.35p	6.47pu	6.52puv	6.69puzvAB
Standard deviation	2.99	3.01	2.96	3.04	2.93	2.86	3.06	2.97	3.04	2.94	3.46	3.14	2.91	3.44	1.52	1.41	3.25	3.21	3.23	3.01
Standard error	0.19	0.20	0.18	0.19	0.18	0.17	0.20	0.18	0.18	0.18	0.21	0.19	0.18	0.23	0.10	0.10	0.20	0.18	0.19	0.17

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/vw/x/yz/A/B/C/D



Q.4 Which of the following, if any, have you heard of? - UK
Base: All adults England/Wales/NI

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	299	349	287	323	319	321	336	320	350	325	333	328
Weighted Base	322	350	315	325	335	337	349	338	354	350	373	369
Scottish Government Rural Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Government Health Improvement Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-
Audit Scotland (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-
None	15	25	18	24	20	24	29	13	23	17	20	23
Don't know	5%	7% _r	6%	8% _r	6%	7% _r	8% _r B	4%	6% _r	5%	5%	6%
	6	3	1	1	4	9	6	10	3	4	1	9
	2% _w	1%	*	*	1%	3% _{swx}	2%	3% _{rstwx}	1%	1%	*	2%
Average number of mentions	5.91_p	5.89_p	6.75_{puv}	6.43_{pv}	6.28_p	6.13_p	6.06_p	6.15_p	6.39_p	6.26_p	3.44	3.69
Standard deviation	3.28	3.18	3.12	3.25	3.12	3.28	3.20	3.22	3.34	3.35	1.47	1.53
Standard error	0.20	0.18	0.19	0.19	0.18	0.19	0.18	0.19	0.19	0.19	0.08	0.09

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Q.4 Which of the following, if any, have you heard of? - UK
Base: All adults England/Wales/NI

	35-45																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	398	365	375	372	453	445	441	497
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	411	387	417	414	450	450	455	469
Food Standards Agency	374 84%k	406 88%ehk mno	396 88%ehkm no	372 87%ekn	353 82%	378 86%kn	396 88%ehkm no	344 82%	350 85%k	360 86%kn	299 78%	381 88%ehkn o	340 83%	308 80%	343 82%	343 83%	403 89%pA	391 87%	400 88%	413 88%p
Office of Fair Trading	362 82%hik mno	390 84%ehi jlmno	379 85%ehij klmno	348 81%hkm no	335 78%kmo	351 80%ikmn o	366 82%hikm no	315 75%o	296 72%o	330 78%ikmn o	263 69%o	333 77%ko	291 71%o	277 72%o	-	-	392 87%pCD	372 83%p	392 86%pCD	408 87%pCD
Department of Health (only show if England)	357 81%ikm no	375 81%ikm no	357 80%ikmn o	329 77%ikmn	330 77%k	339 77%ikmn o	362 81%ikmn o	325 78%ikmn	296 72%	334 79%ikmn	263 69%	354 81%ikmn o	290 70%	273 70%	305 73%	298 72%	367 82%pD	361 80%p	384 84%pxyA CD	399 85%pxyACD
Health & Safety Executive	336 76%ko	376 81%hij klmno	367 82%ahij klmno	339 80%ikhlm no	334 77%kno	339 77%ko	347 82%kno	301 72%	308 75%ko	310 74%ko	254 66%	319 73%ko	297 72%	275 71%	278 67%	304 74%	376 83%p	356 79%	386 85%prx	385 82%p
The British Medical Association	324 73%kno	359 78%efh kno	352 79%efhi kno	337 79%efhi kno	308 71%ko	311 70%o	334 74%kno	298 71%ko	297 72%ko	318 76%kno	246 64%o	333 77%kno	300 73%kno	252 65%o	-	-	384 85%p	367 82%p	379 83%p	408 87%pruzBC D
The Environment Agency (only show if England or Wales)	323 73%o	369 80%aak mno	370 83%aafh ikmno	336 79%ikmn o	320 74%mo	332 75%kmo	355 79%aakm o	313 75%kmo	299 72%o	325 77%ikmno	259 68%o	336 77%ikmno	277 67%o	268 69%o	-	-	362 80%p	335 75%p	367 81%pr	387 83%pr
World Health Organisation (WHO)	295 67%	319 69%	322 72%dfk	278 65%	308 71%fk	283 64%	306 68%	273 65%	300 73%dfhk o	287 68%	246 64%	320 74%adfh ko	299 73%dfhk o	264 68%	275 66%	294 71%	340 76%	331 74%	344 76%	362 77%
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	257 58%	280 60%e	266 59%	250 59%	226 52%	243 55%	256 57%	247 59%	225 54%	256 61%e	205 54%	254 58%	242 59%	211 55%	236 57%	253 61%	288 64%	278 62%	314 69%prnC	327 70%prnC
Office of Communications (OFCOM)	234 53%o	246 53%o	267 60%fhko	250 59%fo	231 54%o	225 51%o	243 54%o	217 52%o	230 56%o	238 56%o	195 51%o	252 58%fo	238 58%o	213 55%o	-	-	247 55%p	249 55%p	242 53%p	288 61%pq8

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.4 Which of the following, if any, have you heard of? - UK
Base: All adults England/Wales/NI

	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	454	448	499	464	441	497	450	491	407	488	431	443
Weighted Base	452	422	443	459	452	449	469	452	454	466	457	467
Food Standards Agency	395 87%	391 93%prst uyyABCD	399 90%pAD	403 88%	395 88%	400 89%pA	392 84%	388 86%	398 88%	399 85%	387 85%	411 88%
Office of Fair Trading	391 87%pCD	375 89%prxz ABCD	380 86%pC	382 83%p	392 87%pCD	377 84%p	394 84%p	378 84%p	361 80%p	378 81%p	-	-
Department of Health (only show if England)	376 83%pCD	350 83%pCD	362 82%pD	363 79%p	357 79%p	359 80%p	370 79%p	369 81%pD	347 76%	352 75%	358 78%	360 77%
Health & Safety Executive	368 81%p	365 86%prxB C	369 83%p	360 78%	384 85%prx	368 82%p	387 82%p	365 81%p	365 80%p	387 83%p	375 82%	390 83%
The British Medical Association	368 82%p	364 86%pCD	376 85%p	377 82%p	373 83%p	368 82%p	392 84%p	370 82%p	367 81%p	374 80%p	-	-
The Environment Agency (only show if England or Wales)	370 82%pr	357 84%prxB CD	358 81%pr	356 77%p	373 82%pr	358 80%p	373 79%p	351 78%p	359 79%p	366 79%p	-	-
World Health Organisation (WHO)	334 74%	338 80%pru	341 77%	343 75%	363 80%prux	344 77%	363 78%p	353 78%p	341 75%	361 77%p	349 76%	350 75%
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	298 66%	299 71%pqrx AC	302 68%p	287 62%	294 65%	291 65%	296 63%	303 67%	281 62%	306 66%	304 67%	326 70%
Office of Communications (OFCOM)	270 60%p	277 66%pqrs xAC	284 64%pqrs A	268 58%p	279 62%pqrs	271 60%ps	269 57%p	280 62%pqrs	262 58%p	283 61%ps	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.4 Which of the following, if any, have you heard of? - UK
 Base: All adults England/Wales/NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	398	365	375	372	453	445	441	497
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	411	387	417	414	450	450	455	469
National Institute for Health and Clinical Excellence (NICE)	195 44%o	214 46%o	230 51%aeffko	192 45%o	188 44%o	189 43%o	210 47%o	196 47%o	181 44%o	189 45%o	162 42%o	212 49%o	183 45%o	188 49%o	-	-	249 55%p	229 51%p	260 57%p	263 56%p
British Dietetic Association (BDA)	185 42%o	190 41%o	210 47%efkno	177 41%o	166 39%o	160 36%o	188 42%o	189 45%fo	194 47%efkno	175 42%o	148 39%o	183 42%o	184 45%fo	148 38%o	-	-	221 49%p	215 48%p	234 51%p	242 52%p
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	19 4%c	11 2%	8 2%	14 3%	13 3%	13 3%	9 2%	10 2%	17 4%	12 3%	11 3%	9 2%	24 6%bcdfghjkl	18 5%cgl	22 5%bcghl	21 5%qstu xzA	8 2%	13 3%	9 2%	5 1%
Department for Public Health and Health Professions (only show if Wales)	13 3%jo	13 3%jo	15 3%jo	17 4%jo	15 4%jo	11 2%o	12 3%o	7 2%o	10 2%o	4 1%	12 3%jo	7 2%o	8 2%o	14 4%jo	-	-	24 5%pr	10 2%p	8 2%p	15 3%p
Department of Agriculture and Rural Development (DARD) (only show if NI)	13 3%	14 3%	7 2%	11 3%	13 3%	13 3%	8 2%	9 2%	19 4%cg	10 2%	10 2%	22 5%cgghjkl	15 4%c	20 5%cg	19 5%qtu	7 2%	17 4%tu	10 2%	5 1%	
Safefood (only show if NI)	13 3%c	6 1%	3 1%	12 3%c	10 2%c	11 2%c	9 2%	8 2%	17 4%bc	11 3%c	10 3%c	11 3%c	21 5%bcefgh	14 4%bc	15 3%c	18 4%qret uxzA	4 1%	8 2%	6 1%	4 1%
Public Health Agency (PHA) (only show if NI)	12 3%	11 2%	9 2%	10 2%	11 3%	12 3%	6 1%	10 2%	17 4%g	12 3%	11 3%	11 2%	24 6%abcde fghj	17 4%g	22 5%bdgh	18 4%qtu	7 2%	15 3%t	11 2%	4 1%
Department for Rural Affairs (only show if Wales)	7 2%o	9 2%o	16 4%hjimo	8 2%o	8 2%o	8 2%o	14 3%o	5 1%	11 3%o	6 1%	9 2%o	5 1%	5 1%	9 2%o	1 *	7 2%	19 4%psB	12 3%	5 1%	10 2%
Scottish Government Rural Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.4 Which of the following, if any, have you heard of? - UK
 Base: All adults England/Wales/NI

	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	454	448	499	464	441	497	450	491	407	488	431	443
Weighted Base	452	422	443	459	452	449	469	452	454	466	457	467
National Institute for Health and Clinical Excellence (NICE)	267 59%prC	261 62%prxA C	258 58%pr	252 55%p	275 61%prC	261 58%pr	255 54%p	264 58%pr	234 52%p	260 56%p	-	-
British Dietetic Association (BDA)	217 48%p	232 55%prux	230 52%p	209 45%p	260 58%pru xzBD	224 50%p	243 52%p	226 50%p	231 51%p	235 50%p	-	-
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	7 2%	13 3%t	13 3%t	11 2%	13 3%	9 2%	11 2%	15 3%t	21 5%qstuz	20 4%qstu	22 5%	23 5%
Department for Public Health and Health Professions (only show if Wales)	17 4%p	18 4%ps	21 5%ps	17 4%p	24 5%prs	18 4%ps	25 5%prs	13 3%p	24 5%prs	19 4%ps	-	-
Department of Agriculture and Rural Development (DARD) (only show if NI)	6 1%	12 3%t	13 3%t	10 2%	11 2%	10 2%	13 3%	15 3%t	17 4%tu	19 4%qtu	17 4%	22 5%
Safefood (only show if NI)	5 1%	11 3%	11 2%	5 1%	8 2%	8 2%	6 1%	13 3%qtux	18 4%qstux A	16 3%qstux A	14 3%	19 4%
Public Health Agency (PHA) (only show if NI)	8 2%	14 3%t	14 3%t	9 2%	11 2%	11 2%	11 2%	15 3%t	19 4%qtu	19 4%qtu	20 4%	23 5%
Department for Rural Affairs (only show if Wales)	13 3%	15 4%cs	19 4%psB	18 4%ps	18 4%cs	20 4%psB	19 4%ps	9 2%	19 4%ps	21 5%psB	8 2%	21 5%
Scottish Government Rural Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.4 Which of the following, if any, have you heard of? - UK
 Base: All adults England/Wales/NI

	36-45																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	398	365	375	372	453	445	441	497
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	411	387	417	414	450	450	455	469
Scottish Government Health Improvement Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Audit Scotland (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	9 2%	11 2%	11 2%	8 2%	18 4%	18 4%	15 3%	15 4%	12 3%	8 2%	11 3%	17 4%	15 4%	20 5%abcdj	23 6%abcdj	23 6%grst uvwxyz BCD	5 1%	11 2%B	5 1%	9 2%
Don't know	4 1%	2 *	2 *	5 1% ^f	3 1%	-	2 *	3 1%	3 1%	4 1%	5 1% ^f	1 *	7 2% ^{cll}	7 2% ^{cll}	5 1% ^f	4 1%	1 *	4 1%	3 1%	3 1%
Average number of mentions	7.72ko	7.98ko	8.21aef hijkno	7.92ko	7.73ko	7.59ko	7.93ko	7.66ko	7.70ko	7.77ko	7.11o	7.98ko	7.85ko	7.69ko	3.90	4.08	8.32p	8.18p	8.39p	8.59pr
Standard deviation	3.10	2.79	2.86	2.89	3.01	3.02	2.97	3.21	3.05	3.03	3.37	2.91	3.14	3.21	1.51	1.48	2.78	2.94	2.73	2.77
Standard error	0.15	0.13	0.14	0.15	0.15	0.15	0.14	0.16	0.16	0.15	0.18	0.15	0.16	0.17	0.08	0.08	0.13	0.14	0.13	0.13

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.4 Which of the following, if any, have you heard of? - UK
 Base: All adults England/Wales/NI

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	454	448	499	464	441	497	450	491	407	488	431	443
Weighted Base	452	422	443	459	452	449	469	452	454	466	457	467
Scottish Government Health Improvement Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-
Audit Scotland (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-
None	8 2%	8 2%	6 1%	15 3%qsB	8 2%	11 2%B	10 2%	3 1%	12 3%B	11 2%B	16 3%	17 4%
Don't know	3 1%	2 -	2 -	3 1%	2 -	5 1%	2 -	3 1%	2 -	7 2%q	4 1%	8 2%
Average number of mentions	8.43p	8.96pqr stuzzAB CD	8.61pr	8.31p	8.67pr	8.55p	8.35p	8.34p	8.33p	8.51p	4.24	4.40
Standard deviation	2.84	2.51	2.79	2.79	2.79	2.77	2.83	2.99	2.86	2.80	1.36	1.21
Standard error	0.14	0.12	0.13	0.13	0.13	0.13	0.14	0.14	0.14	0.13	0.07	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.4 Which of the following, if any, have you heard of? - UK
Base: All adults England/Wales/NI

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	451	405	414	447	432	493	485	449	515	573	488	517	516	561	584	619
Weighted Base	330	327	329	312	321	334	331	325	328	336	329	335	332	331	339	348
Office of Fair Trading	259 79% _o	265 81% _{mno}	256 78% _o	236 76% _o	257 80% _o	273 82% _{udklmno}	267 81% _o	254 78% _o	261 80% _o	275 82% _{udklmno}	251 76% _o	255 76% _o	251 76% _o	250 76% _o	-	-
Department of Health (only show if England)	257 78%	261 80% _{no}	262 80% _{no}	256 82% _{mno}	255 79% _n	268 80% _{no}	270 82% _{mno}	252 77%	254 78%	260 77%	259 79%	259 77%	249 75%	242 73%	251 74%	248 71%
The British Medical Association	244 74% _o	261 80% _{oo}	242 74% _o	245 79% _o	240 75% _o	259 77% _o	255 77% _o	244 75% _o	258 79% _o	262 78% _o	247 75% _o	253 75% _o	257 78% _o	254 77% _o	-	-
Food Standards Agency	239 73%	254 78% _{dm}	243 74%	221 71%	236 73%	262 78% _{sdm}	258 78% _{sdm}	253 78% _{sdm}	249 76%	263 78% _{adm}	245 75%	255 76%	239 72%	244 74%	259 77%	265 74%
Health & Safety Executive	232 70%	239 73%	234 71%	231 74%	233 73%	247 74%	248 75%	231 71%	236 72%	258 77% _{ahko}	234 71%	240 71%	244 74%	250 76%	242 72%	249 71%
The Environment Agency (only show if England or Wales)	221 67% _o	231 71% _o	232 71% _o	231 74% _{ao}	227 71% _o	242 72% _o	238 72% _o	230 71% _o	248 76% _{sano}	245 73% _{ao}	235 71% _o	237 71% _o	233 70% _o	230 69% _o	-	-
World Health Organisation (WHO)	218 66%	228 70%	218 66%	217 70%	220 69%	230 69%	237 72%	231 71%	236 72%	244 73% _{ac}	235 71%	232 69%	227 68%	236 71%	241 71%	247 71%
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	167 51%	192 59% _a	188 57%	179 57%	184 57%	189 57%	194 59% _a	188 58% _a	198 60% _{ak}	203 61% _{ak}	176 53%	196 59% _a	198 60% _a	187 57%	199 59% _a	207 60%
National Institute for Health and Clinical Excellence (NICE)	155 47% _o	161 49% _o	158 48% _o	163 52% _o	156 49% _o	166 50% _o	168 51% _o	161 50% _o	167 51% _o	173 52% _o	168 51% _o	164 49% _o	163 49% _o	174 53% _o	-	-
British Dietetic Association (BDA)	142 43% _o	120 37% _o	137 42% _o	136 44% _{bo}	140 44% _{bo}	138 41% _o	143 43% _o	136 42% _o	157 48% _{bflo}	140 42% _o	139 42% _o	128 38% _o	142 43% _o	147 45% _{blo}	-	-
Office of Communications (OfCOM)	137 41% _o	138 42% _o	139 42% _o	151 51% _{abcfo}	146 46% _o	134 40% _o	162 49% _{abcfo}	174 54% _{abcfo}	172 52% _{abcfo}	167 50% _{abcfo}	162 49% _{abcfo}	175 52% _{abcfo}	167 50% _{abcfo}	184 56% _{abcfo}	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



Q.4 Which of the following, if any, have you heard of? - UK
Base: All adults England/Wales/NI

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	451	405	414	447	432	493	485	449	515	573	488	517	516	561	584	619
Weighted Base	330	327	329	312	321	334	331	325	328	336	329	335	332	331	339	348
Department for Public Health and Health Professions (only show if Wales)	14 4%o	7 2%o	9 3%o	16 5%bo	13 4%o	20 6%bcho	11 3%o	10 3%o	18 6%bco	13 4%o	12 4%o	12 4%o	15 5%bco	14 4%o	-	-
Department for Rural Affairs (only show if Wales)	10 3%	9 3%	8 2%	10 3%	5 2%	12 3%	8 2%	7 2%	14 4%e	12 4%	11 3%	12 4%	15 4%e	15 4%eh	9 3%	14 4%
Department of Agriculture and Rural Development (DARD) (only show if NI)	8 2%cdi	6 2%	2 1%	2 1%	3 1%	6 2%	4 1%	6 2%	2 1%	6 2%	8 2%di	6 2%	6 2%	14 4%bcdefg hijimo	7 2%di	17 5%
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	7 2%	7 2%	5 1%	2 1%	3 1%	6 2%	4 1%	7 2% <i>d</i>	3 1%	7 2%	7 2% <i>d</i>	7 2%	8 3% <i>d</i>	15 5% <i>abcdef</i> <i>ghijkl</i>	11 3% <i>dghi</i>	22 6%
Public Health Agency (PHA) (only show if NI)	5 1%	4 1%	3 1%	2 1%	4 1%	6 2% <i>i</i>	4 1%	6 2% <i>i</i>	1 *	7 2% <i>i</i>	7 2% <i>i</i>	8 2% <i>di</i>	6 2% <i>i</i>	15 4% <i>abcdef</i> <i>ghijkmo</i>	7 2% <i>i</i>	14 4%
Safefood (only show if NI)	3 1%	1 *	1 *	-	3 1%	3 1%	1 *	3 1% <i>d</i>	2 1%	5 1% <i>cd</i>	5 1% <i>cd</i>	9 3% <i>bcdefg</i> <i>imo</i>	1 *	7 2% <i>bc^od^gi^m</i>	3 1% <i>d</i>	9 3%
Scottish Government Rural Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Government Health Improvement Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Audit Scotland (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.4 Which of the following, if any, have you heard of? - UK
Base: All adults England/Wales/NI

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	451	405	414	447	432	493	485	449	515	573	488	517	516	561	584	619
Weighted Base	330	327	329	312	321	334	331	325	328	336	329	335	332	331	339	348
None	12	12	20	13	9	11	15	18	17	11	13	15	17	19	20	22
	4%	4%	6% ^{ej}	4%	3%	3%	4%	6%	5%	3%	4%	4%	5%	6%	6% ^{efj}	6%
Don't know	5	4	2	5	9	4	2	2	6	5	6	6	5	5	6	4
	2%	1%	1%	2%	3% ^{cgh}	1%	1%	1%	2%	1%	2%	2%	1%	1%	2% ^h	1%
Average number of mentions	7.43 ^o	7.67 ^o	7.63 ^o	7.84 ^o	7.69 ^o	7.70 ^o	7.87 ^{ao}	7.84 ^o	8.12 ^{abce} to	7.94 ^{ao}	7.73 ^o	7.79 ^o	7.83 ^o	8.06 ^{aco}	3.94	4.02
Standard deviation	3.08	2.94	3.09	3.12	3.09	2.95	3.02	3.01	2.91	2.96	3.15	3.08	3.18	3.06	1.42	1.45
Standard error	0.15	0.15	0.16	0.15	0.15	0.14	0.14	0.15	0.13	0.13	0.15	0.14	0.14	0.13	0.06	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

Q.4 Which of the following, if any, have you heard of? - UK
Base: All adults England/Wales/NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	1738	1769	1771	1775	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	1637	1634	1678	1672	**	**	**	**
Department of Health (only show if England)	1368 82%hij klmno	1387 83%ehi jklmno	1370 81%ijkl mno	1404 84%efhi jklmno	1339 81%ikmn	1369 81%ikmn	1389 84%efhi jklmno	1329 79%	1288 78%	1323 78%	1285 77%	1320 79%	1264 77%	1257 77%	1328 79%	1322 79%	-	-	-	-
Food Standards Agency	1313 79%k	1374 83%aeh ijklmno	1352 80%eikm no	1360 81%eikd mno	1282 77%k	1382 82%aehi klmno	1370 83%aehi ijklmno	1321 79%k	1281 77%k	1350 80%ikmn	1226 73%	1304 78%k	1239 76%	1244 76%k	1299 77%k	1314 79%	-	-	-	-
Office of Fair Trading	1221 73%hij klmno	1259 76%ehi jklmno	1255 75%ehij klmno	1250 75%ehij klmno	1171 70%kmno	1233 73%hijk lmno	1249 75%ehij klmno	1169 70%kmno	1132 68%mo	1171 69%kmno	1093 65%o	1138 68%o	1061 65%o	1066 65%o	-	-	-	-	-	-
The Environment Agency (only show if England or Wales)	1144 69%o	1225 74%aei jklmno	1239 74%aeij klmno	1230 73%aeij klmno	1156 70%o	1204 71%ko	1216 73%aeij klmno	1187 71%o	1155 70%o	1176 69%o	1135 68%o	1178 70%o	1129 69%o	1133 69%o	-	-	-	-	-	-
Health & Safety Executive	1143 68%k	1191 72%efh ijklmn	1220 73%aefh ijklmno	1183 71%hijk lm	1126 68%k	1157 68%k	1202 72%aefh ijklmno	1102 66%	1117 67%	1139 67%	1079 64%	1106 66%	1092 67%	1112 68%k	1153 69%k	1157 69%	-	-	-	-
The British Medical Association	1125 67%ko	1173 70%efh ijklmno	1180 70%efhj klmno	1207 72%aefh ijklmno	1078 65%o	1109 65%o	1164 70%efhj klmno	1118 67%ko	1113 67%ko	1105 65%o	1051 63%o	1157 69%efjk o	1077 66%o	1075 66%o	-	-	-	-	-	-
World Health Organisation (WHO)	1017 61%	1068 64%	1085 65%a	1090 65%a	1064	1068	1069	1045	1126 69%abef hk	1099 65%a	1069 64%	1153 69%abcd efghjk	1072 65%a	1123 68%abcd efghjk	1159 69%abcd efghjk	1145 68%	-	-	-	-
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	897 54%	965 58%aef k	955 57%af	948 57%	888	903	959	937	915	936	896	970 58%aefk	939 57%aefk	928 57%k	980 58%aefk	1045 62%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4 Which of the following, if any, have you heard of? - UK
 Base: All adults England/Wales/NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base
Department of Health (only show if England)	-	-	-	-	-	-	-	-	-	-	-	-
Food Standards Agency	-	-	-	-	-	-	-	-	-	-	-	-
Office of Fair Trading	-	-	-	-	-	-	-	-	-	-	-	-
The Environment Agency (only show if England or Wales)	-	-	-	-	-	-	-	-	-	-	-	-
Health & Safety Executive	-	-	-	-	-	-	-	-	-	-	-	-
The British Medical Association	-	-	-	-	-	-	-	-	-	-	-	-
World Health Organisation (WHO)	-	-	-	-	-	-	-	-	-	-	-	-
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4 Which of the following, if any, have you heard of? - UK
Base: All adults England/Wales/NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	1738	1769	1771	1775	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	1637	1634	1678	1672	..*	..*	..*	..*
Office of Communications (OFCOM)	737 44% _o	787 47% _o	792 47% _o	884 53% _{abce} fhjkm	792 48% _{ao}	779 46% _o	852 51% _{abce} fhjkm	804 48% _{ao}	828 50% _{alo}	804 47% _o	781 47% _o	839 50% _{afko}	781 48% _{ao}	834 51% _{abclj} ko	-	-	-	-	-	-
National Institute for Health and Clinical Excellence (NICE)	689 41% _o	725 44% _o	767 46% _{aeek} mo	754 45% _{ao}	695 42% _o	710 42% _o	749 45% _{ao}	728 43% _o	728 44% _o	743 44% _o	705 42% _o	765 46% _{aeek} mo	683 42% _o	744 46% _{aeekm} o	-	-	-	-	-	-
British Dietetic Association (BDA)	626 38% _o	636 38% _o	679 40% _{deh} jkmo	618 37% _o	586 35% _o	598 35% _o	635 38% _o	617 37% _o	671 40% _{deh} jkmo	614 36% _o	606 38% _o	630 38% _o	604 37% _o	593 36% _o	-	-	-	-	-	-
Scottish Government Health Improvement Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Government Rural Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Department for Public Health and Health Professions (only show if Wales)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safefood (only show if NI)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Audit Scotland (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.4 Which of the following, if any, have you heard of? - UK
Base: All adults England/Wales/NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
Office of Communications (OFCOM)	-	-	-	-	-	-	-	-	-	-	-	-
National Institute for Health and Clinical Excellence (NICE)	-	-	-	-	-	-	-	-	-	-	-	-
British Dietetic Association (BDA)	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Government Health Improvement Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Government Rural Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-
Department for Public Health and Health Professions (only show if Wales)	-	-	-	-	-	-	-	-	-	-	-	-
Safefood (only show if NI)	-	-	-	-	-	-	-	-	-	-	-	-
Audit Scotland (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.4 Which of the following, if any, have you heard of? - UK
 Base: All adults England/Wales/NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	1738	1769	1771	1775	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	1637	1634	1678	1672	**	**	**	**
Public Health Agency (PHA) (only show if NI)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Department for Rural Affairs (only show if Wales)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Department of Agriculture and Rural Development (DARD) (only show if NI)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	61 4%	55 3%	70 4%	59 3%	73 4%	84 5%bd	71 4%	98 6%abcdg i	81 5%bd	81 5%b	94 6%abdl	67 4%	92 6%abdl	85 5%abd	95 6%abdl	113 7%	-	-	-	-
Don't know	18 1%g	16 1%	12 1%	14 1%	27 2%efgh	10 1%	7 1%	10 1%	18 1%g	22 1%fgh	24 1%fgh	23 1%fgh	21 1%fgh	24 1%efgh	21 1%fgh	35 2%	-	-	-	-
Average number of mentions	7.09o	7.40ae ko	7.44aef kmo	7.44aef jkmo	7.16o	7.19o	7.50aef hijkmo	7.23o	7.27ko	7.21o	7.00o	7.28ko	7.16o	7.29ko	3.79	3.92	-	-	-	-
Standard deviation	3.29	3.12	3.17	3.17	3.29	3.20	3.17	3.25	3.27	3.29	3.36	3.24	3.29	3.30	1.42	1.38	-	-	-	-
Standard error	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.03	0.03	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4 Which of the following, if any, have you heard of? - UK
 Base: All adults England/Wales/NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base
Public Health Agency (PHA) (only show if NI)	-	-	-	-	-	-	-	-	-	-	-	-
Department for Rural Affairs (only show if Wales)	-	-	-	-	-	-	-	-	-	-	-	-
Department of Agriculture and Rural Development (DARD) (only show if NI)	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4 Which of the following, if any, have you heard of? - UK
Base: All adults England/Wales/NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	109	99	109	105	64	63	53	53
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	95*	90*	90*	94*	60*	60*	53*	54*
Office of Fair Trading	86 88%bce glimo	67 72%o	73 72%o	82 78%go	79 75%o	83 91%bode ghjmmo	66 65%o	62 77%o	86 87%bcag lmo	67 76%o	76 87%bcag lmo	60 69%o	66 69%o	72 80%go	-	-	48 80%pwx A	50 85%puw zACD	41 78%p	37 69%p
Food Standards Agency	86 88%g	79 84%g	84 83%	86 83%	82 77%	78 86%g	73 72%	75 94%cdag lo	89 91%egl	75 86%g	81 92%egl	69 79%	80 85%g	77 86%g	73 82%	76 82%	49 82%	57 96%pqs twyz ABCD	45 84%	43 81%
The British Medical Association	81 83%bcg jimmo	56 60%o	59 58%o	74 71%o	75 71%o	64 71%o	59 58%o	57 71%o	75 76%bcgo	57 65%o	70 80%bcgj lo	57 65%o	65 68%o	63 70%o	-	-	40 67%p	48 80%puw yzC	38 71%p	35 65%p
The Environment Agency (only show if England or Wales)	79 81%blo	60 64%o	70 69%o	84 81%blo	77 73%o	72 79%blo	71 70%o	57 71%o	84 85%bcag hjmo	64 73%o	73 84%bcgh lmo	57 66%o	66 69%o	68 75%o	-	-	-	-	-	-
Health & Safety Executive	77 79%b	58 62%	70 70%	77 75%	82 78%b	73 80%bm	71 70%	54 68%	80 81%bhmo	63 72%	72 82%bhim o	61 69%	63 66%	69 77%b	61 68%	73 78%wx	42 70%	43 72%	37 70%	34 63%
World Health Organisation (WHO)	70 71%bco	51 54%	52 52%	61 59%	69 65%o	52 58%	59 58%	50 62%	76 77%bcdf ghlmo	58 67%co	68 78%bcdf ghlmo	53 60%	61 64%	60 66%co	45 51%	66 71%uwz	38 62%	38 63%	29 55%	32 60%
Department for Public Health and Health Professions (only show if Wales)	59 60%bco	38 41%o	44 43%o	66 63%bcjo	63 60%bco	57 64%bcjo	55 54%o	42 53%o	65 66%bcjl o	40 46%o	57 65%bcjl o	44 50%o	58 61%bcjo	59 65%bcjo	-	-	-	-	-	-
National Institute for Health and Clinical Excellence (NICE)	52 53%bo	32 35%o	39 39%o	47 45%o	48 46%o	43 48%o	50 49%bo	34 42%o	51 52%bo	41 46%o	48 55%bco	38 44%o	41 43%o	50 56%bco	-	-	16 26%p	22 38%p	16 31%p	17 31%p

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
* small base



Q.4 Which of the following, if any, have you heard of? - UK
 Base: All adults England/Wales/NI

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	60	127	141	115	119	135	126	126	120	123	109	124
Weighted Base	57*	57	64	64	64	60	60	60	109	113	106	110
Office of Fair Trading	37 64%p	46 81%puwx zAC	41 63%p	42 65%p	46 72%p	41 69%p	39 65%p	46 77%pwxA	73 67%p	78 69%p	-	-
Food Standards Agency	50 89%	47 83%	52 81%	50 78%	53 83%	51 85%	48 80%	49 81%	85 79%	86 76%	81 76%	89 81%
The British Medical Association	33 58%p	41 71%pw	36 56%p	42 66%p	41 65%p	36 60%p	48 81%ptuw xyzCD	44 73%puwz	71 65%p	77 68%p	-	-
The Environment Agency (only show if England or Wales)	-	-	-	-	-	-	-	-	-	-	-	-
Health & Safety Executive	37 64%	42 75%kx	41 65%	38 60%	44 68%	43 72%kx	43 72%	43 72%	78 72%	79 70%	67 63%	75 69%
World Health Organisation (WHO)	30 52%	39 69%uwz	33 52%	41 65%w	39 61%	33 56%	35 59%	46 76%suwy zAD	75 69%uwz	72 63%	66 62%	76 69%
Department for Public Health and Health Professions (only show if Wales)	-	-	-	-	-	-	-	-	-	-	-	-
National Institute for Health and Clinical Excellence (NICE)	18 31%p	25 44%pqwz	16 26%p	21 32%p	25 40%pw	18 30%p	22 37%p	23 39%pw	44 40%pw	43 38%pw	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base



Q.4 Which of the following, if any, have you heard of? - UK
 Base: All adults England/Wales/NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	109	99	109	105	64	63	53	53
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	95*	90*	90*	94*	60*	60*	53*	54*
Office of Communications (OFCOM)	48	37	34	49	53	44	47	38	56	49	54	40	42	50	-	-	30	18	16	26
	49%co	40%o	34%o	47%o	50%co	49%co	46%o	47%o	57%bco	57%bco	61%bcgl	45%o	44%o	56%bco	-	-	50%prs	31%p	29%p	47%p
British Dietetic Association (BDA)	48	20	26	38	32	36	43	32	45	28	43	31	39	46	-	-	22	21	18	17
	49%bce	21%o	25%o	37%bo	30%o	40%bco	42%bco	40%bco	46%bco	32%o	49%bcej	35%bo	41%bco	51%bcej	-	-	36%p	35%p	34%p	31%p
Department for Rural Affairs (only show if Wales)	43	33	35	35	28	38	46	33	49	43	48	34	46	51	25	50	-	-	-	-
	44%leo	35%	35%	33%	27%	42%eo	45%eo	41%e	50%bode	49%code	55%bode	39%	48%deo	56%bode	27%	53%grt	-	-	-	-
Scottish Government Health Improvement Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Government Rural Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Department of Health (only show if England)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safefood (only show if NI)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	31	26	25	28
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	51%p	44%p	47%p	52%p
Audit Scotland (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base



Q.4 Which of the following, if any, have you heard of? - UK
Base: All adults England/Wales/NI

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	60	127	141	115	119	135	126	126	120	123	109	124
Weighted Base	57*	57	64	64	64	60	60	60	109	113	106	110
Office of Communications (OFCOM)	21 36%p	31 54%prsu w	24 38%p	27 43%p	29 46%p	28 47%prs	26 43%p	40 66%prst uvwxyzA	60 55%prsu w	65 57%prsuw xA	-	-
British Dietetic Association (BDA)	26 44%p	22 38%p	19 30%p	27 42%p	31 49%ptw	25 41%p	32 53%pqrs tw	34 57%pqrs twxz	51 47%pw	50 44%pw	-	-
Department for Rural Affairs (only show if Wales)	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Government Health Improvement Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Government Rural Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-
Department of Health (only show if England)	-	-	-	-	-	-	-	-	-	-	-	-
SafeFood (only show if NI)	31 54%p	38 66%prsw xA	32 51%p	29 45%p	41 64%prwx A	40 67%pqrs wxA	29 48%p	45 74%pqrs tuwxACD	64 59%px	67 59%px	50 47%	64 58%
Audit Scotland (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base



Q.4 Which of the following, if any, have you heard of? - UK
 Base: All adults England/Wales/NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	109	99	109	105	64	63	53	53
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	95*	90*	90*	94*	60*	60*	53*	54*
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46 77%ptw A	41 69%p	36 68%p	30 56%p
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public Health Agency (PHA) (only show if NI)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	31 51%p	40 68%p	38 73%ppw	30 56%p
Department of Agriculture and Rural Development (DARD) (only show if NI)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39 65%p	51 86%pqz tuxyz ABCD	33 63%p	26 48%p
None	4 4%	4 5%	5 5%	3 3%	6 6%	1 1%	9 9%fh	1 2%	1 1%	5 5%	3 3%	5 5%	5 5%	4 4%	7 8%fi	8 8%rD	1 2%	-	1 3%	4 8%rD
Don't know	-	1 1%	-	1 1%	2 2%	1 1%	2 2%	-	2 2%	-	2 2%	2 2%	2 3%	4 5%achik	2 2%	-	-	-	-	
Average number of mentions	7.72bc hlo	6.01o	6.12o	6.99bo	7.06bco	7.23bco	7.07bo	6.76o	7.77bch lo	7.25bco	8.13bcd eghimo	6.69o	7.14bco	8.14bcd eghimo	2.52	3.09	7.35p	7.65p	7.21p	7.15p
Standard deviation	2.87	3.15	3.19	2.95	2.88	3.07	3.56	3.19	2.76	3.23	2.97	3.55	3.36	3.12	1.18	1.12	3.01	2.93	3.56	3.78
Standard error	0.29	0.33	0.32	0.28	0.28	0.31	0.36	0.35	0.27	0.32	0.31	0.35	0.33	0.33	0.12	0.12	0.38	0.37	0.50	0.55

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base



Q.4 Which of the following, if any, have you heard of? - UK
Base: All adults England/Wales/NI

	NI											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	60	127	141	115	119	135	126	126	120	123	109	124
Weighted Base	57*	57	64	64	64	60	60	60	109	113	106	110
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	37 64%p	40 71%pw	37 58%p	42 66%p	46 72%pw	40 67%p	37 62%p	41 68%p	82 75%ptwA	84 75%ptwA	85 79%	92 84%
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	-	-	-	-	-	-	-	-	-	-	-	-
Public Health Agency (PHA) (only show if NI)	36 63%p	41 72%pqw	35 54%p	39 61%p	43 68%pqw	44 74%pqtw x	42 69%spqw	47 78%pqtu wx	80 74%spqw	84 74%spqw x	80 75%	79 72%
Department of Agriculture and Rural Development (DARD) (only show if NI)	35 61%p	43 75%ptwx zAC	33 52%p	37 58%p	41 65%pw	38 63%p	37 62%p	40 66%ptw	67 62%p	72 63%p	57 54%	76 69%
None	2 3%	2 3%	4 6%rD	2 3%	2 4%	3 4%D	3 5%D	2 4%D	3 3%	*	5 4%	2 2%
Don't know	-	-	-	-	-	-	-	-	-	-	-	1 1%
Average number of mentions	7.03p	8.32puw x	6.68p	7.07p	7.79pw	7.62pw	7.70pw	8.60pqs tuwzx	7.88pw	7.60p	4.76	5.16
Standard deviation	3.41	3.26	3.43	3.76	3.70	3.32	3.52	3.56	3.71	3.84	2.11	2.01
Standard error	0.45	0.30	0.30	0.36	0.35	0.29	0.32	0.32	0.34	0.35	0.21	0.18

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 *small base

Q.4 Which of the following, if any, have you heard of? - UK
 Base: All adults England/Wales/NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876
Food Standards Agency	1448 79%km	1509 83%aah ijkimn o	1480 81%eklmn o	1489 81%eiklm no	1414 78%uk	1507 82%aeikl mno	1494 82%aehik lmno	1446 79%ukm	1423 78%uk	1476 80%ekmn	1354 74%	1421 78%uk	1405 76%	1408 77%	1453 78%uk	1479 79%
Department of Health (only show if England)	1368 75%ijk mno	1387 76%ehi jkmno	1370 75%ikmno	1404 77%ehijk lmno	1339 73%ikmn	1369 74%ikmno	1389 76%shijk mno	1329 73%mn	1288 71%	1323 72%mn	1285 70%	1320 72%mn	1264 69%	1257 68%	1328 71%	1322 70%
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	46 3%	41 2%	36 2%	30 2%	37 2%	40 2%	37 2%	42 2%	46 3%	40 2%	37 2%	41 2%	82 4%abcdef ghijk	84 5%abcdef ghijk	85 5%abcdef ghijk	92 5%
Public Health Agency (PHA) (only show if NI)	31 2%	40 2%	38 2%	30 2%	36 2%	41 2%	35 2%	39 2%	43 2%	44 2%	42 2%	47 3%	80 4%abcdef ghijk	84 5%abcdef ghijk	80 4%abcdef ghijk	79 4%
Scottish Government Health Improvement Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Department for Public Health and Health Professions (only show if Wales)	59 3%bo	38 2%o	44 2%o	66 4%bchjlo	63 3%bhjo	57 3%o	55 3%o	42 2%o	65 4%bchjlo	40 2%o	57 3%o	44 2%o	58 3%bo	59 3%bo	-	-
Safefood (only show if NI)	31 2%	26 1%	25 1%	28 2%	31 2%	38 2%	32 2%	29 2%	41 2%	40 2%	29 2%	45 2%bcd	64 3%abcdef ghijk	67 4%abcdef ghijk	50 3%abcdhk	64 3%
National Institute for Health and Clinical Excellence (NICE)	756 41%o	780 43%o	823 45%ao	818 45%o	762 42%o	778 42%o	815 45%ao	782 43%o	805 44%o	802 44%o	776 43%o	826 45%aemo	768 42%o	838 46%aefmo	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



Q.4 Which of the following, if any, have you heard of? - UK
Base: All adults England/Wales/NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI																
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004	
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876	
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	897 49%	965 53%aefk	955 52%e	948 52%	888 49%	903 49%	959 53%aefk	937 51%	915 50%	936 51%	896 49%	970 53%aefk	939 51%	928 51%	980 52%e	1045 56%	
Department for Rural Affairs (only show if Wales)	43 2%	33 2%	35 2%	35 2%	28 2%	38 2%	46 3%eo	33 2%	49 3%eo	43 2%	48 3%eo	34 2%	46 2%eo	51 3%eo	25 1%	50 3%	
Department of Agriculture and Rural Development (DARD) (only show if NI)	39 2%	51 3%cdg	33 2%	26 1%	35 2%	43 2%od	33 2%	37 2%	41 2%	38 2%	37 2%	40 2%	67 4%acdefg hijkl	72 4%acdefg hijkl	57 3%odeg	76 4%	
The Environment Agency (only show if England or Wales)	1224 67%	1285 71%aej klmno	1308 71%aejih klmno	1314 72%aejih klmno	1233 68%	1275 69%klmno	1287 71%ajkmn o	1244 68%mo	1239 68%	1240 67%	1208 66%	1235 68%	1195 65%	1201 65%	-	-	-
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Scottish Government Rural Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
The British Medical Association	1246 68%ajk o	1276 70%afn jkmno	1276 70%efjkm no	1316 72%aeih jkmno	1186 65%	1214 66%	1259 69%efjkm o	1217 67%	1230 67%	1197 65%	1169 64%	1258 69%ejko	1213 66%	1215 66%	-	-	
Office of Communications (Ofcom)	816 45%	843 46%	841 46%	958 52%abcef hkmo	865 47%	854 46%	924 51%abcfk o	869 48%	913 50%abcfo	881 48%	860 47%	918 50%abcfo	884 48%	949 52%abcef jkmno	-	-	
Audit Scotland (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l/m/n/o



Q.4 Which of the following, if any, have you heard of? - UK
 Base: All adults England/Wales/NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044	1967	1991	1989	2004
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826	1841	1837	1874	1876
Health & Safety Executive	1262 69% <i>hkh</i>	1292 71% <i>hij</i> <i>klm</i>	1327 72% <i>aefhi</i> <i>klmno</i>	1294 71% <i>khkm</i>	1246 68%	1272 69% <i>hkh</i>	1314 72% <i>ehijk</i> <i>lmno</i>	1195 66%	1240 68%	1246 68%	1194 65%	1210 66%	1234 67%	1260 69% <i>k</i>	1280 68%	1305 70%
Office of Fair Trading	1356 74% <i>ehi</i> <i>klmno</i>	1376 76% <i>ehi</i> <i>klmno</i>	1369 75% <i>ehijk</i> <i>lmno</i>	1368 75% <i>ehijk</i> <i>lmno</i>	1286 71% <i>ckmno</i>	1361 74% <i>ehijk</i> <i>lmno</i>	1356 74% <i>ehijk</i> <i>lmno</i>	1272 70% <i>ckmno</i>	1264 69% <i>ckmno</i>	1279 70% <i>ckmno</i>	1207 66% <i>o</i>	1245 68% <i>o</i>	1199 65% <i>o</i>	1216 66% <i>o</i>	-	-
World Health Organisation (WHO)	1125 62%	1157 64%	1166 64%	1183 65%	1163 64%	1159 63%	1161 64%	1136 62%	1240 68% <i>abcde</i> <i>ghijk</i>	1191 65%	1173 64%	1262 69% <i>abcde</i> <i>ghijk</i>	1207 66% <i>ah</i>	1255 68% <i>abcde</i> <i>ghijk</i>	1271 68% <i>abcde</i> <i>ghjk</i>	1287 69%
British Dietetic Association (BDA)	696 38% <i>o</i>	676 37% <i>o</i>	723 39% <i>efo</i>	673 37% <i>o</i>	644 35% <i>o</i>	656 36% <i>o</i>	697 38% <i>o</i>	676 37% <i>o</i>	747 41% <i>bdefh</i> <i>klmno</i>	667 36% <i>o</i>	681 37% <i>o</i>	695 38% <i>o</i>	694 38% <i>o</i>	688 37% <i>o</i>	-	-
None	66 4%	59 3%	76 4%	66 4%	81 4%	86 5% <i>b</i>	85 5% <i>b</i>	102 6% <i>abcdl</i>	85 5% <i>b</i>	88 5% <i>b</i>	99 5% <i>abd</i>	74 4%	100 5% <i>abdl</i>	90 5% <i>b</i>	106 6% <i>abcdl</i>	123 7%
Don't know	18 1%	17 1%	12 1%	15 1%	29 2% <i>cdfigh</i>	12 1%	9 -	10 1%	18 1%	24 1% <i>fgh</i>	24 1% <i>scfgh</i>	25 1% <i>scfgh</i>	24 1% <i>fgh</i>	29 2% <i>cdfigh</i>	23 1% <i>fgh</i>	36 2%
Average number of mentions	7.13o	7.34ko	7.36ako	7.41aeko	7.15o	7.23o	7.45aefh	7.20o	7.31ko	7.22o	7.08o	7.22o	7.20o	7.35ko	3.79	3.96
Standard deviation	3.26	3.13	3.20	3.18	3.27	3.20	3.20	3.27	3.26	3.28	3.36	3.28	3.33	3.34	1.50	1.46
Standard error	0.08	0.07	0.08	0.07	0.08	0.07	0.07	0.08	0.08	0.07	0.08	0.07	0.08	0.08	0.03	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



Q.4 Which of the following, if any, have you heard of? - England
Base: All adults England

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	1738	1769	1771	1775
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	1637	1634	1678	1672
Department of Health	1368 82%hij kilmnop	1387 83%ehi jkimno p	1370 81%ijklm n	1404 84%efhij kilmnop	1339 81%iklmn	1369 81%iklmn	1389 84%efhij kilmnop	1329 79%	1288 78%	1323 78%	1285 77%	1320 79%	1264 77%	1257 77%	1328 79%	1322 79%
Food Standards Agency	1313 79%k	1374 83%ae hijkimn op	1352 80%eikm no	1360 81%eikm no	1282 77%k	1382 82%ae hijkimn op	1370 83%ae hijkimn op	1321 79%k	1281 77%k	1350 80%k mn	1226 73%	1304 78%k	1239 76%	1244 76%k	1299 77%k	1314 79%k
Office of Fair Trading	1221 73%hij kilmnop	1259 76%ehi jkimno p	1255 75%ehij klmnop	1250 75%ehij klmnop	1171 70%klm nop	1233 73%hij klmnop	1249 75%ehij klmnop	1169 70%klm nop	1132 68%l mnop	1171 69%klm nop	1093 65%op	1138 68%op	1061 65%op	1066 65%op	-	-
The Environment Agency	1144 69%op	1225 74%ae hijkimn op	1239 74%ae hijkimn op	1230 73%ae hijkimn op	1156 70%op	1204 71%k op	1216 73%ae hijkimn op	1187 71%op	1155 70%op	1176 69%op	1135 68%op	1178 70%op	1129 69%op	1133 69%op	-	-
Health & Safety Executive	1143 68%k	1191 72%ef hijkimn	1220 73%ae hijkimn op	1183 71%hij klmnop	1126 68%k	1157 68%k	1202 72%ae hijkimn op	1102 66%	1117 67%	1139 67%	1079 64%	1106 66%	1092 67%	1112 68%k	1153 69%k	1157 69%h kl
The British Medical Association	1125 67%kop	1173 70%ef hijkimn op	1180 70%ef hijkimn op	1207 72%ae hijkimn op	1078 65%op	1109 65%op	1164 70%ef hijkimn op	1118 67%kop	1113 67%kop	1105 65%op	1051 63%op	1157 69%ef hijkop	1077 66%op	1075 66%op	-	-
World Health Organisation (WHO)	1017 61%	1068 64%	1085 65%a	1090 65%a	1064 64%	1068 63%	1069 64%a	1045 62%	1126 68%ab efh k	1099 65%a	1069 64%	1153 69%ab cde fghijk	1072 65%a	1123 69%ab cde fghijk	1159 69%ab cde fghijk	1145 68%ab cde fghijk
Department for Environment, Food and Rural Affairs (DEFRA)	897 54%	965 58%ae f k	955 57% f	948 57%	888 53%	903 53%	959 58%ae f k	937 56%	915 55%	936 55%	896 53%	970 58%ae f k	939 57%ae f k	928 57% k	980 58%ae f k	1045 62%ab cde fghijk lmno
Office of Communications (OFCOM)	737 44%op	787 47%op	792 47%op	884 53%ab cde f hijk mnop	792 48%a op	779 46%op	852 51%ab cde f hijk mnop	804 48%a op	828 50%a l op	804 47%op	781 47%op	839 50%a l op	781 48%a op	834 51%ab c d e f g h i j k l m n o p	-	-

Proportions/Mean: All Columns Tested (5% risk level)

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.4 Which of the following, if any, have you heard of? - England
Base: All adults England

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	1738	1769	1771	1775
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	1637	1634	1678	1672
National Institute for Health and Clinical Excellence (NICE)	689 41%op	725 44%op	767 46%aefk op	754 45%aop	695 42%op	710 42%op	749 45%aop	728 43%op	728 44%op	743 44%op	705 42%op	765 46%aefk op	683 42%op	744 46%aefk p	-	-
British Dietetic Association (BDA)	626 38%op	636 38%op	679 40%defhj kmnop	618 37%op	586 35%op	598 35%op	635 38%op	617 37%op	671 40%defhj kmnop	614 36%op	606 36%op	630 38%op	604 37%op	593 36%op	-	-
None	61 4%	55 3%	70 4%	59 3%	73 4%	84 5%bd	71 4%	98 6%abodgl	81 5%bd	81 5%b	94 6%abdl	67 4%	92 6%abdl	85 5%abd	95 6%abdl	113 7%abcdgijl
Don't know	18 1%g	16 1%	12 1%	14 1%	27 2%ccfgh	10 1%	7 *	10 1%	18 1%g	22 1%fgh	24 1%fgh	23 1%fgh	21 1%fgh	24 1%fcfgh	21 1%fgh	35 2%abcdgihl
Average number of mentions	7.09op	7.40ae	7.44aefk	7.44aefj	7.16op	7.19op	7.50aefh	7.23op	7.27kop	7.21op	7.00op	7.28kop	7.18op	7.29kop	3.79	3.92o
Standard deviation	3.29	3.12	3.17	3.17	3.29	3.20	3.17	3.25	3.27	3.29	3.36	3.24	3.29	3.30	1.42	1.38
Standard error	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.03	0.03

Proportions/Mean: All Columns Tested (5% risk level)



Q.4 Which of the following, if any, have you heard of? - England
Base: All adults England

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	804	788	841	864	793	881	846	789	857	897	833	874	819	878	876	865	948	933	895	927
Weighted Base	809	808	819	806	809	823	798	814	806	817	822	816	791	798	827	813	861	857	862	870
Department of Health	646 80%k	682 84%ace fhjd mnop	652 80%k	671 83%ijkl mnop	645 80%k	657 80%k	669 84%acef hijkmn op	647 79%k	628 78%	642 79%	617 75%	641 79%	610 77%	615 77%	660 80%k	628 77%	722 84%xyz ABCDE	705 82%yzA CDE	717 83%xyzA BCDE	733 84%xyzABCD E
Food Standards Agency	638 79%k	668 83%ehi klnop	656 80%k	652 81%ek	617 76%	656 80%k	656 82%ehik lm	628 77%k	621 77%k	644 79%k	591 72%	630 77%k	608 77%k	625 78%k	649 78%k	638 79%k	674 78%AD	706 82%quy ABCDE	696 81%ACDE	708 81%yACDE
Office of Fair Trading	594 73%hkm nop	624 77%efh ijkln op	616 75%ehij klnop	608 75%ehij klnop	569 70%kop	596 72%knop	600 75%ehij klnop	558 69%op	563 70%kop	564 69%op	533 65%op	565 69%op	540 68%op	525 66%op	-	-	627 73%yAB CDEF	635 74%yzA BCDEF	639 74%yzAB CDEF	642 74%yzABCDE F
Health & Safety Executive	571 71%	608 75%aef hijkl o	612 75%efhi jklno	590 73%k	563 70%	574 70%	593 74%efhi jkl	558 69%	562 70%	569 70%	551 67%	568 70%	561 71%	559 70%	580 70%	586 72%k	572 66%A	583 68%xAB C	608 71%xyzA BC	593 68%ABC
The Environment Agency	564 70%op	602 75%ako p	613 75%aiko p	610 76%aek nop	575 71%op	591 72%op	608 76%aefh ijknop	580 71%op	567 70%op	583 71%op	553 67%op	588 72%kop	576 73%kop	562 70%op	-	-	580 67%EF	623 73%quz ACDEF	626 73%qzAC EF	620 71%CEF
The British Medical Association	540 67%op	580 72%aeh knop	595 73%aehj ijknop	589 73%aefh ijknop	524 65%op	562 68%kop	568 71%ehko p	535 66%op	551 68%op	556 68%op	523 64%op	579 71%ehko p	552 70%ekop	532 67%op	-	-	585 68%vzA CEF	592 69%vzA CEF	585 68%vzAC EF	618 71%uvyzACD EF
World Health Organisation (WHO)	488 60%	532 66%a	544 66%a	543 67%a	541 67%a	540 66%a	537 67%a	516 63%	572 71%abfh k	552 68%a	543 66%a	584 72%abce fhk	551 70%ah	551 69%ah	601 73%abcd efghjk	575 71%abf h	529 61%	536 63%	541 63%	547 63%
Department for Environment, Food and Rural Affairs (DEFRA)	434 54%	476 59%aek	477 58%	470 58%	436 54%	452 55%	479 60%aefk	449 55%	463 57%	456 56%	443 54%	493 60%aefh k	485 61%aefh jk	464 58%	503 61%aefh jk	514 57%v fhijk	463 54%	489 57%v	478 55%	478 55%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.4 Which of the following, if any, have you heard of? - England
Base: All adults England

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	913	929	877	954	901	947	929	934	919	891	895	910
Weighted Base	851	871	860	866	856	875	856	862	845	836	851	859
Department of Health	694 81%yzCD	712 82%yzAC D	721 84%xyzA BCDE	683 79%	660 77%	681 78%	668 78%	679 79%	654 77%	642 77%	668 78%	694 81%
Food Standards Agency	665 78%	726 83%quyA BCDEF	714 83%quyA BCDEF	693 80%ACD	660 77%	706 81%ACDE	635 74%	673 78%	631 75%	619 74%	650 76%	675 79%AD
Office of Fair Trading	602 71%ACDE F	636 73%yABC DEF	648 75%uxyz ABCDEF	610 70%ACDE F	570 67%CEF	607 69%CDEF	559 65%EF	573 67%CEF	520 62%EF	540 65%EF	-	-
Health & Safety Executive	563 66%	583 67%AB	609 71%uxyz ABCD	545 63%	555 65%	570 65%	528 62%	538 62%	531 63%	553 66%	573 67%AB	571 66%A
The Environment Agency	581 68%EF	613 70%CEF	608 71%CEF	607 70%CEF	588 69%EF	593 68%EF	582 68%EF	590 68%EF	553 65%EF	571 68%EF	-	-
The British Medical Association	554 65%EF	547 63%EF	595 69%vzAC EF	583 67%zACE F	563 66%EF	548 63%EF	528 62%EF	578 67%ACEF	525 62%EF	543 65%EF	-	-
World Health Organisation (WHO)	523 61%	527 61%	532 62%	529 61%	554 65%	547 62%	526 61%	569 66%quvx A	520 62%	572 68%qrst uvwxyzAC	558 66%v	570 66%quvxAC
Department for Environment, Food and Rural Affairs (DEFRA)	452 53%	451 52%	480 56%	488 56%	452 53%	480 55%	453 53%	477 55%	454 54%	465 56%	477 56%	531 62%qrstuvwxyzABCDE

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.4 Which of the following, if any, have you heard of? - England
Base: All adults England

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	804	788	841	864	793	881	846	789	857	897	833	874	819	878	876	865	948	933	895	927
Weighted Base	809	808	819	806	809	823	798	814	806	817	822	816	791	798	827	813	861	857	862	870
Office of Communications (OFCOM)	378	402	420	465	408	413	428	410	448	403	400	447	406	436	-	-	360	385	371	419
	47%op	50%op	51%op	58%abcde	50%op	50%op	54%aop	50%op	56%abef	49%op	49%op	55%ajko	51%op	55%ajkop	-	-	42%EF	45%EF	43%EF	48%qoEF
National Institute for Health and Clinical Excellence (NICE)	329	353	368	347	327	330	350	351	348	356	337	395	330	360	-	-	360	372	399	407
	41%op	44%op	45%op	43%op	40%op	40%op	44%op	43%op	43%op	44%op	41%op	48%adef	42%op	45%op	-	-	42%EF	43%EF	46%EF	47%qCEf
British Dietetic Association (BDA)	285	288	304	263	275	272	284	299	322	268	294	300	285	288	-	-	342	348	375	355
	35%op	36%op	37%op	33%op	34%op	33%op	36%op	37%op	40%defj	33%op	36%op	37%op	36%op	36%op	-	-	40%EF	41%EF	44%luvwA	41%EF
None	32	26	37	31	38	45	39	48	35	38	50	35	48	35	36	53	29	29	33	28
	4%	3%	4%	4%	5%	5%b	5%	6%b	4%	5%	6%bd	4%	6%bd	4%	4%	6%abd	3%	3%	4%	3%
Don't know	6	11	6	6	12	5	5	4	9	9	13	10	6	10	10	23	12	6	6	8
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%h	1%	1%	1%	1%	3%abcd	1%w	1%	1%	1%
																fg hijl mno				
Average number of mentions	7.10op	7.54ak	7.55ako	7.55ako	7.23op	7.31op	7.65aef	7.26op	7.41op	7.26op	7.09op	7.50ako	7.46ako	7.33op	3.83	3.99o	7.08EF	7.27AC	7.33ACE	7.34ACEF
Standard deviation	3.33	3.13	3.16	3.12	3.27	3.21	3.16	3.33	3.24	3.29	3.37	3.24	3.19	3.25	1.41	1.37	3.24	3.10	3.18	3.21
Standard error	0.12	0.11	0.11	0.11	0.12	0.11	0.11	0.12	0.11	0.11	0.12	0.11	0.12	0.11	0.05	0.05	0.11	0.10	0.11	0.11

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.4 Which of the following, if any, have you heard of? - England
Base: All adults England

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	913	929	877	954	901	947	929	934	919	891	895	910
Weighted Base	851	871	860	866	856	875	856	862	845	836	851	859
Office of Communications (OFCOM)	384 45%EF	366 42%EF	425 49%qpy ACEF	394 45%EF	380 44%EF	400 46%EF	381 44%EF	392 45%EF	375 44%EF	398 48%qvEF	-	-
National Institute for Health and Clinical Excellence (NICE)	368 43%EF	380 44%EF	398 46%EF	377 44%EF	380 44%EF	386 44%EF	369 43%EF	370 43%EF	353 42%EF	385 46%EF	-	-
British Dietetic Association (BDA)	311 37%EF	326 37%EF	351 41%EF	318 37%EF	349 41%EF	347 40%EF	312 36%EF	331 38%EF	320 38%EF	304 36%EF	-	-
None	34 4%	38 4%	33 4%	51 6%qrstB	46 5%qrt	43 5%	32 5%	44 4%	50 5%qt	59 6%qrstw B	59 7%qrstu vwB	60 7%qrstuvwB
Don't know	14 2%nwxx	5 1%	2 *	5 1%	9 1%	12 1%w	10 1%w	13 1%w	15 2%rsvwx	14 2%rsvwx	11 1%w	12 1%w
Average number of mentions	7.10EF	7.09EF	7.37ACE F	7.19EF	7.13EF	7.16EF	6.91EF	7.07EF	6.92EF	7.25AEF	3.75	3.86
Standard deviation	3.31	3.20	3.18	3.18	3.30	3.28	3.36	3.23	3.37	3.36	1.42	1.38
Standard error	0.11	0.11	0.11	0.11	0.11	0.11	0.11	0.11	0.12	0.12	0.05	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.4 Which of the following, if any, have you heard of? - England
Base: All adults England

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	273	231	280	257	270	272	226	261	286	262	303	280	268	219	239	218	271	290	276	297
Weighted Base	271	256	272	263	276	272	262	269	276	273	278	246	259	263	261	251	288	279	275	307
Food Standards Agency	179 66% m	194 76% ace hijk lm no	179 66% m	189 72% iklm	179 65% m	195 72% iklm	177 68% m	178 66% m	168 61%	179 66% m	169 61%	155 63%	143 59%	166 63%	165 63%	153 61%	214 74% pA	223 80% puy AB	217 79% pAB	249 81% puyABC
Department of Health	166 61%	170 66% jkl m	164 60%	176 67% jklm	173 63% l	185 68% jklm	160 61%	161 60%	166 60%	155 57%	156 56%	130 53%	147 57%	165 63% l	156 60%	164 66%	220 76% pvz B	222 79% pvy zABD	202 74%	245 80% puyzAB D
Health & Safety Executive	130 48%	121 47%	121 45%	126 48%	124 45%	126 47%	123 47%	111 41%	113 41%	109 40%	114 41%	104 42%	110 42%	130 49%	140 54% echij km	114 45%	159 55% p	176 63% puy zAB	184 67% spqtu vxyzABC D	178 58% p
Office of Fair Trading	124 46% jlm o	132 52% hij klmno	128 47% lmo	134 51% hijk lmno	122 44% lmo	136 50% hijk lmno	122 47% jlmno	106 39% o	109 39% o	99 36% o	112 40% o	88 36% o	87 34% o	105 40% o	-	-	184 64% puz ABD	188 67% puy zABCD	175 64% puzA BD	208 68% puyzABC D
The Environment Agency	123 45% o	147 58% ade gklm o	138 51% o	125 48% o	126 46% o	136 50% o	124 48% o	133 49% o	124 45% o	117 43% o	131 47% o	107 43% o	112 43% o	134 51% o	-	-	177 62% p	190 68% puy yzA	180 65% p	209 68% puyzAD
The British Medical Association	108 40% jo	109 43% jo	107 39% jo	104 40% jo	104 38% o	95 35% o	96 37% o	104 39% jo	102 37% o	82 30% o	102 37% o	102 41% jo	90 35% o	124 47% efgij kmo	-	-	161 56% p	160 57% pzA	166 60% puyz A	194 63% puyzAC
World Health Organisation (WHO)	92 34%	111 43% a	100 37%	128 49% ac	118 43% a	127 47% ac	104 40%	112 42%	127 46% ac	120 44% a	138 50% acg	125 51% acgh	120 46% ac	154 59% abcd efghijm	156 60% abcd efghijk lm	144 57%	158 55%	151 54%	154 56%	165 54%
Department for Environment, Food and Rural Affairs (DEFRA)	64 24%	80 31%	69 25%	66 25%	73 27%	71 26%	75 29%	75 28%	84 30%	66 24%	96 34% acdf jm	76 31%	68 26%	88 33% aj	88 34% acdj	86 34%	121 42% v	134 48% puy yzA	119 43% v	127 41% v

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.4 Which of the following, if any, have you heard of? - England
Base: All adults England

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	262	326	250	297	285	285	309	284	310	298	297	295
Weighted Base	283	334	288	307	310	314	329	310	313	320	330	333
Food Standards Agency	202 71%p	250 75%pAB	235 82%ppquy ABC	230 75%pAB	224 72%p	234 75%pA	215 68%	208 67%	230 73%pA	239 75%pAB	249 75%	259 78%
Department of Health	204 72%	227 68%	235 82%psuv xyzABCD	229 74%p	214 69%	215 68%	238 72%	209 67%	231 74%p	225 70%	258 78%	252 75%
Health & Safety Executive	151 53%	173 52%	200 69%pqtu vxyzABC D	171 56%p	172 56%p	172 55%p	178 54%	156 50%	177 57%p	177 56%p	202 61%	210 63%
Office of Fair Trading	148 52%p	200 60%pAD	197 69%puvy zABCD	189 62%puAB D	178 57%p	169 54%p	165 50%p	162 52%p	179 57%p	163 51%p	-	-
The Environment Agency	167 59%p	194 58%p	199 69%puvy zABD	204 66%pvz	180 58%p	180 57%p	194 59%p	187 60%p	198 63%p	192 60%p	-	-
The British Medical Association	141 50%p	169 51%p	179 62%pvuz A	170 55%p	180 58%pzA	150 48%p	160 49%p	175 57%pz	169 54%p	177 55%p	-	-
World Health Organisation (WHO)	163 58%	168 50%	153 53%	155 51%	190 61%vwA	173 55%	169 52%	194 62%rtvw xA	179 57%	202 63%qrv wxA	210 64%	212 64%
Department for Environment, Food and Rural Affairs (DEFRA)	106 37%	102 31%	133 46%puvy A	141 46%pvvA	114 37%	121 38%	123 38%	141 45%pv	150 48%puvy zA	136 43%v	155 47%	173 52%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.4 Which of the following, if any, have you heard of? - England
 Base: All adults England

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	273	231	280	257	270	272	226	261	286	262	303	280	268	219	239	218	271	290	276	297
Weighted Base	271	256	272	263	276	272	262	269	276	273	278	246	259	263	261	251	288	279	275	307
Office of Communications (OFCOM)	63 23%o	82 32%ajm o	71 26%o	92 35%achj lmo	93 34%ahjm o	78 29%o	70 27%o	64 24%o	81 29%o	58 21%o	91 33%ahjm o	66 27%o	59 23%o	96 36%acghj lmo	- -	- -	112 39%p	120 43%p	111 40%p	148 48%pqvA
National Institute for Health and Clinical Excellence (NICE)	52 19%o	62 24%o	62 23%o	75 28%aemo	54 20%o	66 24%o	69 26%o	66 24%o	61 22%o	62 23%o	68 25%o	66 27%ao	53 20%o	74 28%aeo	- -	- -	92 32%p	102 37%pv	100 36%pv	104 34%p
British Dietetic Association (BDA)	50 18%lmo	55 21%def jmo	52 19%emo	34 13%o	33 12%o	37 14%o	38 14%o	43 16%o	43 15%o	38 14%o	65 23%defg hijmo	52 21%defj mo	30 12%o	57 22%defjm o	- -	- -	83 29%p	92 33%ptv zAD	82 30%pA	75 25%p
None	22 8%	17 6%	25 9%	17 6%	27 10%	23 9%	29 11%	28 10%	26 9%	33 12%bd	33 12%bd	25 10%	31 12%bd	22 8%	26 10%	35 14%grst uvwxyzB CD	15 5%	8 3%	14 5%	17 5%
Don't know	4 1%	5 2%dj	3 1%	- -	6 2%dj	2 1%	1 *	1 *	3 1%	- -	6 2%dj	4 2%dj	5 2%dj	5 2%dj	6 2%dj	9 4%rstv wxC	4 1%	2 1%	2 1%	2 1%
Average number of mentions	4.70o	5.39ai jmo	4.90o	5.06o	4.95o	5.08o	4.99o	4.81o	4.75o	4.52o	5.21jmo	4.93o	4.57o	5.50ahi jmo	3.09	3.21	6.25p	6.53pu va	6.50puv	6.61puvAB
Standard deviation	3.02	3.02	3.01	3.06	2.96	2.89	3.03	2.96	3.01	2.91	3.47	3.07	2.86	3.36	1.44	1.41	3.29	3.25	3.20	2.98
Standard error	0.19	0.21	0.19	0.20	0.19	0.19	0.22	0.20	0.19	0.19	0.22	0.20	0.19	0.24	0.10	0.11	0.21	0.19	0.20	0.18

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.4 Which of the following, if any, have you heard of? - England
Base: All adults England

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	262	326	250	297	285	285	309	284	310	298	297	295
Weighted Base	283	334	288	307	310	314	329	310	313	320	330	333
Office of Communications (OFCOM)	105 37%p	130 39%p	145 50% pqsu vzABC	132 43%p	132 43%p	129 41%p	128 39%p	125 40%p	128 41%p	137 43%p	-	-
National Institute for Health and Clinical Excellence (NICE)	84 30%p	90 27%p	98 34%p	97 32%p	105 34%p	106 34%p	111 34%p	104 34%p	112 36%pv	122 38%puv	-	-
British Dietetic Association (BDA)	74 26%p	82 24%p	89 31% pA	90 29%p	86 28%p	79 25%p	73 22%p	90 29%p	90 29%p	81 25%p	-	-
None	12 4%	24 7% r	13 4%	24 8% rB	19 6%	21 7% r	29 9% ruB	12 4%	21 7% r	15 5%	17 5%	21 6%
Don't know	6 2%	3 1%	1 *	1 *	4 1%	9 3% wx	6 2%	9 3% swxC	2 1%	4 1%	1 *	8 2%
Average number of mentions	5.81p	5.83p	6.80puv yzABD	6.42puv	6.22p	6.07p	5.97p	6.06p	6.37p	6.16p	3.44	3.64
Standard deviation	3.32	3.18	3.12	3.23	3.14	3.29	3.19	3.18	3.26	3.35	1.38	1.43
Standard error	0.21	0.18	0.20	0.20	0.19	0.21	0.19	0.20	0.19	0.20	0.08	0.09

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Q.4 Which of the following, if any, have you heard of? - England
Base: All adults England

	36-45																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	388	423	388	366	365	389	388	374	347	368	331	368	353	323	336	336	413	402	413	462
Weighted Base	403	420	405	382	392	404	409	391	374	396	351	402	369	343	374	377	410	407	426	437
Department of Health	357 89%hik mno	375 89%afh ikmno	357 88%ikmn o	329 86%ikmn	330 84%k	339 84%k	362 89%hikm no	325 83%k	296 79%	334 84%k	263 75%	354 88%ikmn o	290 79%	273 80%	305 81%k	298 79%	367 90%pD	361 89%p	384 90%pD	399 91%pD
Food Standards Agency	341 85%kk	368 88%ehk mno	356 88%ehkm no	333 87%ehkn o	318 81%	346 86%kn	362 89%ehik mno	319 82%	312 83%	338 85%kn	271 77%	353 88%ehkm no	302 82%	271 79%	305 81%	311 83%	364 89%pA	351 86%	375 88%pA	386 88%pA
Office of Fair Trading	327 81%ikm no	357 85%afh jkimn o	344 85%efhi jkimno	313 82%ikmn o	305 78%ikno	317 78%ikmn	340 83%hikl mno	297 76%ko	263 70%o	309 78%ikmn o	239 68%o	311 77%ikmo	257 70%o	245 71%o	-	-	354 86%pCD	338 83%p	369 87%pCD	378 87%pCD
The Environment Agency	307 76%o	347 83%ael kmno	345 85%afh ikmno	314 82%aikm no	301 77%ko	317 79%ko	336 82%aikm no	302 77%ko	284 76%o	315 80%kmo	245 70%o	325 81%kmno	269 73%o	254 74%o	-	-	335 82%p	318 78%p	355 83%p	366 84%pr
Health & Safety Executive	304 75%ko	346 82%afh jkimn o	333 82%afhi jkimno	308 81%hijk imno	303 77%kno	306 76%ko	318 78%kno	282 72%	275 73%k	290 73%k	230 66%	295 73%k	265 72%	241 70%	254 68%	275 73%	341 83%p	323 79%p	362 85%prx	359 82%p
The British Medical Association	291 72%kno	329 80%aef hikno	323 80%afh ikmno	305 80%afh ikmno	278 71%ko	285 71%ko	311 76%kno	280 72%kno	266 71%ko	301 76%kno	221 63%o	310 77%kno	268 73%kno	221 64%o	-	-	347 85%p	330 81%p	358 84%p	378 87%pruCD
World Health Organisation (WHO)	265 66%	291 69%	297 73%afhk	259 68%	274 70%	260 64%	282 69%	258 66%	272 73%fk	271 68%	227 65%	299 74%afhk	268 73%fk	237 69%	253 67%	268 71%	309 75%	301 74%	329 77%	338 77%
Department for Environment, Food and Rural Affairs (DEFRA)	257 64%	280 67%ek	266 66%e	250 65%e	226 58%	243 60%	256 63%	247 63%	225 60%	256 65%	205 59%	254 63%	242 66%e	211 62%	236 63%	253 67%	288 70%	278 68%	314 74%	327 75%pr
Office of Communications (OFCOM)	214 53%o	228 54%o	248 61%abef hko	228 60%kco	208 53%o	203 50%o	226 55%o	205 52%o	206 55%o	223 56%o	175 50%o	235 58%kco	213 58%kco	188 55%o	-	-	226 55%p	229 56%p	230 54%p	269 62%ps

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.4 Which of the following, if any, have you heard of? - England
 Base: All adults England

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	417	392	425	410	384	430	391	427	353	434	379	387
Weighted Base	416	384	396	416	405	405	419	414	399	415	410	411
Department of Health	376 90%pD	350 91%pD	362 91%pD	363 87%p	357 88%p	359 89%p	370 88%p	369 89%p	347 87%p	352 85%p	358 87%	360 88%
Food Standards Agency	364 88%	356 93%prst uayABCD	357 90%pABD	364 87%	354 87%	360 89%pA	347 83%	354 85%	350 88%	353 85%	349 85%	358 87%
Office of Fair Trading	357 86%pC	337 88%pCD	340 86%pC	346 83%p	350 86%pCD	343 85%pC	349 83%p	344 83%p	314 79%p	336 81%p	-	-
The Environment Agency	346 83%p	334 87%pqrx AB	332 84%pr	333 80%p	341 84%pr	334 82%p	341 81%p	335 81%p	334 84%p	342 82%p	-	-
Health & Safety Executive	336 81%p	330 86%prxB C	330 83%p	327 78%	345 85%prx	333 82%p	341 81%p	333 81%p	320 80%p	345 83%p	339 83%	341 83%
The British Medical Association	336 81%p	331 86%puCD	340 86%pCD	343 82%p	333 82%p	334 82%p	346 83%p	338 82%p	320 80%p	331 80%p	-	-
World Health Organisation (WHO)	307 74%	307 80%pru	308 78%p	310 75%	326 80%pru	313 77%	321 77%	324 78%p	299 75%	321 77%	321 78%	304 74%
Department for Environment, Food and Rural Affairs (DEFRA)	298 72%	299 78%pqrx AC	302 76%prx	287 69%	294 73%	291 72%	296 71%	303 73%	281 70%	306 74%p	304 74%	326 79%
Office of Communications (OFCOM)	249 60%p	251 65%pqrs xAC	259 65%pqrs xAC	243 58%p	254 63%pqs	244 60%p	240 57%p	255 62%ps	232 58%p	251 61%p	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.4 Which of the following, if any, have you heard of? - England
Base: All adults England

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	388	423	388	366	365	389	388	374	347	368	331	368	353	323	336	336	413	402	413	462
Weighted Base	403	420	405	382	392	404	409	391	374	396	351	402	369	343	374	377	410	407	426	437
National Institute for Health and Clinical Excellence (NICE)	175 43% _o	196 47% _o	213 53% _o ^{adef} ikmo	173 45% _o	168 43% _o	167 41% _o	193 47% _o	183 47% _o	160 43% _o	181 46% _o	143 41% _o	197 49% _o ^{ko}	166 45% _o	167 49% _o ^{ko}	- -	- -	227 55% _p	214 53% _p	244 57% _p	252 58% _p
British Dietetic Association (BDA)	170 42% _o	174 41% _o	194 48% _o ^{efkn} o	159 42% _o	147 37% _o	143 36% _o	170 41% _o	172 44% _o ^{fo}	168 45% _o ^{efno}	164 41% _o	132 38% _o	170 42% _o	160 44% _o ^{fo}	127 37% _o	- -	- -	197 48% _p	200 49% _p	223 52% _p ^{px}	222 51% _p
None	8 2%	11 3%	10 2%	6 2%	17 4% ^d	17 4% ^d	13 3%	14 4%	12 3%	8 2%	10 3%	15 4%	15 4%	20 6% ^{abcdj}	22 6% ^{abcdj}	22 6% ^{grt} uvwxyzA BCD	5 1%	11 3% ^B	5 1%	8 2%
Don't know	4 1%	2 1%	2 *	4 1% ^f	3 7%	- -	2 *	3 1%	3 7%	4 1%	5 1% ^f	1 *	7 2% ^{cll}	4 1% ^f	4 1%	4 1%	1 *	3 1%	3 1%	3 1%
Average number of mentions	7.68 _{ko}	8.08 _{fi}	8.33 _{ae} ^{ef} hijkmo	7.99 _{ko}	7.69 _{ko}	7.57 _{ko}	8.02 _{ko}	7.69 _{ko}	7.59 _{ko}	7.76 _{ko}	7.00 _{ko}	8.02 _{ko}	7.80 _{ko}	7.64 _{ko}	3.88	4.01	8.30 _p	8.24 _p	8.47 _p	8.63 _p
Standard deviation	3.15	2.74	2.80	2.84	3.01	3.00	2.90	3.18	3.04	3.02	3.35	2.86	3.08	3.16	1.40	1.38	2.78	2.92	2.67	2.76
Standard error	0.16	0.13	0.14	0.15	0.16	0.16	0.15	0.17	0.17	0.16	0.19	0.15	0.17	0.18	0.08	0.08	0.14	0.15	0.13	0.13

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.4 Which of the following, if any, have you heard of? - England
 Base: All adults England

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	417	392	425	410	384	430	391	427	353	434	379	387
Weighted Base	416	384	396	416	405	405	419	414	399	415	410	411
National Institute for Health and Clinical Excellence (NICE)	245 59%p	235 61%prC	232 58%p	231 55%p	249 62%prC	237 59%p	228 54%p	246 59%prC	206 52%p	228 55%p	-	-
British Dietetic Association (BDA)	200 48%p	210 55%px	206 52%px	188 45%p	229 57%pqru xBD	204 50%p	212 50%p	205 50%p	199 50%p	201 49%p	-	-
None	8 2%	8 2%B	6 2%	15 4%qsB	8 2%	11 3%B	9 2%B	2 *	8 2%	11 3%B	12 3%	17 4%
Don't know	3 1%	1 *	2 *	3 1%	2 *	5 1%	2 *	3 1%	2 1%	6 1%	4 1%	8 2%
Average number of mentions	8.44p	8.92pqr suxABCD	8.66pr	8.36p	8.68prC	8.62p	8.31p	8.32p	8.25p	8.46p	4.25	4.38
Standard deviation	2.89	2.52	2.74	2.74	2.82	2.72	2.86	2.97	2.88	2.75	1.24	1.11
Standard error	0.14	0.13	0.13	0.14	0.15	0.13	0.15	0.14	0.16	0.13	0.07	0.06

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.4 Which of the following, if any, have you heard of? - England
Base: All adults England

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	407	375	379	409	392	431	434	401	456	499	428	449	454	495	520	539
Weighted Base	297	303	303	287	294	301	304	297	297	305	302	305	297	294	303	300
Department of Health	257	261	262	256	255	268	270	252	254	260	259	259	249	242	251	248
	87%	86%	86%	89% _{mno}	87%	89% _{mno}	89% _{mno}	85%	86%	85%	86%	85%	84%	82%	83%	83%
Office of Fair Trading	233	244	239	218	238	243	250	230	233	251	227	233	224	217	-	-
	78% _o	81% _{no}	79% _o	76% _o	81% _{no}	81% _{no}	82% _{udklmn}	78% _o	79% _o	82% _{udklmn}	75% _o	76% _o	75% _o	74% _o	-	-
The British Medical Association	217	245	225	225	219	230	238	220	233	239	221	232	230	222	-	-
	73% _o	81% _{acehko}	74% _o	78% _o	75% _o	76% _o	78% _o	74% _o	78% _o	78% _o	73% _o	76% _o	73% _o	75% _o	-	-
Food Standards Agency	215	237	226	204	219	235	239	230	223	238	223	234	213	215	232	232
	72%	78% _{dm}	74%	71%	74%	78% _{dm}	79% _{adm}	77% _d	75%	78% _{dm}	74%	77%	72%	73%	76%	77%
Health & Safety Executive	209	225	220	211	212	221	231	211	211	235	215	218	219	219	216	217
	70%	74%	73%	73%	72%	74%	76%	71%	71%	77% _{ao}	71%	72%	74%	75%	71%	72%
The Environment Agency	202	222	221	215	215	222	225	214	225	229	223	224	216	211	-	-
	68% _o	73% _o	73% _o	75% _{ao}	73% _o	74% _o	74% _o	72% _o	76% _{ao}	75% _{ao}	74% _o	73% _o	73% _o	72% _o	-	-
World Health Organisation (WHO)	193	214	205	199	202	205	222	210	211	223	214	211	205	210	219	216
	65%	71%	67%	69%	69%	68%	73% _{ka}	71%	71%	73% _{ka}	71%	69%	69%	72% _{ka}	72% _{ka}	72%
Department for Environment, Food and Rural Affairs (DEFRA)	167	192	188	179	184	189	194	188	198	203	176	196	198	187	199	207
	56%	64% _a	62%	62%	63%	63%	64% _a	63% _a	67% _{ak}	67% _{ak}	58%	64% _a	67% _{ak}	64% _a	66% _{ak}	69%
National Institute for Health and Clinical Excellence (NICE)	142	150	147	150	145	151	158	151	153	157	154	151	147	153	-	-
	48% _o	50% _o	49% _o	52% _o	49% _o	50% _o	52% _o	51% _o	51% _o	52% _o	51% _o	50% _o	50% _o	52% _o	-	-
British Dietetic Association (BDA)	127	115	129	127	132	126	132	125	144	129	124	114	125	126	-	-
	43% _o	38% _o	42% _o	44% _{lo}	45% _{lo}	42% _o	43% _o	42% _o	49% _{bbklo}	42% _o	41% _o	37% _o	42% _o	43% _o	-	-
Office of Communications (OFCOM)	122	128	132	147	137	117	152	160	154	150	149	159	149	162	-	-
	41% _o	42% _o	43% _o	51% _{abclo}	47% _{fo}	39% _o	50% _{labfo}	54% _{abcef}	52% _{abclo}	49% _{af}	52% _{abclo}	50% _{abfo}	55% _{abclo}	-	-	
None	10	10	16	12	9	10	11	16	16	9	12	13	16	17	17	17
	4%	3%	5%	4%	3%	3%	4%	6%	5%	3%	4%	4%	5%	6% _{oj}	6% _{oj}	6%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.4 Which of the following, if any, have you heard of? - England
Base: All adults England

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	407	375	379	409	392	431	434	401	456	499	428	449	454	495	520	539
Weighted Base	297	303	303	287	294	301	304	297	297	305	302	305	297	294	303	300
Don't know	5 2%	4 1%	2 1%	5 2%	8 3% ^{cgh}	4 1%	2 1%	2 1%	6 2% ^g	4 1%	5 2%	6 2%	4 1%	5 2%	6 2% ^{gh}	4 1%
Average number of mentions	7.41 ^o	7.72 ^o	7.70 ^o	7.88 ^{ao}	7.80 ^o	7.70 ^o	7.93 ^{ao}	7.86 ^{ao}	8.16 ^{abcf ko}	7.92 ^{ao}	7.68 ^o	7.80 ^o	7.88 ^{ao}	7.97 ^{ao}	3.99	4.02
Standard deviation	3.11	2.91	3.05	3.15	3.08	2.96	3.00	3.02	2.91	2.97	3.16	3.02	3.15	3.09	1.39	1.35
Standard error	0.16	0.15	0.16	0.16	0.16	0.15	0.15	0.16	0.14	0.14	0.16	0.15	0.15	0.14	0.06	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

Q.4 Which of the following, if any, have you heard of? - England
Base: All adults England

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	1738	1769	1771	1775	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	1637	1634	1678	1672	..*	..*	..*	..*
Department of Health	1368 82%hij kimno	1387 83%ehi jkmno	1370 81%ijkl mn	1404 84%efhi jkmno	1339 81%ikmn	1369 81%ikmn	1389 84%efhi jkmno	1329 79%	1288 78%	1323 78%	1285 77%	1320 79%	1264 77%	1257 77%	1328 79%	1322 79%	-	-	-	-
Food Standards Agency	1313 79%k	1374 83%aah ijkmn o	1352 80%eikm no	1360 81%eikl mno	1282 77%k	1382 82%aahi kimno	1370 83%aahi jkmno	1321 79%k	1281 77%k	1350 80%ikmn	1226 73%	1304 78%k	1239 76%	1244 76%k	1299 77%k	1314 79%	-	-	-	-
Office of Fair Trading	1221 73%hij kimno	1259 76%ehi jkmno	1255 75%ehij kimno	1250 75%ehij kimno	1171 70%kmno	1233 73%hijk lmno	1249 75%ehij kimno	1169 70%kmno	1132 68%mo	1171 69%kmno	1093 65%o	1138 68%o	1061 65%o	1066 65%o	-	-	-	-	-	-
The Environment Agency	1144 69%o	1225 74%aei jklmno	1239 74%aeij klmno	1230 73%aeij klmno	1156 70%o	1204 71%ko	1216 73%aeij klmno	1187 71%o	1155 70%o	1176 69%o	1135 68%o	1178 70%o	1129 69%o	1133 69%o	-	-	-	-	-	-
Health & Safety Executive	1143 68%k	1191 72%efh ijkmn	1183 73%aeih jklmno	1183 71%hijk lm	1126 68%k	1157 68%k	1202 72%aeih ijkmn	1102 66%	1117 67%	1139 67%	1079 64%	1106 66%	1092 67%	1112 68%k	1153 69%k	1157 69%	-	-	-	-
The British Medical Association	1125 67%ko	1173 70%efh ijkmn	1180 70%efhj klmno	1207 72%aeih jkmno	1078 65%o	1109 65%o	1164 70%efhj klmno	1118 67%ko	1113 67%ko	1105 65%o	1051 63%o	1157 69%efjk o	1077 66%o	1075 66%o	-	-	-	-	-	-
World Health Organisation (WHO)	1017 61%	1068 64%	1085 65%a	1090 65%a	1064 64%	1068 63%	1069 64%a	1045 62%	1126 68%abef hk	1099 65%a	1069 64%	1153 69%abcd efghjk	1072 65%a	1123 68%abcd efghjk	1159 69%abcd efghkm	1145 68%	-	-	-	-
Department for Environment, Food and Rural Affairs (DEFRA)	897 54%	965 58%aef k	955 57%f	948 57%	888 53%	903 53%	959 58%aefk	937 56%	915 55%	936 55%	896 53%	970 58%aefk	939 57%k	928 57%k	1045 58%aefk	1045 62%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
* small base; ** very small base (under 30) ineligible for sig testing



Q.4 Which of the following, if any, have you heard of? - England
Base: All adults England

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base
Department of Health	-	-	-	-	-	-	-	-	-	-	-	-
Food Standards Agency	-	-	-	-	-	-	-	-	-	-	-	-
Office of Fair Trading	-	-	-	-	-	-	-	-	-	-	-	-
The Environment Agency	-	-	-	-	-	-	-	-	-	-	-	-
Health & Safety Executive	-	-	-	-	-	-	-	-	-	-	-	-
The British Medical Association	-	-	-	-	-	-	-	-	-	-	-	-
World Health Organisation (WHO)	-	-	-	-	-	-	-	-	-	-	-	-
Department for Environment, Food and Rural Affairs (DEFRA)	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4 Which of the following, if any, have you heard of? - England
Base: All adults England

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	1738	1769	1771	1775	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	1637	1634	1678	1672	..*	..*	..*	..*
Office of Communications (OFCOM)	737 44% _o	787 47% _o	792 47% _o	884 53% _{abce} fhjkmo	792 48% _{ao}	779 46% _o	852 51% _{abce} fhjkmo	804 48% _{ao}	828 50% _{alo}	804 47% _o	781 47% _o	839 50% _{afko}	781 48% _{ao}	834 51% _{abclj} ko	-	-	-	-	-	
National Institute for Health and Clinical Excellence (NICE)	689 41% _o	725 44% _o	767 46% _{aeek} mo	754 45% _{ao}	695 42% _o	710 42% _o	749 45% _{ao}	728 43% _o	728 44% _o	743 44% _o	705 42% _o	765 46% _{aeek} mo	683 42% _o	744 46% _{aeekm} o	-	-	-	-	-	
British Dietetic Association (BDA)	626 38% _o	636 38% _o	679 40% _{defh} jkmo	618 37% _o	586 35% _o	598 35% _o	635 38% _o	617 37% _o	671 40% _{defh} jkmo	614 36% _o	606 38% _o	630 38% _o	604 37% _o	593 36% _o	-	-	-	-	-	
None	61 4%	55 3%	70 4%	59 3%	73 4%	84 5% _{bd}	71 4%	98 6% _{abcdg} l	81 5% _{bd}	81 5% _b	94 6% _{abdl}	67 4%	92 6% _{abdl}	85 5% _{abd}	95 6% _{abdl}	113 7%	-	-	-	-
Don't know	18 1% _g	16 1%	12 1%	14 1%	27 2% _{cfgh}	10 1%	7 *	10 1%	18 1% _g	22 1% _{fgh}	24 1% _{fgh}	23 1% _{fgh}	21 1% _{fgh}	24 1% _{cfgh}	21 1% _{fgh}	35 2%	-	-	-	-
Average number of mentions	7.09 _o	7.40 _{ae} ko	7.44 _{aeef} kmo	7.44 _{aeef} jkmo	7.16 _o	7.19 _o	7.50 _{aeef} hijkmo	7.23 _o	7.27 _{ko}	7.21 _o	7.00 _o	7.28 _{ko}	7.18 _o	7.29 _{ko}	3.79	3.92	-	-	-	-
Standard deviation	3.29	3.12	3.17	3.17	3.29	3.20	3.17	3.25	3.27	3.29	3.36	3.24	3.29	3.30	1.42	1.38	-	-	-	-
Standard error	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.03	0.03	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4 Which of the following, if any, have you heard of? - England
 Base: All adults England

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base
Office of Communications (OFCOM)	-	-	-	-	-	-	-	-	-	-	-	-
National Institute for Health and Clinical Excellence (NICE)	-	-	-	-	-	-	-	-	-	-	-	-
British Dietetic Association (BDA)	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4 Which of the following, if any, have you heard of? - England
Base: All adults England

	ADDITIONAL COUNTRY															
	ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	1738	1769	1771	1775
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	1637	1634	1678	1672
Department of Health	1368 92% ^{hij} kimno	1387 83% ^{ehi} jklmno	1370 81% ^{ijklm} n	1404 84% ^{efhij} kimno	1339 81% ^{ijklmn}	1369 81% ^{ijklmn}	1389 84% ^{efhij} kimno	1329 79%	1288 78%	1323 78%	1285 77%	1320 79%	1264 77%	1257 77%	1328 79%	1322 79%
Food Standards Agency	1313 79% ^{kk}	1374 83% ^{eah} ijklmno	1352 80% ^{seikmn} o	1360 81% ^{seikm} no	1282 77% ^{kk}	1382 82% ^{eahik} lmno	1370 83% ^{eahij} kimno	1321 79% ^{kk}	1281 77% ^{kk}	1350 80% ^{kmn}	1226 73%	1304 78% ^{kk}	1239 76%	1244 76% ^{kk}	1299 77% ^{kk}	1314 79%
National Institute for Health and Clinical Excellence (NICE)	689 41% ^o	725 44% ^o	767 46% ^{aeefkm} o	754 45% ^{ao}	695 42% ^o	710 42% ^o	749 45% ^{ao}	728 43% ^o	728 44% ^o	743 44% ^o	705 42% ^o	765 46% ^{aeefkm} o	683 42% ^o	744 46% ^{aeefkm} o	-	-
Department for Environment, Food and Rural Affairs (DEFRA)	897 54%	965 58% ^{aeefk}	955 57% ^l	948 57%	888 53%	903 53%	959 58% ^{aeefk}	937 56%	915 55%	936 55%	896 53%	970 58% ^{aeefk}	939 57% ^{aeefk}	928 57% ^{kk}	980 58% ^{aeefk}	1045 62%
The Environment Agency	1144 69% ^o	1225 74% ^{aeel} ijklmno	1239 74% ^{aeijk} lmno	1230 73% ^{aeijk} lmno	1156 70% ^o	1204 71% ^{ko}	1216 73% ^{aeijk} lmno	1187 71% ^o	1155 70% ^o	1176 69% ^o	1135 68% ^o	1178 70% ^o	1129 69% ^o	1133 69% ^o	-	-
The British Medical Association	1125 67% ^{ko}	1173 70% ^{efh} ijklmno	1180 70% ^{efhjk} mno	1207 72% ^{aeefhi} jklmno	1078 65% ^o	1109 65% ^o	1164 70% ^{efhjk} mno	1118 67% ^{ko}	1113 67% ^{ko}	1105 65% ^o	1051 63% ^o	1157 69% ^{efjko}	1077 66% ^o	1075 66% ^o	-	-
Office of Communications (Ofcom)	737 44% ^o	787 47% ^o	792 47% ^o	884 53% ^{abcef} hjkmo	792 48% ^{ao}	779 46% ^o	852 51% ^{abcef} hjkmo	804 48% ^{ao}	828 50% ^{alo}	804 47% ^o	781 47% ^o	839 50% ^{alko}	781 48% ^{ao}	834 51% ^{abcijk} o	-	-
Health & Safety Executive	1143 68% ^{kk}	1191 72% ^{efh} ijklmno	1220 73% ^{aeefhi} jklmno	1183 71% ^{chijkl} m	1126 68% ^{kk}	1157 68% ^{kk}	1202 72% ^{aeefhi} jklmno	1102 66%	1117 67%	1139 67%	1079 64%	1106 66%	1092 67%	1112 68% ^{kk}	1153 69% ^{kk}	1157 69%
Office of Fair Trading	1221 73% ^{hij} klmno	1259 76% ^{ehi} jklmno	1255 75% ^{ehijk} lmno	1250 75% ^{ehijk} lmno	1171 70% ^{klmno}	1233 73% ^{chijkl} mno	1249 75% ^{ehijk} lmno	1169 70% ^{klmno}	1132 68% ^{lmo}	1171 69% ^{klmno}	1093 65% ^o	1138 68% ^o	1061 65% ^o	1066 65% ^o	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



Q.4 Which of the following, if any, have you heard of? - England
Base: All adults England

	ADDITIONAL COUNTRY															
	ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	1738	1769	1771	1775
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	1637	1634	1678	1672
World Health Organisation (WHO)	1017 61%	1068 64%	1085 65%a	1090 65%a	1064 64%	1068 63%	1069 64%a	1045 62%	1126 68%abefh k	1099 65%a	1069 64%	1153 69%abcde fghjk	1072 65%a	1123 69%abcde fghjkm	1159 69%abcde fghjkm	1145 68%
British Dietetic Association (BDA)	626 38%o	636 38%o	679 40%defhj kmno	618 37%o	586 35%o	598 35%o	635 38%o	617 37%o	671 40%defhj kmno	614 36%o	606 36%o	630 38%o	604 37%o	593 36%o	-	-
None	61 4%	55 3%	70 4%	59 3%	73 4%	84 5%bd	71 4%	98 6%abcdgl	81 5%bd	81 5%b	94 6%abdl	67 4%	92 6%abdl	85 5%abd	95 6%abdl	113 7%
Don't know	18 1%g	16 1%	12 1%	14 1%	27 2%c fgh	10 1%	7 1%	10 1%	22 1%g	24 1%fgh	23 1%fgh	21 1%fgh	24 1%fgh	21 1%fgh	35 1%fgh	2%g
Average number of mentions	7.09o	7.40ae	7.44aefk	7.44aefj	7.16o	7.19o	7.50aefh	7.23o	7.27ko	7.21o	7.00o	7.28ko	7.18o	7.29ko	3.79	3.92
Standard deviation	3.29	3.12	3.17	3.17	3.29	3.20	3.17	3.25	3.27	3.29	3.36	3.24	3.29	3.30	1.42	1.38
Standard error	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.03	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



Q.4 Which of the following, if any, have you heard of? - Wales
Base: All adults Wales

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	109	99	109	105
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	95*	90*	90*	94*
Office of Fair Trading	86 88%bce glimop	67 72%op	73 72%op	82 78%gop	79 75%op	83 91%bcbdeg hjimnop	66 65%op	62 77%op	86 87%bcegl mop	67 76%op	76 87%bcegl mop	60 69%op	66 69%op	72 80%gop	-	-
Food Standards Agency	86 88%g	79 84%g	84 83%	86 83%	82 77%	78 86%g	73 72%	75 94%cdedgl op	89 91%egl	75 86%g	81 92%eglp	69 79%	80 85%g	77 86%g	73 82%	76 82%
The British Medical Association	81 83%bcg jimnop	56 60%op	59 58%op	74 71%op	75 71%op	64 71%op	59 58%op	57 71%op	75 76%bcgop	57 65%op	70 80%bcgjl op	57 65%op	65 68%op	63 70%op	-	-
The Environment Agency	79 81%blo p	60 64%op	70 69%op	84 81%blp	77 73%op	72 79%blp	71 70%op	57 71%op	84 85%bcaghl jimop	64 73%op	73 84%bcghl mop	57 66%op	66 69%op	68 75%op	-	-
Health & Safety Executive	77 79%b	58 62%	70 70%	77 75%	82 78%b	73 80%bm	71 70%	54 68%	80 81%bhmo	63 72%	72 82%bhmo	61 69%	63 66%	69 77%b	61 68%	73 78%b
World Health Organisation (WHO)	70 71%bco	51 54%	52 52%	61 59%	69 65%o	52 58%	59 58%	50 62%	76 77%bcdflg himo	58 67%co	68 78%bcdflg himo	53 60%	61 64%	60 66%co	45 51%	66 71%bco
Department for Public Health and Health Professions	59 60%bco p	38 41%op	44 43%op	66 63%bcjop	63 60%bcop	57 64%bcjop	55 54%op	42 53%op	65 66%bcjlo	40 46%op	57 65%bcjlo	44 50%op	58 61%bcjop	59 65%bcjlop	-	-
National Institute for Health and Clinical Excellence (NICE)	52 53%bop	32 35%op	39 39%op	47 45%op	48 46%op	43 48%op	50 49%bop	34 42%op	51 52%bop	41 46%op	48 55%bcop	38 44%op	41 43%op	50 56%bcop	-	-
Office of Communications (OFCOM)	48 49%cop	37 40%op	34 34%op	49 47%op	53 50%ccop	44 49%ccop	47 46%op	38 47%op	56 57%bcop	49 57%bcop	54 61%bcglm op	40 46%op	42 44%op	50 56%bcop	-	-
British Dietetic Association (BDA)	48 49%bce jop	20 21%op	26 25%op	38 37%bop	32 30%op	36 40%bcop	43 42%bcop	32 40%bcop	45 46%bceop	28 32%op	43 49%bcejo	31 35%bop	39 41%bcop	46 51%bcejo	-	-

Proportions/Means: All Columns Tested (5% risk level)
 * small base



Q.4 Which of the following, if any, have you heard of? - Wales
Base: All adults Wales

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	109	99	109	105
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	95*	90*	90*	94*
Department for Rural Affairs	43 44%eo	33 35%	35 35%	35 33%	28 27%	38 42%eo	46 45%eo	33 41%e	49 50%bcdeo	43 49%cdeo	48 55%bcdel o	34 39%	46 48%deo	51 56%bcdel o	25 27%	50 53%bcdelo
None	4 4%	4 5%	5 5%	3 3%	6 6%	1 1%	9 9%fhi	1 2%	1 1%	5 5%	3 3%	5 5%	5 5%	4 4%	7 8%fi	8 8%fi
Don't know	- -	1 1%	- -	1 1%	2 2%	1 1%	2 2%	- -	- -	2 2%	- -	2 2%	2 3%	4 5%achikp	2 2%	- -
Average number of mentions	7.72bc hlop	6.01op	6.12op	6.99bop	7.06bcop	7.23bcop	7.07bop	6.76op	7.77bchl op	7.25bcop	8.13bcde ghlmop	6.69op	7.14bcop	8.14bcde ghlmop	2.52	3.09o
Standard deviation	2.87	3.15	3.19	2.95	2.88	3.07	3.56	3.19	2.76	3.23	2.97	3.55	3.36	3.12	1.18	1.12
Standard error	0.29	0.33	0.32	0.28	0.28	0.31	0.36	0.35	0.27	0.32	0.31	0.35	0.33	0.33	0.12	0.12

Proportions/Means: All Columns Tested (5% risk level)
* small base

Q.4 Which of the following, if any, have you heard of? - Wales
Base: All adults Wales

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	46	42	56	58	57	48	57	41	57	54	43	52	54	50	47	55	57	57	51	59
Weighted Base	45*	46*	52*	48*	54*	43*	53*	40*	49*	42*	38*	43*	47*	46*	37*	47*	53*	47*	49*	56*
Office of Fair Trading	43 94%ceg hlmnop	38 83%gop	37 72%op	40 83%gop	43 80%gop	41 97%bode ghlmnop	32 61%op	30 75%op	45 90%cgim op	36 85%gop	34 89%cgim op	30 71%op	34 72%op	35 77%op	-	-	44 83%rEF	29 61%EF	36 73%EF	42 74%EF
Food Standards Agency	41 92%gp	40 87%g	44 84%	40 82%	43 80%	39 92%gp	36 68%	39 96%degl op	44 90%g	38 91%g	35 92%gp	34 80%	39 84%	39 84%	30 81%	36 76%	45 84%	38 81%	40 82%	47 83%
The Environment Agency	41 91%bcg lmop	32 70%op	36 70%op	42 88%bcgl op	41 76%op	35 82%op	35 66%op	31 78%op	45 91%bcag lmnop	37 88%bcgl op	35 92%bcag lmnop	29 67%op	35 75%op	34 75%op	-	-	38 72%EF	28 59%EF	34 69%EF	42 75%EF
Health & Safety Executive	39 86%bcg	29 64%	35 67%	38 79%	45 83%b	37 88%bcg	36 68%	28 69%	43 87%bcgh	36 85%bc	34 88%bcgh	33 75%	34 73%	34 74%	28 78%	34 72%	38 72%	29 61%	35 72%	40 71%
The British Medical Association	38 85%cgo p	34 74%gop	32 62%op	38 79%gop	41 77%gop	32 75%gop	27 52%op	28 69%op	40 81%cgop	33 78%gop	31 81%gop	32 73%gop	33 71%op	31 67%op	-	-	43 81%rsz	22 47%EF	27 54%EF	36 64%EF
World Health Organisation (WHO)	34 75%g	26 57%	29 56%	30 63%	39 72%g	26 60%	26 50%	24 61%	40 81%bcdf ghop	32 77%cgo	31 80%bcfg op	28 66%	31 65%	30 66%	20 55%	28 61%	36 68%aE	24 52%	23 47%	31 55%
Department for Public Health and Health Professions	28 62%cop	18 40%op	20 38%op	29 60%cop	35 66%bclo p	28 65%bcop	26 49%op	23 57%op	32 64%bcop	21 50%op	23 60%cop	19 44%op	29 62%bcop	28 62%bcop	-	-	31 58%EF	20 42%EF	24 49%EF	37 66%rzEF
Office of Communications (OFCOM)	26 59%cop	19 42%op	18 36%op	26 55%op	31 57%cop	23 54%op	23 44%op	17 42%op	30 60%cop	27 65%bcgh lmop	26 68%bcgh lmop	18 43%op	20 43%op	28 60%cop	-	-	22 41%EF	18 38%EF	16 32%EF	22 40%EF
National Institute for Health and Clinical Excellence (NICE)	25 55%bop	12 26%op	20 39%op	23 49%bop	29 53%bop	22 51%bop	23 43%op	18 45%op	26 52%bop	20 48%bop	19 51%bop	17 40%op	20 42%op	25 55%bop	-	-	27 50%EF	20 43%EF	19 39%EF	23 42%EF

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 * small base



Q.4 Which of the following, if any, have you heard of? - Wales
 Base: All adults Wales

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	61	51	53	45	50	58	49	58	55	49	62	50
Weighted Base	52*	48*	49*	40*	49*	46*	49*	44*	48*	44*	53*	47*
Office of Fair Trading	36 70%EF	41 86%ruwz BCEf	34 70%EF	32 80%rEF	41 84%rCEF	31 68%EF	42 85%rBCE F	30 67%EF	32 66%EF	37 83%rEF	-	-
Food Standards Agency	39 79%	38 80%	37 76%	37 91%u	45 92%uwB	37 81%	45 92%uw	34 78%	41 85%	39 88%	44 83%	41 87%
The Environment Agency	36 70%EF	37 77%EF	36 73%EF	25 63%EF	39 80%rzEF	27 60%EF	38 77%EF	28 64%EF	31 64%EF	34 76%EF	-	-
Health & Safety Executive	38 73%	35 74%	35 71%	27 67%	37 75%	28 61%	38 77%	28 63%	29 59%	35 79%C	33 62%	39 84%rzBCE
The British Medical Association	34 65%EF	32 67%rEF	32 65%EF	29 72%rEF	35 72%rEF	24 53%EF	39 79%rszB EF	25 56%EF	32 65%EF	32 73%rzEF	-	-
World Health Organisation (WHO)	30 58%	27 56%	33 67%	25 63%	35 72%rsE	26 58%	38 76%rstv BE	24 55%	30 62%	29 66%	25 48%	38 80%rstuzBE
Department for Public Health and Health Professions	28 54%EF	30 63%rEF	29 59%EF	19 48%EF	33 68%rzEF	19 43%EF	34 69%rzEF	24 55%EF	29 60%EF	31 69%rzEF	-	-
Office of Communications (OFCOM)	22 42%EF	21 44%EF	24 49%EF	21 52%EF	26 54%seEF	22 49%EF	28 56%seEF	21 48%EF	22 46%EF	23 51%EF	-	-
National Institute for Health and Clinical Excellence (NICE)	20 38%EF	21 45%EF	27 55%EF	16 39%EF	26 53%EF	20 45%EF	29 59%uEF	21 48%EF	21 43%EF	25 57%EF	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 * small base



Q.4 Which of the following, if any, have you heard of? - Wales
Base: All adults Wales

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	46	42	56	58	57	48	57	41	57	54	43	52	54	50	47	55	57	57	51	59
Weighted Base	45*	46*	52*	48*	54*	43*	53*	40*	49*	42*	38*	43*	47*	46*	37*	47*	53*	47*	49*	56*
Department for Rural Affairs	24	19	21	18	15	21	22	21	26	23	23	17	23	26	13	22	19	14	14	17
British Dietetic Association (BDA)	53%e	41%	40%	37%	28%	49%e	42%	53%e	56%e	61%deo	40%	48%e	56%e	36%	46%	46%	36%	30%	29%	30%
None	23	8	12	15	17	19	19	18	24	15	19	15	20	21	-	-	26	12	13	23
Don't know	50%bco	18%cp	23%cp	32%cp	31%op	45%bcop	36%op	44%bcop	48%bcop	36%op	51%bcop	34%cp	44%bcop	46%bcop	-	-	49%rsu	25%EF	27%EF	41%EF
Average number of mentions	8.02bcop	6.01op	5.94op	7.23bcop	7.59bcop	7.58bcop	6.68op	6.90op	7.97bcg	8.00bcl	8.53bcd	6.65op	7.33cop	7.93bcop	2.66	2.92	7.45E	6.02EF	6.32EF	6.77EF
Standard deviation	2.88	2.88	3.22	2.65	2.73	3.08	3.57	3.31	2.46	2.57	2.37	3.44	3.38	3.31	1.26	1.21	2.86	3.46	3.17	3.20
Standard error	0.42	0.44	0.43	0.35	0.37	0.44	0.51	0.52	0.33	0.36	0.37	0.49	0.47	0.49	0.19	0.18	0.39	0.49	0.47	0.43

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/AB/C/D/E/F
 * small base



Q.4 Which of the following, if any, have you heard of? - Wales
Base: All adults Wales

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	61	51	53	45	50	58	49	58	55	49	62	50
Weighted Base	52*	48*	49*	40*	49*	46*	49*	44*	48*	44*	53*	47*
Department for Rural Affairs	13 25%	17 35%	24 49%rsuE	12 30%	23 46%uE	20 43%uE	25 50%rsuE	17 37%	23 47%uE	25 57%qrst	11 22%	28 60%qrstuvBE
British Dietetic Association (BDA)	15 30%EF	17 36%EF	24 49%rsuz EF	14 35%EF	21 44%EF	13 29%EF	24 49%rsEF	16 36%EF	19 39%EF	25 56%rsuzE F	-	-
None	2 5%	1 1%	4 7%	1 3%	1 2%	3 7%	1 2%	2 6%	3 7%	3 7%	4 8%	2 4%
Don't know	2 4%	1 3%	1 1%	-	-	1 2%	-	2 4%	1 1%	1 3%	2 3%	-
Average number of mentions	6.53EF	6.91EF	7.47EF	6.63EF	7.57EF	6.51EF	7.82rsE F	6.72EF	6.95EF	8.36rst uvxzBCE F	2.41	3.25E
Standard deviation	2.96	3.05	3.55	3.11	3.05	3.63	3.34	3.71	3.36	2.93	1.12	1.03
Standard error	0.40	0.44	0.52	0.47	0.44	0.50	0.48	0.51	0.48	0.44	0.15	0.15

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/uv/w/x/y/z/AB/C/D/E/F
* small base

Q.4 Which of the following, if any, have you heard of? - Wales
Base: All adults Wales

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	10	12	21	17	16	14	14	18	10	11	12	12	11	12	11	12	15	16	12	15
Weighted Base	11**	12**	20**	19**	13**	11**	15**	17**	11**	15**	10**	10**	11**	13**	10**	13**	15**	14**	13**	15**
Food Standards Agency	9	11	16	16	8	8	7	15	10	11	6	6	7	11	6	8	14	13	11	12
	79%	91%	81%	82%	61%	78%	51%	89%	91%	76%	61%	61%	65%	79%	63%	66%	95%	90%	84%	78%
Office of Fair Trading	8	8	9	11	4	9	5	8	8	9	3	4	5	7	-	-	13	8	11	11
	72%	68%	46%	56%	26%	79%	35%	48%	69%	57%	26%	43%	43%	53%	-	-	86%	60%	88%	74%
Health & Safety Executive	5	5	9	9	6	4	8	8	3	10	4	4	6	6	8	9	11	8	9	11
	46%	44%	46%	48%	46%	32%	56%	45%	29%	65%	36%	45%	51%	43%	77%	69%	72%	57%	69%	73%
Office of Communications (Ofcom)	5	3	3	5	3	1	6	2	3	6	3	3	2	4	-	-	7	1	4	8
	42%	24%	13%	27%	25%	10%	37%	13%	25%	42%	31%	29%	16%	32%	-	-	45%	7%	32%	52%
The British Medical Association	5	3	8	4	3	1	4	5	4	6	4	5	6	-	-	-	11	5	5	10
	42%	22%	36%	20%	19%	11%	28%	29%	36%	42%	36%	46%	42%	-	-	-	72%	39%	36%	69%
World Health Organisation (WHO)	5	2	5	11	2	2	5	7	5	9	3	7	5	4	5	8	9	6	8	10
	40%	20%	29%	56%	16%	21%	32%	38%	42%	59%	33%	73%	45%	32%	48%	60%	61%	45%	60%	69%
The Environment Agency	4	4	10	13	6	7	6	6	3	8	4	5	7	3	-	-	14	8	10	13
	36%	32%	52%	66%	49%	60%	42%	34%	26%	57%	44%	53%	66%	26%	-	-	89%	59%	80%	86%
Department for Public Health and Health Professions	4	3	4	8	5	4	7	5	3	2	1	4	3	8	-	-	4	5	8	9
	32%	24%	22%	42%	35%	33%	48%	31%	31%	16%	11%	45%	25%	58%	-	-	25%	36%	60%	60%
British Dietetic Association (BDA)	4	2	1	2	1	3	3	1	-	2	2	2	1	3	-	-	5	1	2	5
	32%	20%	4%	12%	9%	25%	20%	5%	-	16%	23%	23%	9%	26%	-	-	31%	7%	17%	30%
Department for Rural Affairs	2	1	2	1	-	1	3	1	-	4	3	3	4	2	5	5	3	3	6	6
	14%	7%	11%	7%	-	10%	20%	5%	-	24%	31%	30%	27%	32%	21%	36%	33%	21%	27%	38%
National Institute for Health and Clinical Excellence (NICE)	-	3	1	8	2	1	3	2	2	2	1	2	4	3	-	-	8	3	3	8
	-	26%	4%	42%	12%	5%	20%	13%	15%	16%	8%	23%	33%	26%	-	-	52%	24%	27%	52%
None	2	1	1	1	3	1	2	1	1	2	3	-	-	2	1	1	-	1	-	1
	13%	9%	4%	4%	21%	6%	13%	8%	9%	11%	27%	-	-	15%	11%	-	-	4%	-	9%
Don't know	-	-	-	-	1	-	1	-	-	1	-	1	-	-	-	-	-	-	-	-
	-	-	-	-	5%	-	7%	-	-	6%	-	12%	9%	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4 Which of the following, if any, have you heard of? - Wales
Base: All adults Wales

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	21	9	13	6	10	10	13	17	16	9	16	15
Weighted Base	23**	8**	14**	6**	13**	10**	13**	18**	15**	9**	20*	16*
Food Standards Agency	18 78%	8 100%	8 57%	5 84%	12 91%	8 79%	13 100%	15 83%	13 86%	7 74%	20 100%	11 66%
Office of Fair Trading	16 71%	7 86%	7 48%	4 73%	10 78%	7 70%	11 81%	12 66%	8 49%	7 74%	-	-
Health & Safety Executive	17 75%	8 100%	7 49%	3 55%	9 71%	5 50%	12 92%	12 70%	7 48%	5 54%	12 60%	9 57%
Office of Communications (OFCOM)	10 41%	4 52%	4 26%	3 47%	9 68%	4 40%	7 51%	8 47%	8 52%	3 31%	-	-
The British Medical Association	13 56%	8 93%	5 34%	4 73%	9 70%	3 30%	9 68%	11 59%	6 37%	4 40%	-	-
World Health Organisation (WHO)	10 45%	5 54%	5 34%	3 57%	10 81%	3 30%	7 56%	10 55%	6 38%	2 27%	10 52%	9 54%
The Environment Agency	16 67%	8 93%	7 49%	2 41%	13 100%	6 60%	12 92%	10 70%	7 63%	7 78%	-	-
Department for Public Health and Health Professions	12 53%	4 52%	4 26%	2 41%	9 71%	4 40%	7 54%	7 40%	6 38%	4 47%	-	-
British Dietetic Association (BDA)	5 22%	3 37%	1 9%	3 55%	2 19%	2 19%	4 33%	6 35%	3 19%	3 31%	-	-
Department for Rural Affairs	2 10%	2 25%	2 17%	2 41%	6 48%	2 20%	5 41%	5 28%	5 29%	2 20%	4 22%	4 22%
National Institute for Health and Clinical Excellence (NICE)	6 26%	2 28%	4 26%	1 15%	8 59%	3 30%	5 37%	8 44%	3 19%	3 34%	-	-
None	3 11%	-	4 29%	-	-	2 21%	-	1 7%	1 8%	1 15%	-	2 12%
Don't know	1 3%	-	-	-	-	-	-	1 4%	1 6%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
* small base; ** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018

Q.4 Which of the following, if any, have you heard of? - Wales
 Base: All adults Wales

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	10	12	21	17	16	14	14	18	10	11	12	12	11	12	11	12	15	16	12	15
Weighted Base	11**	12**	20**	19**	13**	11**	15**	17**	11**	15**	10**	10**	11**	13**	10**	13**	15**	14**	13**	15**
Average number of mentions	5.02	4.15	3.60	4.76	3.99	3.87	4.89	3.80	4.01	5.61	4.67	5.22	4.67	5.25	2.33	2.59	6.59	4.66	5.83	7.48
Standard deviation	2.41	2.71	1.86	2.97	2.35	2.03	3.94	2.13	2.77	3.39	3.40	4.32	3.22	4.12	1.26	1.37	2.92	2.45	2.93	3.22
Standard error	0.80	0.62	0.44	0.74	0.68	0.56	1.19	0.52	0.92	1.13	1.13	1.30	1.02	1.30	0.40	0.41	0.75	0.63	0.85	0.89

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4 Which of the following, if any, have you heard of? - Wales
Base: All adults Wales

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	21	9	13	6	10	10	13	17	16	9	16	15
Weighted Base	23**	8**	14**	6**	13**	10**	13**	18**	15**	9**	20*	16*
Average number of mentions	6.40	7.19	5.29	5.81	7.56	5.91	7.04	6.68	5.55	5.99	2.34	2.26
Standard deviation	2.49	2.52	3.36	3.80	1.56	3.48	2.78	3.56	3.18	3.10	1.17	1.05
Standard error	0.59	0.84	1.12	1.55	0.49	1.23	0.77	0.92	0.85	1.10	0.29	0.29

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
* small base; ** very small base (under 30) ineligible for sig testing

Q.4 Which of the following, if any, have you heard of? - Wales
Base: All adults Wales

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	18	27	31	24	21	20	21	12	14	11	14	18	16	19	10	13	29	24	15	26
Weighted Base	17**	26**	33**	25**	21**	22**	23**	13**	17**	11**	16**	19**	15**	20**	12**	12**	30**	25**	16**	23**
The British Medical Association	17	16	22	20	19	14	16	8	13	7	12	13	8	13	-	-	29	21	12	23
Office of Fair Trading	100%	63%	65%	80%	91%	63%	66%	59%	75%	59%	75%	71%	51%	61%	-	-	95%	84%	75%	100%
The Environment Agency	17	18	28	21	19	20	17	9	14	9	15	11	8	14	-	-	28	18	12	22
Health & Safety Executive	100%	70%	84%	85%	90%	94%	73%	68%	84%	78%	96%	62%	55%	70%	-	-	94%	74%	78%	97%
Food Standards Agency	16	21	26	22	19	15	19	10	14	10	14	11	8	14	-	-	26	18	12	21
World Health Organisation (WHO)	94%	81%	78%	88%	89%	70%	82%	78%	84%	91%	89%	58%	51%	70%	-	-	87%	77%	78%	91%
National Institute for Health and Clinical Excellence (NICE)	16	17	25	19	18	18	19	9	17	8	13	14	7	15	5	12	28	18	15	20
Department for Public Health and Health Professions	91%	66%	77%	77%	86%	84%	82%	72%	100%	72%	82%	78%	45%	71%	40%	100%	91%	77%	96%	87%
Department for Rural Affairs	16	22	30	24	19	19	18	13	17	10	16	17	12	16	10	11	29	23	13	20
None	90%	84%	90%	94%	89%	87%	77%	100%	100%	91%	100%	91%	82%	80%	87%	91%	97%	91%	82%	87%
Don't know	14	17	19	7	20	9	16	7	12	7	12	10	8	13	2	7	26	16	9	17
	79%	64%	57%	28%	96%	41%	69%	51%	69%	59%	75%	52%	57%	64%	20%	60%	86%	65%	61%	73%
	14	9	15	11	11	11	13	7	10	3	13	10	3	9	-	-	20	10	11	9
	78%	35%	47%	46%	54%	52%	55%	51%	58%	25%	82%	53%	21%	42%	-	-	66%	38%	68%	37%
	13	13	15	17	15	11	12	7	10	4	12	7	8	14	-	-	24	10	8	15
	77%	50%	46%	69%	72%	50%	51%	54%	58%	35%	75%	36%	52%	70%	-	-	78%	41%	49%	67%
	11	5	10	10	9	7	14	9	12	4	9	6	5	10	-	-	18	8	7	15
	61%	20%	29%	38%	45%	34%	60%	67%	73%	32%	57%	35%	34%	48%	-	-	61%	31%	42%	65%
	8	14	14	11	14	10	13	6	9	5	13	8	4	11	-	-	19	11	8	15
	47%	52%	43%	43%	67%	44%	55%	45%	56%	47%	82%	42%	28%	56%	-	-	63%	44%	52%	86%
	7	9	16	8	8	8	14	5	11	6	9	5	5	9	1	7	19	12	5	10
	41%	33%	48%	33%	38%	37%	59%	36%	63%	50%	56%	27%	31%	42%	7%	54%	64%	47%	33%	42%
	-	1	1	-	-	-	1	-	-	-	1	1	-	-	-	-	-	-	-	-
	-	3%	4%	-	-	-	3%	-	-	-	5%	5%	-	-	-	-	-	-	-	-
	-	-	-	1	-	-	-	-	-	-	-	-	-	3	2	-	-	1	-	-
	-	-	-	3%	-	-	-	-	-	-	-	-	-	16%	13%	-	-	3%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4 Which of the following, if any, have you heard of? - Wales
Base: All adults Wales

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	26	23	30	26	28	34	30	27	25	25	25	29
Weighted Base	25**	25**	29**	26**	31**	29*	34**	21**	29**	27**	23*	29*
The British Medical Association	23 91%	19 79%	23 79%	24 92%	28 88%	24 82%	31 91%	17 79%	25 87%	22 83%	-	-
Office of Fair Trading	24 94%	23 95%	25 87%	24 93%	29 92%	25 85%	32 96%	18 86%	25 85%	25 91%	-	-
The Environment Agency	24 97%	22 90%	26 90%	23 86%	31 100%	24 83%	31 93%	16 76%	24 83%	25 91%	-	-
Health & Safety Executive	23 93%	23 92%	23 81%	22 84%	28 89%	23 81%	33 97%	16 76%	24 83%	25 91%	19 79%	28 94%
Food Standards Agency	23 91%	22 89%	25 88%	26 100%	28 98%	28 96%	32 96%	18 86%	27 92%	26 96%	18 77%	28 94%
World Health Organisation (WHO)	20 80%	18 74%	22 76%	20 75%	27 86%	23 80%	32 94%	14 66%	24 81%	23 87%	11 47%	25 84%
National Institute for Health and Clinical Excellence (NICE)	19 74%	17 69%	20 71%	17 65%	19 61%	20 67%	21 63%	10 45%	16 54%	20 76%	-	-
Department for Public Health and Health Professions	17 70%	18 74%	21 72%	17 66%	24 78%	18 61%	25 74%	13 62%	24 81%	19 69%	-	-
British Dietetic Association (BDA)	12 48%	15 61%	16 55%	14 53%	19 61%	14 47%	20 59%	8 38%	19 64%	19 69%	-	-
Office of Communications (OfCOM)	17 69%	17 67%	18 60%	18 68%	19 60%	23 74%	21 68%	12 56%	15 51%	19 70%	-	-
Department for Rural Affairs	13 50%	15 60%	19 65%	18 69%	20 56%	19 68%	19 58%	9 41%	19 65%	21 79%	8 36%	21 73%
None	-	-	-	-	-	-	-	1	2	-	3	1
Don't know	-	1	-	-	-	-	-	3	8	-	11	2
	-	5%	-	-	-	-	-	-	-	4%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4 Which of the following, if any, have you heard of? - Wales
 Base: All adults Wales

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	18	27	31	24	21	20	21	12	14	11	14	18	16	19	10	13	29	24	15	26
Weighted Base	17**	26**	33**	25**	21**	22**	23**	13**	17**	11**	16**	19**	15**	20**	12**	12**	30**	25**	16**	23**
Average number of mentions	8.58	6.37	6.90	7.00	8.16	6.55	7.56	6.80	8.19	6.41	8.68	6.38	5.31	8.03	1.77	3.05	8.82	6.76	7.14	8.11
Standard deviation	2.06	2.87	3.06	2.75	2.35	3.14	3.48	3.58	2.71	2.95	3.21	3.30	3.13	3.19	0.94	1.08	2.72	3.36	3.15	2.57
Standard error	0.49	0.56	0.56	0.57	0.51	0.70	0.78	1.03	0.72	0.89	0.86	0.80	0.81	0.80	0.28	0.30	0.50	0.70	0.81	0.50

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4 Which of the following, if any, have you heard of? - Wales
Base: All adults Wales

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	26	23	30	26	28	34	30	27	25	25	25	29
Weighted Base	25**	25**	29**	26**	31**	29*	34**	21**	29**	27**	23*	29*
Average number of mentions	8.58	8.96	8.24	8.51	8.60	8.25	8.89	7.35	8.99	9.43	2.69	3.54
Standard deviation	2.25	2.63	3.16	2.60	2.36	3.10	2.59	3.38	2.24	1.92	1.26	0.84
Standard error	0.44	0.56	0.58	0.51	0.45	0.53	0.46	0.66	0.47	0.39	0.27	0.16

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
* small base; ** very small base (under 30) ineligible for sig testing

Q.4 Which of the following, if any, have you heard of? - Wales
Base: All adults Wales

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	31	20	28	35	34	33	32	24	45	46	23	36	41	34	47	36
Weighted Base	24**	17**	20**	22*	23*	25**	21*	18**	26*	22*	16**	20*	25*	20*	24*	23*
The British Medical Association	19 81%	11 64%	13 67%	17 78%o	17 76%o	22 89%	12 60%o	15 88%	22 83%glo	17 75%o	16 100%	13 63%o	21 86%glo	19 94%glo	-	-
Office of Fair Trading	19 80%	14 83%	13 64%	17 75%o	16 71%o	23 93%	12 60%o	16 92%	25 96%degjlo	18 79%o	16 100%	15 72%o	20 83%go	19 93%deglo	-	-
The Environment Agency	19 79%	9 57%	12 59%	16 73%o	12 51%o	20 81%	13 61%o	15 87%	23 87%glo	16 70%o	12 78%	13 64%o	17 70%o	18 91%glimo	-	-
Food Standards Agency	18 74%	11 66%	15 73%	15 70%	14 60%	20 81%	14 67%	15 87%	23 88%egl	18 79%	14 88%	13 64%	21 85%el	18 88%el	19 78%	18 79%
Health & Safety Executive	18 74%	10 62%	12 60%	18 83%	18 76%	20 80%	13 63%	12 68%	23 87%gl	17 77%	11 72%	13 66%	19 78%	19 94%glimo	18 72%	15 65%
World Health Organisation (WHO)	16 69%	9 56%	11 56%	16 73%	16 68%	19 75%	11 55%	13 75%	22 84%gl	17 74%	15 94%	12 60%	17 70%	17 82%g	17 70%	18 77%
Department for Public Health and Health Professions	14 61%	7 42%	9 45%	16 73%o	13 58%o	20 83%	11 56%o	10 57%	18 69%o	13 56%o	12 77%	12 61%o	18 73%o	14 70%o	-	-
British Dietetic Association (BDA)	11 46%	4 22%	6 32%	7 33%o	4 18%o	8 32%	9 42%eo	5 28%	11 43%eo	6 29%o	8 51%	8 38%o	12 47%eo	11 56%ejo	-	-
National Institute for Health and Clinical Excellence (NICE)	10 43%	7 42%	9 45%	11 51%o	11 46%o	12 48%	10 47%o	7 38%	13 49%o	13 58%o	9 57%	9 44%o	15 62%o	15 73%glo	-	-
Department for Rural Affairs	10 41%	9 51%	8 41%	10 44%	5 23%	12 47%	8 39%	7 39%	14 55%e	12 55%e	11 73%	12 61%eo	15 59%eo	15 73%dego	9 36%	14 59%
Office of Communications (OFCOM)	10 40%	9 52%	5 27%	10 46%o	8 36%o	13 51%	8 38%o	9 50%	16 62%ego	12 56%o	8 53%	9 44%o	13 54%o	13 64%ego	-	-
None	2 9%	2 11%	3 16%	1 5%	1 3%	-	3 13%j	-	-	-	1 5%	2 9%	1 3%	1 3%	3 14%j	4 16%
Don't know	-	-	-	-	1	-	1	-	-	1	-	-	1	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 * small base; ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.4 Which of the following, if any, have you heard of? - Wales
Base: All adults Wales

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	31	20	28	35	34	33	32	24	45	46	23	36	41	34	47	36
Weighted Base	24**	17**	20**	22*	23*	25**	21*	18**	26*	22*	16**	20*	25*	20*	24*	23*
Average number of mentions	7.51	6.74	6.75	7.36o	6.21o	7.61	6.98	7.09	8.04eo	7.80eo	8.44	6.97o	8.09eo	9.09dejl	2.97	3.35
Standard deviation	2.85	3.57	3.53	2.57	3.11	2.75	3.45	2.47	2.69	2.94	2.56	3.74	3.31	2.27	1.06	1.06
Standard error	0.53	0.84	0.72	0.45	0.55	0.48	0.66	0.50	0.40	0.45	0.53	0.65	0.53	0.40	0.17	0.19

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 * small base; ** very small base (under 30) ineligible for sig testing

Q.4 Which of the following, if any, have you heard of? - Wales
Base: All adults Wales

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	109	99	109	105	-	-	-	-
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	95*	90*	90*	94*	..*	..*	..*	..*
Office of Fair Trading	86 88% glimo	67 72% o	73 72% o	82 78% go	79 75% o	83 91% bode ghjmmo	66 65% o	62 77% o	86 87% bcag lmo	67 76% o	76 87% bcag lmo	60 69% o	66 69% o	72 80% go	-	-	-	-	-	-
Food Standards Agency	86 88% g	79 84% g	84 83% o	86 83% o	82 77% o	78 86% g	73 72% o	75 94% cdeg lo	89 91% egl	75 86% g	81 92% egl	69 79% o	80 85% g	77 86% g	73 82% o	76 82% o	-	-	-	-
The British Medical Association	81 83% bcg jimmo	56 60% o	59 58% o	74 71% o	75 71% o	64 71% o	59 58% o	57 71% o	75 76% bcgo	57 65% o	70 80% bcgj lo	57 65% o	65 68% o	63 70% o	-	-	-	-	-	-
The Environment Agency	79 81% blo	60 64% o	70 69% o	84 81% blo	77 73% o	72 79% blo	71 70% o	57 71% o	84 85% bcag hjimo	64 73% o	73 84% bcgh lmo	57 66% o	66 69% o	68 75% o	-	-	-	-	-	-
Health & Safety Executive	77 79% b	58 62% o	70 70% o	77 75% o	82 78% b	73 80% bmo	71 70% o	54 68% o	80 81% bhmo	63 72% o	72 82% bhlm o	61 69% o	63 66% o	69 77% b	61 68% o	73 78% o	-	-	-	-
World Health Organisation (WHO)	70 71% bco	51 54% o	52 52% o	61 59% o	69 65% o	52 58% o	59 58% o	50 62% o	76 77% bcdff ghlmo	58 67% co	68 78% bcdff ghlmo	53 60% o	61 64% o	60 66% co	45 51% o	66 71% o	-	-	-	-
Department for Public Health and Health Professions	59 60% bco	38 41% o	44 43% o	66 63% bcjo	63 60% bco	57 64% bcjo	55 54% o	42 53% o	65 66% bcjl o	40 46% o	57 65% bcjl o	44 50% o	58 61% bcjo	59 65% bcjo	-	-	-	-	-	-
National Institute for Health and Clinical Excellence (NICE)	52 53% bo	32 35% o	39 39% o	47 45% o	48 46% o	43 48% o	50 49% bo	34 42% o	51 52% bo	41 46% o	48 55% bco	38 44% o	41 43% o	50 56% bco	-	-	-	-	-	-
Office of Communications (OFCOM)	48 49% co	37 40% o	34 34% o	49 47% o	53 50% co	44 49% co	47 46% o	38 47% o	56 57% bco	49 57% bco	54 61% bcgl mo	40 45% o	42 44% o	-	-	-	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
* small base; ** very small base (under 30) ineligible for sig testing



Q.4 Which of the following, if any, have you heard of? - Wales
Base: All adults Wales

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base
Office of Fair Trading	-	-	-	-	-	-	-	-	-	-	-	-
Food Standards Agency	-	-	-	-	-	-	-	-	-	-	-	-
The British Medical Association	-	-	-	-	-	-	-	-	-	-	-	-
The Environment Agency	-	-	-	-	-	-	-	-	-	-	-	-
Health & Safety Executive	-	-	-	-	-	-	-	-	-	-	-	-
World Health Organisation (WHO)	-	-	-	-	-	-	-	-	-	-	-	-
Department for Public Health and Health Professions	-	-	-	-	-	-	-	-	-	-	-	-
National Institute for Health and Clinical Excellence (NICE)	-	-	-	-	-	-	-	-	-	-	-	-
Office of Communications (OFCOM)	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4 Which of the following, if any, have you heard of? - Wales
 Base: All adults Wales

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	109	99	109	105	-	-	-	-
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	95*	90*	90*	94*	..*	..*	..*	..*
British Dietetic Association (BDA)	48	20	26	38	32	36	43	32	45	28	43	31	39	46	-	-	-	-	-	-
49%bce	21%o	25%o	37%bo	30%o	40%bco	42%bco	40%bco	46%bco	32%o	49%bcej	35%bo	41%bco	51%bcej	-	-	-	-	-	-	
jo	-	-	-	-	-	-	-	-	o	-	-	-	o	-	-	-	-	-	-	
Department for Rural Affairs	43	33	35	35	28	38	46	33	49	43	48	34	46	51	25	50	-	-	-	-
44%eo	35%	35%	33%	27%	42%eo	45%eo	41%e	50%bcde	49%cdeo	55%bcde	39%	48%deo	56%bcde	27%	53%	-	-	-	-	
o	-	-	-	-	-	-	-	-	o	-	-	-	o	-	-	-	-	-	-	
None	4	4	5	3	6	1	9	1	1	5	3	5	5	4	7	8	-	-	-	-
4%	5%	5%	3%	6%	1%	9%hi	2%	1%	5%	3%	5%	5%	4%	8%fi	8%	-	-	-	-	
Don't know	-	1	-	1	2	1	2	-	-	2	-	2	2	4	2	-	-	-	-	-
-	1%	-	1%	2%	1%	2%	-	-	2%	-	2%	-	5%achik	2%	2%	-	-	-	-	
Average number of mentions	7.72bc	6.01o	6.12o	6.99bo	7.06bco	7.23bco	7.07bo	6.76o	7.77bch	7.25bco	8.13bcd	6.69o	7.14bco	8.14bcd	2.52	3.09	-	-	-	-
hlo	-	-	-	-	-	-	-	-	lo	-	eghimo	-	-	eghimo	-	-	-	-	-	-
Standard deviation	2.87	3.15	3.19	2.95	2.88	3.07	3.56	3.19	2.76	3.23	2.97	3.55	3.36	3.12	1.18	1.12	-	-	-	-
Standard error	0.29	0.33	0.32	0.28	0.28	0.31	0.36	0.35	0.27	0.32	0.31	0.35	0.33	0.33	0.12	0.12	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4 Which of the following, if any, have you heard of? - Wales
Base: All adults Wales

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
British Dietetic Association (BDA)	-	-	-	-	-	-	-	-	-	-	-	-
Department for Rural Affairs	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/AB/CD
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4 Which of the following, if any, have you heard of? - Wales
Base: All adults Wales

	ADDITIONAL COUNTRY															
	ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	109	99	109	105
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	95*	90*	90*	94*
Department for Public Health and Health Professions	59 60%bco	38 41%o	44 43%o	66 63%bcjo	63 60%bco	57 64%bcjo	55 54%o	42 53%o	65 66%bcjlo	40 46%o	57 65%bcjlo	44 50%o	58 61%bcjo	59 65%bcjlo	-	-
Food Standards Agency	86 88%g	79 84%g	84 83%	86 83%	82 77%	78 86%g	73 72%	75 94%cdedgl o	89 91%egl	75 86%g	81 92%egl	69 79%	80 85%g	77 86%g	73 82%	76 82%
National Institute for Health and Clinical Excellence (NICE)	52 53%bo	32 35%o	39 39%o	47 45%o	48 46%o	43 48%o	50 49%bo	34 42%o	51 52%bo	41 46%o	48 55%bco	38 44%o	41 43%o	50 56%bco	-	-
Department for Rural Affairs	43 44%eo	33 35%	35 35%	35 33%	28 27%	38 42%eo	46 45%eo	33 41%e	49 50%bcdeo	43 49%cdeo	48 55%bdele o	34 39%	46 48%deo	51 56%bdele o	25 27%	50 53%
The Environment Agency	79 81%blo	60 64%o	70 69%o	84 81%blo	77 73%o	72 79%blo	71 70%o	57 71%o	84 85%bcogh jimo	64 73%o	73 84%bcghl mo	57 66%o	66 69%o	68 75%o	-	-
The British Medical Association	81 83%bcg jimno	56 60%o	59 58%o	74 71%o	75 71%o	64 58%o	59 58%o	57 71%o	75 76%bcgo	57 65%o	70 80%bcgjl o	57 65%o	65 68%o	63 70%o	-	-
Office of Communications (OfCOM)	48 49%co	37 40%o	34 34%o	49 47%o	53 50%co	44 49%co	47 46%o	38 47%o	56 57%bco	49 57%bco	54 61%bcgim o	40 45%o	42 44%o	50 56%bco	-	-
Health & Safety Executive	77 79%b	58 62%	70 70%	77 75%	82 78%b	73 80%bm	71 70%	54 68%	80 81%bhmo	63 72%	72 82%bhmo	61 69%	63 66%	69 77%b	61 68%	73 78%
Office of Fair Trading	86 88%bce gimo	67 72%o	73 72%o	82 78%go	79 75%o	83 91%bcdag hjimno	66 65%o	62 77%o	86 87%bcagl mo	67 76%o	67 87%bcagl mo	60 69%o	66 69%o	72 80%go	-	-
World Health Organisation (WHO)	70 71%bco	51 54%	52 52%	61 59%	69 65%o	52 58%	59 58%	50 62%	76 77%bcdflg hmo	58 67%co	68 78%bcdflg hmo	53 60%	61 64%	60 66%co	45 51%	66 71%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
* small base

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.4 Which of the following, if any, have you heard of? - Wales
Base: All adults Wales

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	109	99	109	105
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	95*	90*	90*	94*
British Dietetic Association (BDA)	48 49%bce jo	20 21%o	26 25%o	38 37%bo	32 30%o	36 40%bco	43 42%bco	32 40%bco	45 46%bco	28 32%o	43 49%bcejo	31 35%bo	39 41%bco	46 51%bcejo	-	-
None	4 4%	4 5%	5 5%	3 3%	6 6%	1 1%	9 9%thi	1 2%	1 -	5 5%	3 3%	5 5%	5 5%	4 4%	7 8%	8 8%
Don't know	- -	1 1%	-	1 1%	2 2%	1 1%	2 2%	-	-	2 2%	-	2 2%	2 3%	4 5%achk	2 2%	-
Average number of mentions	7.72bc hio	6.01o	6.12o	6.99bo	7.06bco	7.23bco	7.07bo	6.76o	7.77bchi o	7.25bco	8.13bcde ghimo	6.69o	7.14bco	8.14bcde ghimo	2.52	3.09
Standard deviation	2.87	3.15	3.19	2.95	2.88	3.07	3.56	3.19	2.76	3.23	2.97	3.55	3.36	3.12	1.18	1.12
Standard error	0.29	0.33	0.32	0.28	0.28	0.31	0.36	0.35	0.27	0.32	0.31	0.35	0.33	0.33	0.12	0.12

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
* small base

Q.4 Which of the following, if any, have you heard of? - NI
Base: All adults NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	64	63	53	53	60	127	141	115	119	135	126	126	120	123	109	124
Weighted Base	60*	60*	53*	54*	57*	57	64	64	64	60	60	60	109	113	106	110
Food Standards Agency	49 82%	57 96% acd ghjk lmnop	45 84%	43 81%	50 88%	47 83%	52 81%	50 78%	53 83%	51 85%	48 80%	49 81%	85 79%	86 76%	81 76%	89 81%
Office of Fair Trading	48 80% ghk op	50 85% egh jkmnop	41 78% op	37 69% op	37 64% op	46 81% eghjk mnop	41 63% op	42 65% op	46 72% op	41 69% op	39 65% op	46 77% ghkop	73 67% op	78 69% op	-	-
Department for Health, Social Services and Public Safety (DHSSPS)	46 77% dkg	41 69%	36 68%	30 56%	37 64%	40 71% g	37 58%	42 66%	46 72% g	40 67%	37 62%	41 68%	82 75% dkg	84 75% dkg	85 79% deg hij kl	92 84% bode fghijk
Health & Safety Executive	42 70%	43 72%	37 70%	34 63%	37 64%	42 75% h	41 65%	38 60%	44 68%	43 72% h	43 72%	43 72%	78 72%	79 70%	67 63%	75 69%
The British Medical Association	40 67% op	48 80% egi jmnop	38 71% op	35 65% op	33 58% op	41 71% gop	36 58% op	42 66% op	41 65% op	36 60% op	48 81% deg hij kl mnop	44 73% egjop	71 65% op	77 68% op	-	-
Department of Agriculture and Rural Development (DARD)	39 65%	51 86% acd eghijk lmnop	33 63%	26 48%	35 61%	43 75% dghjk mo	33 52%	37 58%	41 65% g	38 63%	37 62%	40 66% dg	67 62%	72 63%	57 54%	76 69% dgo
World Health Organisation (WHO)	38 62%	38 63%	29 55%	32 60%	30 52%	39 69% egj	33 52%	41 65% g	39 61%	33 56%	35 59%	46 76% cegij kno	75 69% egj	72 63%	66 62%	76 69% egj
Public Health Agency (PHA)	31 51%	40 68%	38 73% ag	30 56%	36 63%	41 72% ag	35 54%	39 61%	43 68% ag	44 74% adgh	42 69% ag	47 78% adagh	80 74% adg	84 74% adgh	80 75% adgh	79 72% ag
Safefood	31 51%	26 44%	25 47%	28 52%	31 54%	38 66% bcghk o	32 51%	29 45%	41 64% bhk o	40 67% abogh ko	29 48%	45 74% abcde ghkmnop	64 59% h	67 59% h	50 47%	64 58%
Office of Communications (OFCOM)	30 50% bco	18 31% op	16 29% op	26 47% op	21 36% op	31 54% bcago	24 38% op	27 43% op	29 46% op	28 47% bcop	26 43% op	40 66% bdeg hkop	60 55% bcago	65 57% bcg hjk op	-	-

Proportions/Means: All Columns Tested (5% risk level)
* small base

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.4 Which of the following, if any, have you heard of? - NI
Base: All adults NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	64	63	53	53	60	127	141	115	119	135	126	126	120	123	109	124
Weighted Base	60*	60*	53*	54*	57*	57	64	64	64	60	60	60	109	113	106	110
British Dietetic Association (BDA)	22	21	18	17	26	22	19	27	31	25	32	34	51	50	-	-
	36%op	35%op	34%op	31%op	44%op	38%op	30%op	42%op	49%op	41%op	53%abcd	57%abcd	47%op	44%op	-	-
National Institute for Health and Clinical Excellence (NICE)	16	22	16	17	18	25	16	21	25	18	22	23	44	43	-	-
	26%op	38%op	31%op	31%op	31%op	44%op	26%op	32%op	40%op	30%op	37%op	39%op	40%op	38%op	-	-
None	1	-	1	4	2	2	4	2	2	3	3	2	3	*	5	2
	2%	-	3%	8%bn	3%	3%	6%bn	3%	4%	4%bn	5%bn	4%bn	3%	*	4%	2%
Don't know	-	-	-	-	-	*	-	*	-	-	*	-	-	-	-	1
	-	-	-	-	-	1%	-	1%	-	-	1%	-	-	-	-	1%
Average number of mentions	7.35op	7.65op	7.21op	7.15op	7.03op	8.32egho	6.68op	7.07op	7.79op	7.62op	7.70op	8.60acde	7.88op	7.60op	4.76	5.16
Standard deviation	3.01	2.93	3.56	3.78	3.41	3.26	3.43	3.76	3.70	3.32	3.52	3.56	3.71	3.84	2.11	2.01
Standard error	0.38	0.37	0.50	0.55	0.45	0.30	0.30	0.36	0.35	0.29	0.32	0.32	0.34	0.35	0.21	0.18

Proportions/Means: All Columns Tested (5% risk level)
* small base

Q.4 Which of the following, if any, have you heard of? - NI
 Base: All adults NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	29	28	22	26	26	63	71	54	60	67	61	58	60	55	55	58	35	35	31	27
Weighted Base	30**	27**	23**	28**	26**	28*	33*	34*	35*	28*	29*	27*	55*	50*	57*	50*	31*	32*	30**	26**
Food Standards Agency	25	26	19	21	23	25	27	28	30	25	24	24	44	36	43	43	24	32	26	22
	86%	94%	83%	74%	86%	87%	80%	82%	86%	88% _n	84%	89% _n	79%	72%	75%	86%	78%	97% _{qvwxyzABCDEF}	85%	88%
Office of Fair Trading	23	23	18	19	15	24	20	22	26	19	21	24	36	35	-	-	25	27	23	19
	79%	85%	79%	66%	57%	85% _{ghjmnop}	61% _{op}	65% _{op}	72% _{op}	69% _{op}	71% _{op}	88% _{ghjkmnop}	66% _{op}	71% _{op}	-	-	81% _{AEF}	84% _{wxAEF}	77%	73%
Health & Safety Executive	23	20	16	19	19	22	21	23	25	20	25	22	39	36	36	36	20	23	21	14
	78%	73%	70%	69%	71%	78%	62%	68%	70%	73%	84% _{go}	80% _g	70%	72%	63%	72%	63%	71%	70%	56%
The British Medical Association	22	22	15	19	15	20	20	24	22	18	24	23	38	33	-	-	19	25	23	16
	74%	83%	86%	68%	55%	71% _{op}	60% _{op}	73% _{op}	63% _{op}	64% _{op}	81% _{gijlo}	85% _{gijn}	68% _{op}	66% _{op}	-	-	60% _{EF}	77% _{wzE}	75%	62%
Department for Health, Social Services and Public Safety (DHSSPS)	21	18	14	13	16	19	18	22	25	18	18	20	41	36	43	44	25	23	22	17
	71%	66%	62%	47%	62%	67%	53%	65%	72% _g	63%	62%	74% _g	75% _g	71%	75% _g	88% _{fghjkn}	82% _{lwAB}	72%	72%	65%
Department of Agriculture and Rural Development (DARD)	19	24	13	16	16	20	17	21	23	18	21	21	35	35	34	39	20	28	20	10
	63%	87%	59%	55%	61%	72% _g	52%	63%	65%	64%	73% _g	79% _{go}	62%	70%	60%	77% _g	66%	85% _{lwxxyzABCD}	66%	41%
World Health Organisation (WHO)	16	18	12	20	15	20	19	24	20	18	18	25	38	35	39	37	22	20	17	12
	54%	67%	52%	71%	57%	71%	58%	72%	56%	63%	61%	91% _{fghijklmnop}	69%	69%	68%	73%	70% _{wz}	60%	58%	49%
Public Health Agency (PHA)	16	18	16	15	17	20	17	21	22	19	21	24	34	32	43	39	15	22	22	16
	53%	67%	72%	52%	64%	71% _g	50%	64%	62%	69% _g	72% _g	87% _{ghijmn}	61%	64%	76% _g	78% _g	49%	68%	73%	61%
British Dietetic Association (BDA)	13	13	6	10	10	11	9	14	17	10	14	18	25	23	-	-	9	7	12	7
	44%	49%	26%	35%	37%	40% _{op}	28% _{op}	42% _{op}	48% _{gop}	35% _{op}	49% _{gop}	65% _{fghjop}	46% _{gop}	46% _{gop}	-	-	29% _{EF}	23% _{EF}	39%	27%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4 Which of the following, if any, have you heard of? - NI
Base: All adults NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	34	64	70	61	59	68	65	68	60	68	54	66
Weighted Base	31*	29*	31*	30*	29*	32*	31*	33*	53*	63*	49*	60*
Food Standards Agency	28 89%	23 80%	25 81%	22 74%	23 80%	26 81%	23 75%	24 75%	42 79%	50 79%	38 76%	45 76%
Office of Fair Trading	22 70%EF	22 77%AEF	20 66%EF	20 65%EF	20 71%EF	22 69%EF	18 58%EF	23 69%EF	36 68%EF	43 68%EF	-	-
Health & Safety Executive	18 59%	20 71% <i>x</i>	21 67%	16 51%	19 65%	23 72% <i>x</i>	19 61%	22 66%	40 74% <i>x</i>	43 69%	30 62%	40 66%
The British Medical Association	19 60%EF	21 72%wEF	16 52%EF	18 58%EF	19 66%EF	18 56%EF	25 81%quwx zBCEf	21 63%EF	33 61%EF	44 70%wEF	-	-
Department for Health, Social Services and Public Safety (DHSSPS)	20 66%	21 74%	19 63%	20 66%	21 72%	22 70%	19 61%	20 62%	40 75%	49 77%	42 85%uwxx AB	48 80%wAB
Department of Agriculture and Rural Development (DARD)	19 62%	22 78%wxAB DE	16 51%	16 53%	19 64%	20 62%	16 53%	18 56%	33 62%	36 57%	23 47%	37 62%
World Health Organisation (WHO)	15 48%	19 68%wz	14 45%	17 57%	19 67%w	16 49%	17 56%	21 63%w	37 69%wz	37 59%	27 54%	39 66%w
Public Health Agency (PHA)	19 62%	21 73%q	18 59%	18 58%	21 74%q	25 77%qwx	20 66%	23 70%q	46 86%quw xABF	52 83%quwx A	36 74%q	40 67%
British Dietetic Association (BDA)	16 51%rEF	10 36%EF	10 33%EF	13 43%EF	14 50%qrEF	15 46%rEF	17 57%qrw EF	16 50%qrEF	25 47%rEF	26 42%EF	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
* small base; ** very small base (under 30) ineligible for sig testing



Q.4 Which of the following, if any, have you heard of? - NI
 Base: All adults NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	29	28	22	26	26	63	71	54	60	67	61	58	60	55	55	58	35	35	31	27
Weighted Base	30**	27**	23**	28**	26**	28*	33*	34*	35*	28*	29*	27*	55*	50*	57*	50*	31*	32*	30**	26**
Office of Communications (OFCOM)	12	10	8	14	12	15	12	16	17	16	14	21	31	35	-	-	18	8	7	12
	42%	36%	36%	49%	46%	55%gop	35%op	48%op	47%op	59%gop	48%op	78%lghi	56%gop	70%ghiko	-	-	58%ruz	28%EF	25%	46%
Safefood	12	13	12	13	10	18	13	16	23	16	15	22	32	30	28	32	19	13	13	15
	40%	47%	52%	46%	37%	63%g	40%	49%	65%g	59%g	50%	81%ghjk	58%g	59%	49%	64%g	61%	41%	44%	58%
National Institute for Health and Clinical Excellence (NICE)	8	11	7	9	7	13	7	11	14	9	13	13	20	25	-	-	7	12	9	8
	28%	39%	32%	31%	28%	47%gop	22%op	32%op	39%gop	34%op	45%gop	49%gop	35%op	50%gop	-	-	24%EF	36%EF	31%	31%
None	1	-	1	2	1	1	1	*	1	1	2	-	2	-	5	-	-	-	1	2
	5%	-	3%	6%	4%	2%	4%	1%	4%	3%	5%	-	3%	1%	8%p	-	-	-	2%	9%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average number of mentions	7.48	7.94	7.11	7.07	6.87	8.27gop	6.29o	7.29op	7.77gop	7.65gop	8.25gop	9.48ghi	7.71gop	7.87gop	5.08	5.38	7.22EF	7.42EF	7.28	7.24
Standard deviation	2.95	3.34	3.68	4.06	3.39	3.39	3.46	3.89	3.81	3.35	3.30	3.06	3.86	4.19	2.14	2.06	3.12	2.58	3.53	3.52
Standard error	0.56	0.63	0.80	0.83	0.68	0.43	0.42	0.53	0.51	0.42	0.43	0.40	0.51	0.57	0.30	0.27	0.53	0.44	0.64	0.72

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4 Which of the following, if any, have you heard of? - NI
 Base: All adults NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	34	64	70	61	59	68	65	68	60	68	54	66
Weighted Base	31*	29*	31*	30*	29*	32*	31*	33*	53*	63*	49*	60*
Office of Communications (OFCOM)	9 27%EF	16 54%ruzE F	12 40%EF	11 37%EF	13 44%EF	11 36%EF	12 38%EF	18 55%ruzE F	29 55%ruzE F	30 47%rEF	-	-
Safefood	21 68%rxAE	20 69%rxAE	19 62%rxE	12 41%	18 62%k	24 75%rxAE F	14 46%	23 69%rxAE	31 59%	37 59%k	21 44%	32 53%
National Institute for Health and Clinical Excellence (NICE)	11 34%EF	11 40%EF	9 30%EF	10 33%EF	11 40%EF	9 27%EF	9 29%EF	10 30%EF	24 45%qeEF	18 29%EF	-	-
None	1 3%	1 4%D	3 9%qrDE	2 5%D	1 3%	2 5%D	1 4%	2 7%DE	2 3%	-	-	2 4%
Don't know	-	-	-	-	-	-	-	-	-	-	-	1 2%
Average number of mentions	7.16EF	8.36wxE F	7.13EF	6.80EF	7.80EF	7.60EF	7.17EF	7.81EF	8.05EF	7.39EF	4.42	4.97
Standard deviation	3.48	3.19	3.41	3.65	3.64	3.34	3.69	3.82	3.58	3.56	2.05	1.97
Standard error	0.61	0.41	0.43	0.48	0.48	0.42	0.47	0.48	0.47	0.43	0.28	0.25

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4 Which of the following, if any, have you heard of? - NI
 Base: All adults NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	9	6	7	7	9	19	23	19	14	19	18	16	17	21	16	12	10	11	15	15
Weighted Base	8**	7**	8**	6**	9**	10**	10**	11**	9**	10**	10**	10**	20**	28**	18**	15**	11**	11**	16**	17**
Food Standards Agency	6	6	6	4	9	8	6	8	6	8	8	4	13	17	9	11	10	11	13	14
	75%	87%	79%	73%	100%	81%	58%	69%	62%	79%	83%	38%	66%	63%	51%	76%	83%	100%	79%	83%
Health & Safety Executive	5	2	6	1	2	5	4	4	6	5	5	13	15	12	8	7	7	8	11	14
	63%	29%	75%	14%	20%	45%	37%	36%	66%	51%	56%	51%	64%	54%	69%	53%	67%	72%	69%	83%
Office of Fair Trading	4	2	5	1	4	6	3	5	4	4	5	3	6	12	-	-	9	10	13	13
	47%	34%	71%	14%	41%	56%	29%	45%	38%	44%	57%	26%	31%	43%	-	-	87%	91%	79%	76%
Safefood	4	2	6	1	4	8	4	5	7	3	3	7	16	9	5	7	7	8	10	11
	45%	35%	79%	16%	52%	76%	43%	56%	71%	33%	34%	36%	56%	52%	31%	69%	71%	60%	66%	
World Health Organisation (WHO)	3	3	4	1	2	5	5	6	5	4	6	4	13	19	10	8	6	5	11	12
	39%	47%	56%	14%	20%	47%	49%	55%	49%	37%	63%	46%	68%	64%	56%	53%	45%	67%	69%	
Department for Health, Social Services and Public Safety (DHSSPS)	2	1	5	2	3	5	4	6	4	3	5	4	9	17	13	7	10	9	9	8
	31%	16%	71%	27%	32%	44%	43%	54%	48%	33%	50%	39%	48%	62%	75%	48%	83%	82%	54%	45%
Department of Agriculture and Rural Development (DARD)	2	6	3	-	2	6	2	4	3	4	3	4	9	12	5	5	8	9	11	8
	29%	82%	44%	-	20%	54%	20%	41%	29%	37%	35%	39%	45%	44%	29%	36%	77%	81%	67%	49%
British Dietetic Association (BDA)	2	-	-	-	2	1	2	2	2	2	3	2	2	7	-	-	5	1	5	3
	25%	-	-	-	20%	9%	20%	22%	23%	17%	32%	24%	12%	26%	-	-	48%	9%	33%	20%
Office of Communications (OFCOM)	2	1	-	-	2	2	4	2	3	3	4	7	16	-	-	10	10	2	4	9
	21%	18%	-	-	19%	22%	37%	27%	27%	29%	40%	34%	58%	-	-	83%	17%	27%	56%	
The British Medical Association	1	5	5	1	2	2	3	5	3	3	5	3	5	12	-	-	8	8	12	12
	18%	66%	71%	16%	20%	24%	30%	45%	33%	29%	56%	31%	25%	42%	-	-	74%	74%	72%	75%
Public Health Agency (PHA)	1	4	6	3	4	5	3	6	4	4	7	5	11	15	11	10	6	6	9	12
	18%	62%	83%	45%	48%	52%	29%	56%	45%	42%	69%	49%	55%	63%	68%	53%	55%	55%	69%	
National Institute for Health and Clinical Excellence (NICE)	1	1	1	1	1	1	2	3	3	1	2	2	6	7	-	-	5	3	8	4
	10%	16%	15%	11%	9%	5%	19%	29%	31%	10%	25%	24%	32%	24%	-	-	43%	27%	51%	24%
None	-	-	-	1	-	-	-	-	1	-	-	1	2	-	-	-	-	-	1	1
	-	-	-	14%	-	4%	3%	-	12%	4%	-	13%	8%	-	-	-	-	-	4%	4%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.4 Which of the following, if any, have you heard of? - NI
 Base: All adults NI

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	16	14	24	20	24	26	14	19	24	18	20	18
Weighted Base	16**	8**	13**	12**	13**	13**	7**	10**	25**	21**	23*	19*
Food Standards Agency	14	6	10	10	10	12	6	9	21	17	15	17
	88%	80%	74%	87%	75%	91%	85%	90%	83%	82%	64%	87%
Health & Safety Executive	11	5	9	6	8	9	6	6	15	15	10	13
	67%	62%	67%	54%	59%	69%	81%	61%	61%	73%	42%	67%
Office of Fair Trading	10	5	9	9	7	10	4	9	12	16	-	-
	64%	66%	68%	72%	58%	74%	56%	86%	49%	77%	-	-
Safefood	9	5	8	7	8	10	5	8	16	14	9	14
	58%	66%	61%	63%	63%	74%	64%	79%	65%	68%	37%	75%
World Health Organisation (WHO)	6	3	6	5	5	7	5	7	15	14	14	15
	37%	36%	45%	46%	36%	53%	71%	66%	62%	66%	61%	79%
Department for Health, Social Services and Public Safety (DHSSPS)	10	4	6	8	9	8	3	6	18	13	16	18
	62%	53%	50%	72%	67%	63%	44%	56%	74%	65%	69%	95%
Department of Agriculture and Rural Development (DARD)	11	5	7	7	7	9	6	5	14	10	9	13
	69%	70%	52%	60%	56%	65%	79%	52%	55%	50%	36%	66%
British Dietetic Association (BDA)	5	1	3	4	3	4	3	6	11	7	-	-
	31%	14%	21%	31%	27%	31%	34%	56%	45%	34%	-	-
Office of Communications (OfCOM)	7	3	7	5	4	6	4	6	12	14	-	-
	45%	44%	53%	41%	34%	46%	56%	61%	50%	66%	-	-
The British Medical Association	8	5	7	9	5	5	5	8	13	13	-	-
	51%	68%	55%	75%	39%	39%	70%	76%	52%	65%	-	-
Public Health Agency (PHA)	9	4	7	7	10	10	5	8	19	18	20	14
	59%	53%	58%	63%	80%	78%	73%	75%	78%	88%	85%	73%
National Institute for Health and Clinical Excellence (NICE)	5	2	3	4	3	4	3	4	10	7	-	-
	28%	31%	24%	30%	25%	27%	44%	37%	39%	34%	-	-
None	1	1	1	-	*	1	-	-	-	-	3	-
	6%	7%	8%	-	3%	6%	-	-	-	-	11%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

* small base; ** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.4 Which of the following, if any, have you heard of? - NI
 Base: All adults NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	9	6	7	7	9	19	23	19	14	19	18	16	17	21	16	12	10	11	15	15
Weighted Base	8**	7**	8**	6**	9**	10**	10**	11**	9**	10**	10**	10**	20**	28**	18**	15**	11**	11**	16**	17**
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average number of mentions	4.22	4.91	6.45	2.66	3.82	5.38	4.07	5.56	5.78	4.94	5.87	5.08	5.61	5.91	3.98	3.68	8.48	7.24	7.41	7.48
Standard deviation	3.06	3.12	2.74	0.82	2.50	2.82	2.84	3.99	4.23	3.07	3.47	4.15	3.37	3.96	2.17	1.29	2.10	2.34	3.92	3.40
Standard error	1.02	1.27	1.04	0.34	0.83	0.66	0.61	0.94	1.22	0.72	0.82	1.11	0.87	0.86	0.54	0.37	0.66	0.71	1.05	0.91

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4 Which of the following, if any, have you heard of? - NI
 Base: All adults NI

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	16	14	24	20	24	26	14	19	24	18	20	18
Weighted Base	16**	8**	13**	12**	13**	13**	7**	10**	25**	21**	23*	19*
Don't know	-	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	-	5%
Average number of mentions	7.03	6.92	6.86	6.94	6.37	7.59	7.56	7.95	7.13	7.68	4.44	5.70
Standard deviation	3.47	3.83	2.98	3.62	3.81	2.72	4.08	3.62	4.21	3.19	2.14	1.64
Standard error	0.90	1.06	0.63	0.81	0.79	0.55	1.09	0.83	0.86	0.75	0.50	0.40

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4 Which of the following, if any, have you heard of? - NI
 Base: All adults NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	21	17	11	19	18	32	31	24	38	29	28	22	29	23	29	23	11	19	13	9
Weighted Base	22**	17**	11**	20**	18**	16*	16**	14**	22*	14**	15**	14**	28**	24**	31**	24**	10**	17**	13**	9**
Department for Health, Social Services and Public Safety (DHSSPS)	19	11	8	14	13	13	9	10	17	12	11	9	24	18	22	21	8	13	9	5
Office of Fair Trading	18	15	8	14	10	14	9	9	19	12	9	11	26	18	-	-	10	16	11	8
Food Standards Agency	81%	88%	78%	89%	56%	89%	56%	63%	84%	87%	60%	81%	94%	77%	-	-	100%	91%	82%	91%
Health & Safety Executive	17	16	11	16	17	13	15	12	21	12	11	26	20	20	28	21	10	17	12	8
World Health Organisation (WHO)	77%	94%	100%	80%	91%	83%	83%	82%	97%	87%	79%	82%	93%	86%	90%	67%	92%	100%	92%	83%
The British Medical Association	16	13	9	12	13	15	10	10	17	12	11	9	25	20	19	17	8	16	9	6
Department of Agriculture and Rural Development (DARD)	74%	77%	83%	60%	69%	91%	61%	67%	77%	86%	72%	67%	91%	83%	61%	71%	76%	89%	68%	61%
Safefood	15	11	5	12	13	13	8	9	17	10	7	11	23	14	20	18	5	14	6	7
Office of Communications (OFCOM)	69%	66%	52%	72%	82%	47%	61%	78%	68%	47%	83%	81%	60%	63%	76%	51%	78%	48%	74%	
Public Health Agency (PHA)	15	13	7	12	10	13	8	10	18	11	12	10	25	18	-	-	8	17	9	7
National Institute for Health and Clinical Excellence (NICE)	67%	79%	67%	62%	56%	79%	47%	70%	83%	77%	82%	71%	91%	77%	-	-	77%	95%	72%	74%
	13	14	7	11	13	13	8	9	19	10	8	10	22	15	20	19	7	17	10	5
	59%	83%	67%	57%	71%	82%	47%	64%	84%	69%	52%	71%	79%	64%	79%	68%	95%	75%	52%	
	13	6	3	12	10	11	9	8	17	11	10	11	21	14	15	18	4	8	6	4
	56%	37%	26%	59%	55%	68%	57%	58%	78%	78%	67%	85%	78%	59%	47%	73%	39%	46%	45%	48%
	12	5	5	11	9	13	4	6	14	9	7	10	21	13	-	-	2	9	5	4
	54%	30%	46%	57%	48%	78%	25%	45%	64%	65%	49%	71%	77%	56%	-	-	17%	50%	37%	39%
	12	11	9	10	11	12	6	10	17	12	11	11	24	17	22	18	7	15	11	4
	54%	65%	83%	51%	60%	75%	40%	69%	76%	84%	73%	80%	87%	71%	71%	75%	68%	85%	87%	48%
	6	9	1	8	8	10	4	6	11	6	6	6	14	12	-	-	2	6	5	3
	27%	50%	8%	41%	46%	63%	28%	44%	52%	42%	41%	41%	52%	52%	-	-	18%	33%	37%	28%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

* small base; ** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.4 Which of the following, if any, have you heard of? - NI
 Base: All adults NI

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	11	33	44	28	29	33	29	37	29	29	27	27
Weighted Base	11**	14*	18*	17**	15**	14*	16**	17*	26**	24**	23*	27*
Department for Health, Social Services and Public Safety (DHSSPS)	7 70%	13 91%wz	13 71%	11 66%	13 82%	9 65%	11 68%	15 89%z	21 82%	20 83%	22 83%	23 86%
Office of Fair Trading	11 100%	14 100%wz	15 82%	11 68%	14 90%	9 65%	12 76%	16 94%z	22 85%	18 74%	-	-
Food Standards Agency	8 74%	13 93%	16 90%	13 79%	14 86%	12 85%	13 82%	16 95%	21 82%	20 83%	20 86%	25 92%
Health & Safety Executive	8 79%	12 88%	15 85%	11 65%	11 72%	11 79%	13 81%	15 89%	20 77%	17 71%	17 73%	21 78%
World Health Organisation (WHO)	7 66%	13 90%wz	11 60%	13 79%	10 66%	8 55%	10 64%	15 87%wz	18 71%	17 69%	16 69%	21 78%
The British Medical Association	10 90%	14 97%wz	14 75%	10 62%	12 79%	11 73%	15 97%	15 89%	22 84%	20 84%	-	-
Department of Agriculture and Rural Development (DARD)	6 60%	12 88%	13 69%	10 62%	11 69%	10 70%	13 80%	15 87%	17 65%	19 79%	17 71%	22 81%
Safefood	5 43%	11 78%z	11 58%	5 31%	8 55%	8 53%	6 36%	13 78%z	18 69%	16 64%	14 60%	19 68%
Office of Communications (OFCOM)	4 37%	9 66%z	8 45%	7 41%	6 42%	6 39%	9 39%	13 75%wz	16 61%	13 55%	-	-
Public Health Agency (PHA)	8 72%	14 97%wz	14 77%	9 56%	11 69%	11 77%	15 72%	19 90%	19 75%	20 77%	20 85%	23 85%
National Institute for Health and Clinical Excellence (NICE)	4 36%	9 62%wz	6 34%	4 24%	7 44%	5 33%	8 36%	8 47%	12 46%	12 49%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.4 Which of the following, if any, have you heard of? - NI
 Base: All adults NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	21	17	11	19	18	32	31	24	38	29	28	22	29	23	29	23	11	19	13	9
Weighted Base	22**	17**	11**	20**	18**	16*	16**	14**	22*	14**	15**	14**	28**	24**	31**	24**	10**	17**	13**	9**
British Dietetic Association (BDA)	5	11	6	8	10	9	5	9	13	8	7	7	18	11	-	-	6	8	5	4
Association (BDA)	23%	62%	59%	38%	56%	56%	28%	61%	61%	58%	49%	49%	66%	47%	-	-	60%	45%	35%	48%
None	1	-	-	2	1	-	1	-	-	1	1	-	-	-	1	1	-	-	-	1
	6%	-	-	9%	5%	3%	7%	3%	-	3%	7%	-	-	-	4%	5%	-	-	-	9%
Average number of mentions	7.76	7.97	7.49	7.71	7.91	9.48	6.28	7.72	9.11	9.11	8.02	9.17	9.77	8.09	4.89	5.75	7.44	8.81	7.46	7.73
Standard deviation	2.91	3.29	3.72	3.90	3.85	2.89	3.69	3.84	3.27	3.17	3.73	3.32	2.82	3.94	2.06	1.98	2.92	2.32	3.72	3.97
Standard error	0.65	0.80	1.12	0.94	0.93	0.52	0.69	0.80	0.53	0.60	0.73	0.74	0.52	0.82	0.39	0.42	0.88	0.53	1.03	1.40

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4 Which of the following, if any, have you heard of? - NI

Base: All adults NI

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	11	33	44	28	29	33	29	37	29	29	27	27
Weighted Base	11**	14*	18*	17**	15**	14*	16**	17*	26**	24**	23*	27*
British Dietetic Association (BDA)	5	7	8	7	11	6	12	13	13	14	-	-
Association (BDA)	49%	48%	42%	41%	74%	39%	74%	73%wz	51%	59%	-	-
None	-	-	*	-	1	-	1	-	1	-	1	-
None	-	-	2%	-	4%	-	3%	-	6%	-	4%	-
Average number of mentions	7.78	9.99wz	8.05	6.72	8.61	7.32	8.32	9.94wz	9.01	8.49	5.60	5.68
Standard deviation	2.35	1.81	3.33	3.82	3.17	3.39	2.80	2.54	3.07	4.09	1.99	1.76
Standard error	0.71	0.32	0.51	0.72	0.60	0.59	0.53	0.42	0.58	0.76	0.39	0.34

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing

Q.4 Which of the following, if any, have you heard of? - NI
 Base: All adults NI

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	13	10	7	3	6	29	19	24	14	28	37	32	21	32	17	44
Weighted Base	9**	7**	5**	3**	4**	9**	7**	10**	5**	8**	12*	10*	11**	17*	11**	25*
Department of Agriculture and Rural Development (DARD)	8	6	2	2	3	6	4	6	2	6	8	6	6	14	7	17
	92%	81%	41%	75%	79%	70%	64%	60%	52%	70%	64%	65%	58%	85%k	65%	68%
The British Medical Association	8	5	4	3	3	7	5	8	3	7	10	8	6	14	-	-
	92%	68%	72%	100%	84%	74%	70%	79%	65%	79%	84%	88%	56%	81%	-	-
World Health Organisation (WHO)	8	5	2	2	2	6	4	8	2	5	6	8	5	9	6	13
	91%	69%	41%	75%	52%	65%	57%	78%	53%	61%	55%	86%kn	47%	56%	51%	52%
Office of Fair Trading	7	7	4	2	2	7	5	8	3	6	8	8	6	14	-	-
	77%	100%	68%	75%	53%	75%	72%	76%	57%	69%	65%	83%	59%	83%	-	-
Department for Health, Social Services and Public Safety (DHSSPS)	7	7	5	2	3	6	4	7	3	7	7	7	8	15	11	22
	77%	100%	86%	75%	84%	70%	61%	68%	66%	83%	63%	68%	79%	91%kl	100%	91%
Food Standards Agency	7	7	3	2	3	6	5	8	3	7	8	8	5	11	8	15
	74%	91%	55%	80%	84%	73%	72%	73%	65%	78%	72%	89%n	44%	66%	76%	60%
Health & Safety Executive	6	4	2	2	3	6	4	8	2	6	8	8	5	12	8	16
	66%	60%	42%	75%	85%	68%	56%	74%	42%	71%	68%	81%	51%	74%	75%	67%
Office of Communications (OFCOM)	5	1	2	1	1	4	3	5	2	5	5	7	4	8	-	-
	54%	17%	29%	55%	21%	45%	43%	50%	43%	54%	44%	74%k	38%	51%	-	-
Public Health Agency (PHA)	5	4	3	2	4	6	4	6	1	7	7	8	6	15	7	14
	53%	58%	55%	75%	100%	66%	62%	62%	29%	79%	58%	85%k	60%	88%k	60%	57%
British Dietetic Association (BDA)	3	1	2	1	3	4	2	6	1	5	7	7	5	10	-	-
	39%	19%	29%	55%	84%	44%	36%	53%	20%	60%	59%	72%	51%	59%	-	-
Safefood	3	1	1	-	3	3	1	3	2	5	5	9	1	7	3	9
	34%	19%	11%	-	63%	33%	17%	31%	42%	59%	42%	89%kn	12%	45%	27%	36%
National Institute for Health and Clinical Excellence (NICE)	2	4	1	1	1	3	1	3	1	3	4	4	1	5	-	-
	25%	57%	25%	55%	15%	34%	12%	33%	22%	36%	37%	37%	13%	33%	-	-
None	-	-	1	-	-	1	1	2	-	1	1	-	-	-	-	1
	-	-	14%	-	-	6%	18%	15%	7%	11%	9%	-	4%	2%	-	5%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

* small base; ** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.4 Which of the following, if any, have you heard of? - NI
Base: All adults NI

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	13	10	7	3	6	29	19	24	14	28	37	32	21	32	17	44
Weighted Base	9**	7**	5**	3**	4**	9**	7**	10**	5**	8**	12*	10*	11**	17*	11**	25*
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	3%	-	-	-	-	3%	-	-	-	-	-
Average number of mentions	7.75	7.39	6.45	7.92	8.03	7.92	7.57	8.64	5.97	8.95	8.13	9.16	5.91	8.31	4.54	4.53
Standard deviation	3.01	2.84	3.90	4.86	1.95	3.50	3.06	3.41	4.09	3.07	3.93	3.32	3.46	3.35	2.10	2.40
Standard error	0.84	0.90	1.59	2.80	0.80	0.69	0.76	0.74	1.13	0.61	0.68	0.59	0.77	0.60	0.51	0.37

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
* small base; ** very small base (under 30) ineligible for sig testing

Q.4 Which of the following, if any, have you heard of? - NI
 Base: All adults NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	64	63	53	53
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	60*	60*	53*	54*
Department for Health, Social Services and Public Safety (DHSSPS)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46 77% ^{twA}	41 69%	36 68%	30 56%
Public Health Agency (PHA)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	31 51%	40 68%	38 73% ^{qw}	30 56%
Food Standards Agency	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	49 82%	57 95% ^{qst vwayzA}	45 84%	43 81%
Safefood	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	31 51%	26 44%	25 47%	28 52%
National Institute for Health and Clinical Excellence (NICE)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16 26%	22 38%	16 31%	17 31%
Department of Agriculture and Rural Development (DARD)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39 65%	51 88% ^{qst uwayzA}	33 63%	26 48%
The British Medical Association	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	40 67%	48 80% ^{uwyz}	38 71%	35 65%
Office of Communications (OFCOM)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30 50% ^{rs}	18 31%	16 29%	26 47%
Health & Safety Executive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42 70%	43 72%	37 70%	34 63%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4 Which of the following, if any, have you heard of? - NI
 Base: All adults NI

	NI											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	60	127	141	115	119	135	126	126	120	123	109	124
Weighted Base	57*	57	64	64	64	60	60	60	109	113	106	110
Department for Health, Social Services and Public Safety (DHSSPS)	37 64%	40 71%w	37 58%	42 66%	46 72%w	40 67%	37 62%	41 68%	82 75%twA	84 75%twA	85 79%	92 84%
Public Health Agency (PHA)	36 63%	41 72%qw	35 54%	39 61%	43 68%qw	44 74%qtwx	42 69%qw	47 78%qtuw x	80 74%qtw	84 74%qtwx	80 75%	79 72%
Food Standards Agency	50 88%	47 83%	52 81%	50 78%	53 83%	51 85%	48 80%	49 81%	85 79%	86 76%	81 76%	89 81%
Safefood	31 54%	38 66%rswx A	32 51%	29 45%	41 64%nwxA	40 67%qrsw xA	29 48%	45 74%qrst uwxACD	64 59%x	67 59%x	50 47%	64 58%
National Institute for Health and Clinical Excellence (NICE)	18 31%	25 44%q wz	16 26%	21 32%	25 40%w	18 30%	22 37%	23 39%w	44 40%w	43 38%w	-	-
Department of Agriculture and Rural Development (DARD)	35 61%	43 75%twxz AC	33 52%	37 58%	41 65%w	38 63%	37 62%	40 66%tw	67 62%	72 63%	57 54%	76 69%
The British Medical Association	33 58%	41 71%w	36 56%	42 66%	41 65%	36 60%	48 81%tuwx yzCD	44 73%uwz	71 65%	77 68%	-	-
Office of Communications (OFCOM)	21 36%	31 54%rsuw	24 38%	27 43%	29 46%	28 47%rs	26 43%	40 66%rstu wxyzA	60 55%rsuw	65 57%rsuw A	-	-
Health & Safety Executive	37 64%	42 75%x	41 65%	38 60%	44 68%	43 72%x	43 72%	43 72%	78 72%	79 70%	67 63%	75 69%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4 Which of the following, if any, have you heard of? - NI
 Base: All adults NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	64	63	53	53
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	60*	60*	53*	54*
Office of Fair Trading	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	48	50	41	37
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80%wxA	85%wxx	78%	69%
World Health Organisation (WHO)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	38	38	29	32
British Dietetic Association (BDA)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	62%	63%	55%	60%
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22	21	18	17
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	36%	35%	34%	31%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	4
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	3%	8% ^D
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7.35	7.65	7.21	7.15
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.01	2.93	3.56	3.78
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.38	0.37	0.50	0.55

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4 Which of the following, if any, have you heard of? - NI
Base: All adults NI

	NI											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	60	127	141	115	119	135	126	126	120	123	109	124
Weighted Base	57*	57	64	64	64	60	60	60	109	113	106	110
Office of Fair Trading	37 64%	46 81%uwxz AC	41 63%	42 65%	46 72%	41 69%	39 65%	46 77%wxA	73 67%	78 69%	-	-
World Health Organisation (WHO)	30 52%	39 69%uwz	33 52%	41 65%w	39 61%	33 56%	35 59%	46 76%suwy zAD	75 69%uwz	72 63%	66 62%	76 69%
British Dietetic Association (BDA)	26 44%	22 38%	19 30%	27 42%	31 49%tw	25 41%	32 53%qrst vw	34 57%qrst vwxyz	51 47%w	50 44%w	-	-
None	2 3%	2 3%	4 6%rD	2 3%	2 4%	3 4%D	3 5%D	2 4%D	3 3%	*	5 4%	2 2%
Don't know	-	*	-	*	-	-	*	-	-	-	-	1
	-	1%	-	1%	-	-	1%	-	-	-	-	1%
Average number of mentions	7.03	8.32uwx	6.68	7.07	7.79w	7.62w	7.70w	8.60qst uwxz	7.88w	7.60	4.76	5.16
Standard deviation	3.41	3.26	3.43	3.76	3.70	3.32	3.52	3.56	3.71	3.84	2.11	2.01
Standard error	0.45	0.30	0.30	0.36	0.35	0.29	0.32	0.32	0.34	0.35	0.21	0.18

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
* small base; ** very small base (under 30) ineligible for sig testing

Q.4 Which of the following, if any, have you heard of? - NI
 Base: All adults NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	64	63	53	53	60	127	141	115	119	135	126	126	120	123	109	124
Weighted Base	60*	60*	53*	54*	57*	57	64	64	64	60	60	60	109	113	106	110
Department for Health, Social Services and Public Safety (DHSSPS)	46 77% <i>dgk</i>	41 69%	36 68%	30 56%	37 64%	40 71% <i>ug</i>	37 58%	42 68%	46 72% <i>ig</i>	40 67%	37 62%	41 68%	82 75% <i>dgk</i>	84 75% <i>dgk</i>	85 79% <i>deghejkl</i>	92 84%
Public Health Agency (PHA)	31 51%	40 68%	38 73% <i>ag</i>	30 56%	36 63%	41 72% <i>ag</i>	35 54%	39 61%	43 68% <i>ag</i>	44 74% <i>adgh</i>	42 69% <i>ag</i>	47 78% <i>adegh</i>	80 74% <i>adg</i>	84 74% <i>adgh</i>	80 75% <i>adgh</i>	79 72%
Food Standards Agency	49 82%	57 96% <i>sacd</i> <i>fghijk</i> <i>lmno</i>	45 84%	43 81%	50 88%	47 83%	52 81%	53 78%	51 83%	48 85%	49 80%	48 81%	85 79%	86 76%	81 76%	89 81%
Safefood	31 51%	26 44%	25 47%	28 52%	31 54%	38 66% <i>bcghk</i> <i>o</i>	32 51%	29 45%	41 64% <i>ubghko</i>	40 67% <i>abogh</i>	29 48%	45 74% <i>abcde</i> <i>ghkmo</i>	64 59% <i>h</i>	67 59% <i>h</i>	50 47%	64 58%
National Institute for Health and Clinical Excellence (NICE)	16 26% <i>o</i>	22 38% <i>o</i>	16 31% <i>o</i>	17 31% <i>o</i>	18 31% <i>o</i>	25 44% <i>agjo</i>	16 26% <i>o</i>	21 32% <i>o</i>	25 40% <i>go</i>	18 30% <i>o</i>	22 37% <i>o</i>	23 39% <i>go</i>	44 40% <i>go</i>	43 38% <i>go</i>	-	-
Department of Agriculture and Rural Development (DARD)	39 65%	51 86% <i>sacd</i> <i>eghijk</i> <i>lmno</i>	33 63%	26 48%	35 61%	43 75% <i>dghjk</i> <i>mo</i>	33 52%	37 58%	41 65% <i>g</i>	38 63%	37 62%	40 66% <i>dg</i>	67 62%	72 63%	57 54%	76 69%
The British Medical Association	40 67% <i>o</i>	48 80% <i>agj</i> <i>jmo</i>	38 71% <i>o</i>	35 65% <i>o</i>	33 58% <i>o</i>	41 71% <i>go</i>	36 56% <i>o</i>	42 66% <i>o</i>	41 65% <i>o</i>	36 60% <i>o</i>	48 81% <i>dgehij</i> <i>jmo</i>	44 73% <i>egjo</i>	71 65% <i>o</i>	77 68% <i>o</i>	-	-
Office of Communications (OFCOM)	30 50% <i>bco</i>	18 31% <i>o</i>	16 29% <i>o</i>	26 47% <i>o</i>	21 36% <i>o</i>	31 54% <i>bcogeo</i>	24 38% <i>o</i>	27 43% <i>o</i>	29 46% <i>o</i>	28 47% <i>bco</i>	26 43% <i>o</i>	40 66% <i>bcdeg</i> <i>hiko</i>	60 55% <i>bcogeo</i>	65 57% <i>bcogehko</i>	-	-
Health & Safety Executive	42 70%	43 72%	37 70%	34 63%	37 64%	42 75% <i>h</i>	41 65%	38 60%	44 68%	43 72% <i>h</i>	43 72%	43 72%	78 72%	79 70%	67 63%	75 69%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 * small base



Q.4 Which of the following, if any, have you heard of? - NI
 Base: All adults NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	64	63	53	53	60	127	141	115	119	135	126	126	120	123	109	124
Weighted Base	60*	60*	53*	54*	57*	57	64	64	64	60	60	60	109	113	106	110
Office of Fair Trading	48 80%ghk o	50 85%egh jkmno	41 78%o	37 69%o	37 64%o	46 81%eghjk mo	41 63%o	42 65%o	46 72%o	41 69%o	39 65%o	46 77%ghko	73 67%o	78 69%o	-	-
World Health Organisation (WHO)	38 62%	38 63%	29 55%	32 60%	30 52%	39 69%egj	33 52%	41 65%g	39 61%	33 56%	35 59%	46 76%cegij kno	75 69%egj	72 63%	66 62%	76 69%
British Dietetic Association (BDA)	22 36%o	21 35%o	18 34%o	17 31%o	26 44%o	22 38%o	19 30%o	27 42%o	31 49%ldgo	25 41%o	32 53%abcdff ghjo	34 57%abcdff ghjo	51 47%go	50 44%go	-	-
None	1 2%	-	1 3%	4 8%bn	2 3%	2 3%	4 6%bn	2 3%	2 4%	3 4%n	3 5%n	2 4%n	3 3%	*	5 4%	2 2%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%
Average number of mentions	7.35o	7.65o	7.21o	7.15o	7.03o	8.32egho	6.68o	7.07o	7.79go	7.62go	7.70go	8.60acdde ghjo	7.88go	7.60o	4.76	5.16
Standard deviation	3.01	2.93	3.58	3.78	3.41	3.26	3.43	3.76	3.70	3.32	3.52	3.56	3.71	3.84	2.11	2.01
Standard error	0.38	0.37	0.50	0.55	0.45	0.30	0.30	0.36	0.35	0.29	0.32	0.32	0.34	0.35	0.21	0.18

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 * small base



Q.4b How much do you know about the Food Standards Agency, also known as the FSA?
Base: All adults aware of the Food Standards Agency - England/Wales/NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1526	1567
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1453	1479
I've heard the name, but nothing else	-	-	-	-	-	-	-	-	-	-	-	-	-	-	493	481
I've heard of them and I know some information about what they do	-	-	-	-	-	-	-	-	-	-	-	-	-	-	34%	33%
I've heard of them and I know a lot about what they do	-	-	-	-	-	-	-	-	-	-	-	-	-	-	780	795
Net: Know some/ a lot about what the FSA do	-	-	-	-	-	-	-	-	-	-	-	-	-	-	54%	54%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	163	193
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	71%	73%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	943	988
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	65%	67%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17	10
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%

Proportions/Mean: All Columns Tested (5% risk level)
 ** very small base (under 30) ineligible for sig testing



Q.4b How much do you know about the Food Standards Agency, also known as the FSA?
Base: All adults aware of the Food Standards Agency - England/Wales/NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	763	762	-	-	-	-
Weighted Base	722	717
I've heard the name, but nothing else	-	-	-	-	-	-	-	-	-	-	-	-	-	-	244	238	-	-	-	-
I've heard of them and I know some information about what they do	-	-	-	-	-	-	-	-	-	-	-	-	-	-	34%	33%	-	-	-	-
I've heard of them and I know a lot about what they do	-	-	-	-	-	-	-	-	-	-	-	-	-	-	391	376	-	-	-	-
Net: Know some/ a lot about what the FSA do	-	-	-	-	-	-	-	-	-	-	-	-	-	-	54%	52%	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	83	99	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12%	14%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	474	475	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	66%	66%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	5	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 .. very small base (under 30) ineligible for sig testing



Q.4b How much do you know about the Food Standards Agency, also known as the FSA?

Base: All adults aware of the Food Standards Agency - England/Wales/NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	763	805
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	731	761
I've heard the name, but nothing else	-	-	-	-	-	-	-	-	-	-	249	243
											34%	32%
I've heard of them and I know some information about what they do	-	-	-	-	-	-	-	-	-	-	390	420
											53%	55%
I've heard of them and I know a lot about what they do	-	-	-	-	-	-	-	-	-	-	80	94
											11%	12%
Net: Know some/ a lot about what the FSA do	-	-	-	-	-	-	-	-	-	-	469	513
											64%	67%
Don't know	-	-	-	-	-	-	-	-	-	-	13	5
											2%	1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.4b How much do you know about the Food Standards Agency, also known as the FSA?
Base: All adults aware of the Food Standards Agency - England/Wales/NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	165	150	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	180	173	..*	..*	..*	..*
I've heard the name, but nothing else	-	-	-	-	-	-	-	-	-	-	-	-	-	-	77	77	-	-	-	-
I've heard of them and I know some information about what they do	-	-	-	-	-	-	-	-	-	-	-	-	-	-	43%	44%	-	-	-	-
I've heard of them and I know a lot about what they do	-	-	-	-	-	-	-	-	-	-	-	-	-	-	85	76	-	-	-	-
Net: Know some/ a lot about what the FSA do	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47%	44%	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14	17	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	10%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	98	93	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	55%	53%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	4	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	2%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.4b How much do you know about the Food Standards Agency, also known as the FSA?

Base: All adults aware of the Food Standards Agency - England/Wales/NI

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	247	251
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	284	286
I've heard the name, but nothing else	-	-	-	-	-	-	-	-	-	-	106	90
	-	-	-	-	-	-	-	-	-	-	37%	32%
I've heard of them and I know some information about what they do	-	-	-	-	-	-	-	-	-	-	144	148
	-	-	-	-	-	-	-	-	-	-	51%	52%
I've heard of them and I know a lot about what they do	-	-	-	-	-	-	-	-	-	-	29	46
	-	-	-	-	-	-	-	-	-	-	10%	16%
Net: Know some/ a lot about what the FSA do	-	-	-	-	-	-	-	-	-	-	174	194
	-	-	-	-	-	-	-	-	-	-	61%	68%
Don't know	-	-	-	-	-	-	-	-	-	-	4	2
	-	-	-	-	-	-	-	-	-	-	1%	1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.4b How much do you know about the Food Standards Agency, also known as the FSA?
Base: All adults aware of the Food Standards Agency - England/Wales/NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	302	308	-	-	-	-
Weighted Base	343	343
I've heard the name, but nothing else	-	-	-	-	-	-	-	-	-	-	-	-	-	-	93	95	-	-	-	-
I've heard of them and I know some information about what they do	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27%	28%	-	-	-	-
I've heard of them and I know a lot about what they do	-	-	-	-	-	-	-	-	-	-	-	-	-	-	205	208	-	-	-	-
Net: Know some/ a lot about what the FSA do	-	-	-	-	-	-	-	-	-	-	-	-	-	-	60%	61%	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	43	40	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12%	12%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	247	248	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	72%	72%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	*	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.4b How much do you know about the Food Standards Agency, also known as the FSA?
Base: All adults aware of the Food Standards Agency - England/Wales/NI

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	357	388
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	387	411
I've heard the name, but nothing else	-	-	-	-	-	-	-	-	-	-	113	108
	-	-	-	-	-	-	-	-	-	-	29%	26%
I've heard of them and I know some information about what they do	-	-	-	-	-	-	-	-	-	-	227	235
	-	-	-	-	-	-	-	-	-	-	59%	57%
I've heard of them and I know a lot about what they do	-	-	-	-	-	-	-	-	-	-	44	66
	-	-	-	-	-	-	-	-	-	-	12%	16%
Net: Know some/ a lot about what the FSA do	-	-	-	-	-	-	-	-	-	-	271	301
	-	-	-	-	-	-	-	-	-	-	70%	73%
Don't know	-	-	-	-	-	-	-	-	-	-	2	1
	-	-	-	-	-	-	-	-	-	-	1%	*

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.4b How much do you know about the Food Standards Agency, also known as the FSA?
Base: All adults aware of the Food Standards Agency - England/Wales/NI

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	455	470
Weighted Base	259	265
I've heard the name, but nothing else	-	-	-	-	-	-	-	-	-	-	-	-	-	-	104	110
I've heard of them and I know some information about what they do	-	-	-	-	-	-	-	-	-	-	-	-	-	-	40%	42%
I've heard of them and I know a lot about what they do	-	-	-	-	-	-	-	-	-	-	-	-	-	-	120	128
Net: Know some/ a lot about what the FSA do	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46%	48%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33	25
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	9%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	152	153
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	59%	58%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	1
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 .. very small base (under 30) ineligible for sig testing



Q.4b How much do you know about the Food Standards Agency, also known as the FSA?

Base: All adults aware of the Food Standards Agency - England/Wales/NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1355	1387	-	-	-	-
Weighted Base	1299	1314
I've heard the name, but nothing else	-	-	-	-	-	-	-	-	-	-	-	-	-	-	429	429	-	-	-	-
I've heard of them and I know some information about what they do	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33%	33%	-	-	-	-
I've heard of them and I know a lot about what they do	-	-	-	-	-	-	-	-	-	-	-	-	-	-	704	706	-	-	-	-
Net: Know some/ a lot about what the FSA do	-	-	-	-	-	-	-	-	-	-	-	-	-	-	54%	54%	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	149	169	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	71%	73%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	853	875	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	66%	67%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17	10	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/ef/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 *small base; ** very small base (under 30) ineligible for sig testing



Q.4b How much do you know about the Food Standards Agency, also known as the FSA?

Base: All adults aware of the Food Standards Agency - England/Wales/NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
I've heard the name, but nothing else	-	-	-	-	-	-	-	-	-	-	-	-
I've heard of them and I know some information about what they do	-	-	-	-	-	-	-	-	-	-	-	-
I've heard of them and I know a lot about what they do	-	-	-	-	-	-	-	-	-	-	-	-
Net: Know some/ a lot about what the FSA do	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/ef/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 *small base; ** very small base (under 30) ineligible for sig testing



Q.4b How much do you know about the Food Standards Agency, also known as the FSA?

Base: All adults aware of the Food Standards Agency - England/Wales/NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	88	84	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	73*	76*	..*	..*	..*	..*
I've heard the name, but nothing else	-	-	-	-	-	-	-	-	-	-	-	-	-	-	37	26	-	-	-	-
I've heard of them and I know some information about what they do	-	-	-	-	-	-	-	-	-	-	-	-	-	-	50%	34%	-	-	-	-
I've heard of them and I know a lot about what they do	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30	38	-	-	-	-
Net: Know some/ a lot about what the FSA do	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41%	50%	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	12	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	16%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	37	50	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	50%	66%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/ef/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 *small base; ** very small base (under 30) ineligible for sig testing



Q.4b How much do you know about the Food Standards Agency, also known as the FSA?

Base: All adults aware of the Food Standards Agency - England/Wales/NI

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	83	96
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	81*	89*
I've heard the name, but nothing else	-	-	-	-	-	-	-	-	-	-	27	26
I've heard of them and I know some information about what they do	-	-	-	-	-	-	-	-	-	-	33%	29%
I've heard of them and I know a lot about what they do	-	-	-	-	-	-	-	-	-	-	46	52
Net: Know some/ a lot about what the FSA do	-	-	-	-	-	-	-	-	-	-	57%	58%
Don't know	-	-	-	-	-	-	-	-	-	-	8	11
	-	-	-	-	-	-	-	-	-	-	10%	12%
	-	-	-	-	-	-	-	-	-	-	54	63
	-	-	-	-	-	-	-	-	-	-	67%	71%
	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/ef/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 *small base; ** very small base (under 30) ineligible for sig testing



Q.4b How much do you know about the Food Standards Agency, also known as the FSA?
Base: All adults aware of the Food Standards Agency - England/Wales/NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1526	1567
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1453	1479
I've heard the name, but nothing else	-	-	-	-	-	-	-	-	-	-	-	-	-	-	493	481
I've heard of them and I know some information about what they do	-	-	-	-	-	-	-	-	-	-	-	-	-	-	34%	33%
I've heard of them and I know a lot about what they do	-	-	-	-	-	-	-	-	-	-	-	-	-	-	780	795
Net: Know some/ a lot about what the FSA do	-	-	-	-	-	-	-	-	-	-	-	-	-	-	54%	54%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	163	193
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	13%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	943	988
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	65%	67%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17	10
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.4c To the best of your knowledge, which of the following do you think best describes the FSA?
 Base: All adults aware of the Food Standards Agency - England/Wales/NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1526	1567
Weighted Base	1453	1479
A government department	-	-	-	-	-	-	-	-	-	-	-	-	-	-	730	712
An independent regulator	-	-	-	-	-	-	-	-	-	-	-	-	-	-	50%	48%
A charity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	477
Arm's length government body	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26%	32%
Private company	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13	7
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	*
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	142	129
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	9%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20	16
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	171	136
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12%	9%

Proportions/Means: All Columns Tested (5% risk level)
 ** very small base (under 30) ineligible for sig testing



Q.4c To the best of your knowledge, which of the following do you think best describes the FSA?
 Base: All adults aware of the Food Standards Agency - England/Wales/NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	763	762	-	-	-	-
Weighted Base	722	717
A government department	-	-	-	-	-	-	-	-	-	-	-	-	-	-	346	339	-	-	-	-
An independent regulator	-	-	-	-	-	-	-	-	-	-	-	-	-	-	48%	47%	-	-	-	-
A charity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	206	234	-	-	-	-
Arm's length government body	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29%	33%	-	-	-	-
Private company	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	3	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	*	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	90	73	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12%	10%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9	10	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	64	57	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	8%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.4c To the best of your knowledge, which of the following do you think best describes the FSA?
 Base: All adults aware of the Food Standards Agency - England/Wales/NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	763	805
Weighted Base	731	761
A government department	-	-	-	-	-	-	-	-	-	-	385	373
											53%	49%
An independent regulator	-	-	-	-	-	-	-	-	-	-	169	243
											23%	32%E
A charity	-	-	-	-	-	-	-	-	-	-	7	4
											1%	1%
Arm's length government body	-	-	-	-	-	-	-	-	-	-	51	55
											7%	7%
Private company	-	-	-	-	-	-	-	-	-	-	11	6
											2%	1%
Other	-	-	-	-	-	-	-	-	-	-	-	-
											-	-
Don't know	-	-	-	-	-	-	-	-	-	-	107	79
											15%F	10%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.4c To the best of your knowledge, which of the following do you think best describes the FSA?
 Base: All adults aware of the Food Standards Agency - England/Wales/NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	165	150	-	-	-	-
Weighted Base	180	173
A government department	-	-	-	-	-	-	-	-	-	-	-	-	-	-	83	97	-	-	-	-
An independent regulator	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46%	56%	-	-	-	-
A charity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	43	46	-	-	-	-
Arm's length government body	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24%	27%	-	-	-	-
Private company	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	2	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18	5	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	3%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	5	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29	17	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16%	10%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.4c To the best of your knowledge, which of the following do you think best describes the FSA?
 Base: All adults aware of the Food Standards Agency - England/Wales/NI

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	247	251
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	284	286
A government department	-	-	-	-	-	-	-	-	-	-	137	134
											48%	47%
An independent regulator	-	-	-	-	-	-	-	-	-	-	77	109
											27%	38%
A charity	-	-	-	-	-	-	-	-	-	-	4	-
											1%	-
Arm's length government body	-	-	-	-	-	-	-	-	-	-	22	19
											8%	7%
Private company	-	-	-	-	-	-	-	-	-	-	7	1
											2%	*
Other	-	-	-	-	-	-	-	-	-	-	-	-
											-	-
Don't know	-	-	-	-	-	-	-	-	-	-	38	23
											13%	8%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.4c To the best of your knowledge, which of the following do you think best describes the FSA?
 Base: All adults aware of the Food Standards Agency - England/Wales/NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	302	308	-	-	-	-
Weighted Base	343	343
A government department	-	-	-	-	-	-	-	-	-	-	-	-	-	-	167	156	-	-	-	-
An independent regulator	-	-	-	-	-	-	-	-	-	-	-	-	-	-	49%	46%	-	-	-	-
A charity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	108	133	-	-	-	-
Arm's length government body	-	-	-	-	-	-	-	-	-	-	-	-	-	-	31%	39%	-	-	-	-
Private company	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	35	27	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	8%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	2	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26	24	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	7%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.4c To the best of your knowledge, which of the following do you think best describes the FSA?
 Base: All adults aware of the Food Standards Agency - England/Wales/NI

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	357	388
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	387	411
A government department	-	-	-	-	-	-	-	-	-	-	211	190
											55%	46%
An independent regulator	-	-	-	-	-	-	-	-	-	-	99	134
											26%	33%
A charity	-	-	-	-	-	-	-	-	-	-	1	1
											1	1
Arm's length government body	-	-	-	-	-	-	-	-	-	-	45	50
											12%	12%
Private company	-	-	-	-	-	-	-	-	-	-	2	6
											1%	1%
Other	-	-	-	-	-	-	-	-	-	-	-	-
											-	-
Don't know	-	-	-	-	-	-	-	-	-	-	29	29
											7%	7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.4c To the best of your knowledge, which of the following do you think best describes the FSA?
 Base: All adults aware of the Food Standards Agency - England/Wales/NI

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	455	470
Weighted Base	259	265
A government department	-	-	-	-	-	-	-	-	-	-	-	-	-	-	132	134
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	51%	51%
An independent regulator	-	-	-	-	-	-	-	-	-	-	-	-	-	-	49	55
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19%	21%
A charity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	2
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
Arm's length government body	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21	27
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	10%
Private company	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	3
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	50	44
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19%	17%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.4c To the best of your knowledge, which of the following do you think best describes the FSA?
 Base: All adults aware of the Food Standards Agency - England/Wales/NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1355	1387	-	-	-	-
Weighted Base	1299	1314
A government department	-	-	-	-	-	-	-	-	-	-	-	-	-	-	655	618	-	-	-	-
An independent regulator	-	-	-	-	-	-	-	-	-	-	-	-	-	-	50%	47%	-	-	-	-
A charity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	335	426	-	-	-	-
Arm's length government body	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26%	32%	-	-	-	-
Private company	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13	6	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	*	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	129	119	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	9%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17	14	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	149	130	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	10%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4c To the best of your knowledge, which of the following do you think best describes the FSA?
 Base: All adults aware of the Food Standards Agency - England/Wales/NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base
A government department	-	-	-	-	-	-	-	-	-	-	-	-
An independent regulator	-	-	-	-	-	-	-	-	-	-	-	-
A charity	-	-	-	-	-	-	-	-	-	-	-	-
Arm's length government body	-	-	-	-	-	-	-	-	-	-	-	-
Private company	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4c To the best of your knowledge, which of the following do you think best describes the FSA?
 Base: All adults aware of the Food Standards Agency - England/Wales/NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	88	84	-	-	-	-
Weighted Base	73*	76*
A government department	-	-	-	-	-	-	-	-	-	-	-	-	-	-	32	45	-	-	-	-
An independent regulator	-	-	-	-	-	-	-	-	-	-	-	-	-	-	44%	59%	-	-	-	-
A charity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18	18	-	-	-	-
Arm's length government body	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25%	24%	-	-	-	-
Private company	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	7%	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	9%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	1	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18	4	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25%	6%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4c To the best of your knowledge, which of the following do you think best describes the FSA?
 Base: All adults aware of the Food Standards Agency - England/Wales/NI

	NI											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	83	96
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	81*	89*
A government department	-	-	-	-	-	-	-	-	-	-	43	49
An independent regulator	-	-	-	-	-	-	-	-	-	-	53%	55%
A charity	-	-	-	-	-	-	-	-	-	-	22	33
Arm's length government body	-	-	-	-	-	-	-	-	-	-	28%	37%
Private company	-	-	-	-	-	-	-	-	-	-	-	1
Other	-	-	-	-	-	-	-	-	-	-	-	1%
Don't know	-	-	-	-	-	-	-	-	-	-	9	3
	-	-	-	-	-	-	-	-	-	-	11%	3%
	-	-	-	-	-	-	-	-	-	-	3	1
	-	-	-	-	-	-	-	-	-	-	4%	1%
	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	4	2
	-	-	-	-	-	-	-	-	-	-	5%	3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4c To the best of your knowledge, which of the following do you think best describes the FSA?
 Base: All adults aware of the Food Standards Agency - England/Wales/NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1526	1567
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1453	1479
A government department	-	-	-	-	-	-	-	-	-	-	-	-	-	-	730	712
An independent regulator	-	-	-	-	-	-	-	-	-	-	-	-	-	-	50%	48%
A charity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	477
Arm's length government body	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26%	32%
Private company	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13	7
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	*
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	142	129
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	9%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20	16
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	171	136
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12%	9%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564	1478	1528	1526	1567
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421	1405	1408	1453	1479
Ensuring the food you buy is safe to eat	759 52%	747 49%	741 50%	737 50%	734 52%	792 53%	858 57%abcde f	849 59%abcde f	845 59%abcde f	880 60%abcde f	836 62%abcde fg	907 64%abcde fghij	847 60%abcde f	875 62%abcde fg	922 63%abcde fghij	961 65%abcdefghijm
Date labels, such as "best before" and "use by" labels	258 18%cd	268 18%cd	214 14%	212 14%	322 23%abcd k	289 19%cd	307 21%cd	289 20%cd	365 26%abcd ghk	353 24%abcd ghk	259 19%cd	369 26%abcd ghk	328 23%abcd hk	346 25%abcd ghk	347 24%abcd ghk	320 22%abcd
Promoting and enabling healthy eating and healthy lifestyles	218 15%bcd fgh	184 12%cd	166 11%	142 10%	202 14%cd fgh	161 11%	174 12%	168 12%	228 16%bcd ghk	190 13%cd	175 13%cd	214 15%bcd fgh	176 13%cd	193 14%cd fgh	214 15%bcd fgh	208 14%cd
Nutrition labelling information, such as traffic light labelling	212 15%cd	187 12%	156 11%	162 11%	286 20%abcd	245 16%bcd	284 19%abcd	267 18%abcd	303 21%abcd	321 22%abcd hk	248 18%abcd	376 26%abcde fghijk mn op	265 19%abcd	316 22%abcd ghkm	301 21%abcd	316 21%abcd k
Promoting food safety in the home	168 12%cd	168 11%cd	123 8%	134 9%	158 11%cd	172 11%cd	156 10%	154 11%cd	231 16%abcde fghijk mn	186 13%cd	156 12%cd	179 13%cd	182 13%cd	182 13%cd	205 14%abcde fghk	221 15%abcde fghk
Country of origin labels, which identify where food comes from	163 11%cd	157 10%	141 10%	130 9%	190 13%bcd	253 17%abcde	226 15%abcd	207 14%abcd	278 20%abcde ghkmp	274 19%abcde ghk	203 15%abcd	310 22%abcde fghijk mno p	231 16%abcde	254 18%abcde ghk	255 18%abcde h	230 16%abcd
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	149 10%def	126 8%cd	86 6%	99 7%	112 8%cd	116 8%	123 8%cd	124 9%cd	181 13%abcde fgh	159 11%bcdef g	150 11%bcdef gh	198 14%abcde fghijk	156 11%bcdef gh	179 13%abcde fgh	185 13%abcde fgh	187 13%bcdefgh
Quality / standard of the food	90 6%ceij klmnop	73 5%klno p	56 4%kp	90 6%ceik lmnop	54 4%knp	83 6%cekl mnop	82 6%cekl mnop	69 5%klno p	56 4%knp	66 4%klno p	30 2%	42 3%	51 4%k	35 2%	44 3%	35 2%
Hygiene	45 3%	62 4%hk	62 4%hkl	59 4%hk	46 3%h	52 3%h	50 3%h	29 2%	52 4%hk	57 4%hk	31 2%	40 3%	45 3%	51 4%hk	78 5%acefgh ijklm	56 4%hk

Proportions/Mean: All Columns Tested (5% risk level)

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564	1478	1528	1526	1567
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421	1405	1408	1453	1479
Manufacturing/ production/packaging of food	34 2%ghj mop	35 2%ghj mop	28 2%lop	29 2%lop	32 2%gjmop	26 2%lo	19 1%	19 1%	23 2%o	18 1%	22 2%o	12 1%	16 1%	26 2%lop	9 1%	14 1%
Ensuring/inspecting hygiene/cleanliness in food establishments	29 2%	36 2%	55 4%abefgi jkno	44 3%lfo	33 2%	27 2%	31 2%	38 3%	28 2%	30 2%	30 2%	23 2%	38 3%	26 2%	23 2%	37 3%
Animal welfare	29 2%	31 2%	33 2%	34 2%k	35 2%ikn	25 2%	25 2%	26 2%	20 1%	34 2%k	17 1%	28 2%	23 2%	19 1%	25 2%	27 2%
The way food is stored/ transported (correct temperatures etc.)	16 1%k	8 1%	18 1%bfn	17 1%kn	20 1%bflkmn op	8 1%	15 1%k	13 1%k	12 1%	11 1%	4 *	9 1%	8 1%	6 *	9 1%	8 1%
Maintaining Standards / Regulations	11 1%	26 2%agh	25 2%agh	33 2%aghjm	19 1%h	27 2%aghtm	11 1%	8 1%	24 2%agh	16 1%	19 1%h	15 1%	13 1%	19 1%h	34 2%aaghj mn	52 4%abcdeghijklmn
Everything / All food issues	10 1%no	16 1%kno	10 1%no	13 1%no	14 1%kno	15 1%kno	14 1%no	14 1%kno	10 1%no	12 1%no	5 *	16 1%knop	10 1%no	2 *	2 *	7 *
What goes into our food (additives/chemicals etc.)	9 1%	22 1%aiop	32 2%aekno p	28 2%aikop	16 1%	31 2%aekno p	24 2%aiop	19 1%p	10 1%	21 1%ap	12 1%	22 2%aiop	17 1%	15 1%	9 1%	8 1%
How food is grown / Farmed	9 1%gjm	6 *	8 1%	4 *	6 *	4 *	2 *	8 1%gjm	9 1%gjm	2 *	4 *	5 *	1 *	2 *	5 *	3 *
Complaints Procedures	9 1%ghj klmnop	4 *	3 *	4 j	3 *	2 *	2 *	2 *	3 *	1 *	1 *	1 *	2 *	1 *	1 *	2 *
Fat/salt content in food	8 1%	5 *	5 *	6 *	7 1%	5 *	5 *	4 *	3 *	3 *	3 *	4 *	2 *	5 *	4 *	4 *
Food imports / Exports	7 %k	7 *	4 *	4 *	3 *	7 %k	6 *	5 *	5 *	3 *	1 *	2 *	1 *	1 *	5 *	2 *
Health	4 *	4 *	4 *	6 *	3 *	5 *	3 *	1 *	2 *	1 *	1 *	3 *	3 *	4 *	3 *	1 *

Proportions/Mean: All Columns Tested (5% risk level)

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564	1478	1528	1526	1567
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1394	1421	1405	1408	1453	1479
Weight & Measures	4	7	-	5	5	4	5	5	1	1	3	1	4	2	1	2
	*	*cijj	-	*c	*c	*	*c	*c	*	*	*	*	*c	*	*	*
Health & Hygiene	3	2	2	4	2	-	4	4	2	2	2	-	1	3	3	4
Certificates	*	*	*	*	*	-	*	*fi	*	*	*	*	*	*	*	*fi
Price	3	7	11	7	11	3	7	4	7	6	4	7	5	5	1	-
	*	*p	1%op	*p	1%afop	*	*p	*p	1%op	*p	*p	*p	*p	*p	*	*
Advertising	3	2	-	7	1	3	3	2	1	1	2	-	3	-	2	2
	*	*	-	*cejln	*	*	*	*	*	*	*	*	*	*	*	*
Effect on the Environment	3	3	-	1	-	1	1	1	2	-	-	-	-	1	-	-
	*	*	-	*	*	*	*	*	*	*	*	*	*	*	*	*
Sales of food in shops/restaurants	-	11	17	17	7	10	8	5	13	8	6	13	9	10	11	19
	-	1%a	1%ahk	1%ahk	*a	1%a	1%a	*a	1%a	1%a	*a	1%a	1%a	1%a	1%a	1%aaghjk
Health and Safety standards	-	6	7	1	6	3	4	2	4	2	3	2	-	2	6	3
	-	*am	*am	*	*am	*	*	*a	*	*	*	*	*	*	*am	*
Infections/diseases in/contaminated foods	-	2	10	4	6	7	4	2	3	3	5	3	2	2	4	2
	-	*	1%abhmp	*	*a	*a	*a	*	*	*	*a	*	*	*	*	*
Control where food comes from/food origin	-	4	6	10	6	17	13	4	5	13	3	1	7	3	5	7
	-	*	*a	1%al	*al	1%abcehi kino	1%abhkin	*a	*a	1%abhkin	*	*	*al	*	*a	1%al
Food labelling	-	2	11	4	5	13	5	9	5	6	3	8	10	2	3	5
	-	*	1%abno	*	*a	1%abkno	*a	1%abn	*a	*a	*	1%abn	1%abno	*	*	*a
Freshness of food	-	3	5	5	5	1	6	1	1	3	2	3	1	3	2	1
	-	*	*a	*a	*a	*	*alm	*	*	*	*	*	*	*	*	*
To ensure food products are/contain what they claim	-	-	6	2	5	27	5	10	12	14	12	15	9	12	11	13
	-	-	*ab	*	*ab	2%abcdeg hikmnop	*ab	1%abd	1%abd	1%abdg	1%abd	1%abcdeg	1%abd	1%abd	1%abd	1%abd
Food preparation	-	-	5	14	9	5	7	11	12	16	4	13	2	3	6	7
	-	-	*ab	1%abkmm	1%abm	*ab	*ab	1%abm	1%abkmm	1%abckm	*b	1%abckm	*	*	*ab	*ab

Proportions/Mean: All Columns Tested (5% risk level)

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564	1478	1528	1526	1567
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421	1405	1408	1453	1479
Sugar content of food	-	-	-	6 *abcd	1 *	3 *	3 *	4 *bc	2 *	4 *	3 *	1 *	2 *	3 *	1 *	3 *
Cleanliness (no further detail)	-	-	-	4 *abc	11 1%abcd	3 *	7 *abc	6 *abc	6 *abc	9 1%abc	5 *abc	7 *abc	1%abc	6 *abc	8 1%abc	7 *abc
Training/educating people (in hygiene)	-	-	-	9 1%aboghi jkmnop o	6 *abogim	2 *	-	1 *	-	1 *	1 *	3 *	-	1 *	-	2 *
Public health/consumer advice/information (when food scares/recalls)	-	-	-	6 *abogij lm	4 *abogij m	2 *	-	2 *	-	-	1 *	-	-	3 *	6 *abogij lm	3 *
Food handling	-	-	-	-	-	-	-	-	1 *	2 *	1 *	-	-	1 *	-	-
(Food) Safety (no further detail)	-	-	-	-	-	1 *	10 1%abcdef k	5 *abcde	6 *abcde	3 *	1 *	7 *abcdef	8 1%abcdef k	3 *	9 1%abcdef k	5 *abcde
GM foods	-	-	-	-	-	2 *	1 *	1 *	2 *	3 *	2 *	2 *	1 *	-	1 *	-
Horse meat \ fraud \ ensuring meat is what it claims to be	-	-	-	-	-	14 1%abcdeh iklmnop o	6 *abcdeh o	4 *bcd	4 *abcdeh o	5 *abcdeh o	2 *	1 *	-	3 *	-	3 *
Processing of food	-	-	-	-	-	-	-	-	4 *bfg	3 *	-	2 *	3 *	2 *	5 *abcdeh ghk	1 *
Ratings	-	-	-	-	-	-	-	-	1 *	-	3 *	-	5 *abcdeh ghjlo	4 *bdjgij	-	3 *
Other	21 1%	37 2%iklm nop	32 2%ikmp	29 2%imnp	25 2%np	25 2%np	22 2%	28 2%imnp	13 1%	24 2%np	15 1%	18 1%	14 1%	11 1%	18 1%	12 1%

Proportions/Mean: All Columns Tested (5% risk level)



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564	1478	1528	1526	1567
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421	1405	1408	1453	1479
Don't know	328	363	332	333	309	312	282	262	209	251	265	220	215	246	216	224
	23%ghi jimnop	24%lgh ijklmn op	22%ghij mnop	22%ghij mnop	22%ghij mnop	21%ijlmn op	19%ilmop	18%iop	15%	17%	20%ilmop	15%	15%	17%j	15%	15%
Average number of mentions	2.03cd	1.97cd	1.81	1.83	2.19abcd	2.08cd	2.09bcd	2.05cd	2.30abcd	2.26abcd	2.10bcd	2.39abcd	2.11bcd	2.27abcd	2.25abcd	2.24abcdfghk
Standard deviation	1.51	1.45	1.27	1.28	1.51	1.50	1.52	1.47	1.71	1.66	1.54	1.71	1.51	1.60	1.61	1.62
Standard error	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.05	0.04	0.05	0.05	0.04	0.05	0.04	0.04

Proportions/Mean: All Columns Tested (5% risk level)

Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	700	715	726	751	668	791	792	690	753	821	682	757	708	772	763	762	806	841	774	808
Weighted Base	705	734	718	712	682	720	718	694	695	707	651	689	691	700	722	717	743	776	762	777
Ensuring the food you buy is safe to eat	379 54%	366 50%	348 48%	359 50%	362 53%	383 53%	413 58%abcd	402 58%bcd	424 61%abcd	428 60%abcd	409 63%abcd	454 66%abcd	421 61%abcd	450 64%abcd	444 62%abcd	455 63%abc	380 51%	381 49%	393 52%	378 49%
Date labels, such as "best before" and "use by" labels	117 17% ^d	115 16%	99 14%	87 12%	153 22%abcd	142 20%cd	127 18%cd	136 20%cd	182 26%abcd	175 25%abcd	119 18%cd	180 26%abcd	155 23%abcd	157 22%abcd	159 22%abcd	144 20%bcd	142 19% ^s	153 20% ^s	115 15%	125 16%
Promoting and enabling healthy eating and healthy lifestyles	105 15% ^{bdf}	82 11%	92 13%	71 10%	96 14% ^d	77 11%	86 12%	83 12%	120 17% ^{bcd}	97 14% ^d	79 12%	110 16% ^{bdfg}	85 12%	101 14% ^{df}	95 13%	96 13%	113 15% ^{stv}	102 13% st	74 10%	71 9%
Nutrition labelling information, such as traffic light labelling	96 14% ^c	85 12%	72 10%	79 11%	135 20%abcd	109 15% ^{cd}	128 18%abcd	127 18%abcd	150 22%abcd	157 22%abcd	125 19%abcd	186 27%abcd	130 19%abcd	162 23%abcd	136 19%abcd	137 19% ^{abc}	116 16% st	102 13%	84 11%	83 11%
Promoting food safety in the home	81 12% ^c	84 12% ^c	49 7%	62 9%	77 11% ^c	78 11% ^c	64 9%	88 13% ^{cdg}	124 18%abcd	94 13% ^{cdg}	82 13% ^{cdg}	91 13% ^{cdg}	82 12% ^c	95 14% ^{cdg}	100 14% ^{cdg}	101 14% ^{cdg}	87 12%	84 11%	74 10%	73 9%
Country of origin labels, which identify where food comes from	74 11% ^d	70 9%	60 8%	49 7%	82 12% ^{cd}	119 17%abcd	101 14%abcd	101 14%abcd	139 20%abcd	143 20%abcd	101 15%abcd	155 22%abcd	124 18%abcd	122 17%abcd	113 16%abcd	102 14% ^{abc}	89 12%	87 11%	81 11%	81 10%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	68 10% ^c	59 8% ^c	37 5%	47 7%	47 7%	53 7%	53 7%	63 9% ^c	94 13%abcd	78 11% ^{cd}	66 10% ^{cd}	100 15%abcd	76 11% ^{cd}	88 13% ^{bcd}	89 12% ^{bcd}	75 10% ^{cd}	81 11% ^{stv}	66 9%	49 6%	52 7%
Quality / standard of the food	40 6% ^{kn}	42 6% ^{kn}	28 4%	49 7% ^{cekn}	24 4%	48 7% ^{cekn}	41 6% ^{kn}	39 6% ^{kn}	32 5% ^{kn}	39 6% ^{kn}	15 2%	23 3%	32 5% ^{kn}	17 2%	27 4%	26 4%	50 7% ^{rsux}	31 4% ^{AF}	28 4% ^F	41 5% ^{ABCDE}

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	778	843	810	832	770	849	763	807	770	756	763	805
Weighted Base	731	787	776	752	728	769	703	732	714	708	731	761
Ensuring the food you buy is safe to eat	372 51%	410 52%	445 57%qrst uv	447 59%qrst uv	422 58%qrst uv	452 59%qrst uv	426 61%qrst uv	453 62%qrst uv	426 60%qrst uv	425 60%qrst uv	477 65%qrst uvwxyzC D	506 66%qrstuvwxyzaCD
Date labels, such as "best before" and "use by" labels	169 23%stv	147 19%	180 23%stv	153 20%st	183 25%qrst vxA	178 23%stv	140 20%st	188 26%qrst vxA	172 24%qrst v	189 27%qrst vxA	188 26%qrst vxA	176 23%stv
Promoting and enabling healthy eating and healthy lifestyles	106 14%stv	84 11%	87 11%	85 11%	108 15%stvw x	93 12%	97 14%st	104 14%stv	92 13%t	92 13%t	119 16%stvw xz	112 15%stvw
Nutrition labelling information, such as traffic light labelling	151 21%qrst	136 17%rst	156 20%qrst	140 19%rst	154 21%qrst	164 21%qrst v	123 18%rst	190 26%qrst uvwxyzA C	135 19%rst	154 22%qrst vA	165 23%qrst vA	179 24%qrstvxA C
Promoting food safety in the home	80 11%	94 12%x	92 12%x	65 9%	107 15%rstu xA	91 12%x	74 11%	88 12%x	100 14%stx	87 12%x	105 14%rstx A	120 16%qrstuvwxyzaB
Country of origin labels, which identify where food comes from	108 15%rst	134 17%qrst	125 16%qrst	106 14%st	138 19%qrst uxAC	131 17%qrst	102 15%st	155 21%qrst uvwxyzAC F	107 15%rst	132 19%qrst uxA	141 19%qrst uxAC	127 17%qrst
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	65 9%	63 8%	70 9%	61 8%	87 12%rstv x	81 10%st	84 12%rstv x	98 13%rstu wx	80 11%stvx	91 13%rstu vwx	96 13%rstu vwx	112 15%qrstvwxyz
Quality / standard of the food	30 4%AF	35 4%ABDEF	41 5%ABCDE F	30 4%AF	24 3%F	26 3%F	15 2%	19 3%F	19 3%F	18 3%	17 2%	9 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	MALE																FEMALE			
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Unweighted Base	700	715	726	751	668	791	792	690	753	821	682	757	708	772	763	762	806	841	774	808
Weighted Base	705	734	718	712	682	720	718	694	695	707	651	689	691	700	722	717	743	776	762	777
Hygiene	19 3%	36 5%ahkl	28 4%hk	27 4%hk	21 3%	22 3%	26 4%hk	11 2%	25 4%hk	32 5%ahkl	10 2%	18 3%	26 4%hk	24 3%hk	39 5%aethk lp	22 3%	26 3%	26 3%	34 4%x	32 4%
Manufacturing/ production/packaging of food	13 2%	20 3%glimo	17 2%l	10 1%	16 2%l	11 1%	9 1%	9 1%	12 2%	11 2%	10 1%	6 1%	8 1%	12 2%	8 1%	10 1%	21 3%sewxz BCEF	15 2%EF	10 1%E	19 2%zBEF
Animal welfare	11 2%	15 2%	13 2%	17 2%i	21 3%in	13 2%	16 2%	10 2%	6 1%	16 2%l	10 1%	11 2%	14 2%	10 1%	11 2%	15 2%	17 2%	16 2%	20 3%wA	18 2%
Ensuring/inspecting hygiene/cleanliness in food establishments	11 2%	14 2%	28 4%abfjg jkno	18 3%	17 2%	14 2%	12 2%	24 3%agklo	13 2%	14 2%	10 2%	12 2%	17 3%	12 2%	9 1%	16 2%	18 2%	22 3%	27 4%vxBE	26 3%vB
Maintaining Standards / Regulations	6 1%	13 2%	15 2%hm	13 2%	14 2%h	16 2%hm	7 1%	5 1%	15 2%hm	8 1%	8 1%	9 1%	5 1%	11 2%	17 2%ahm	34 5%abcd elghj klmno	4 1%	13 2%qwx	10 1%	20 3%quwxyzB CD
Fat/salt content in food	5 1%	3 *	3 *	4 1%	6 1%	3 *	4 *	4 1%	1 *	1 *	2 *	1 *	1 *	2 *	2 *	1 *	3 *	2 *	2 *	2 *
Food imports / Exports	5 1%kn	6 1%kn	2 *	2 *	1 *	4 1%n	2 *	3 *	4 1%	1 *	- *	1 *	1 *	- *	2 *	2 *	2 *	1 *	2 *	2 *
Everything / All food issues	5 1%o	9 1%no	6 1%o	4 1%	9 1%no	13 2%djno	7 1%o	6 1%o	7 1%o	2 *	4 1%o	7 1%jo	6 1%o	2 *	- *	4 1%o	5 1%	7 1%AD	5 1%	9 1%ADEF
The way food is stored/ transported (correct temperatures etc.)	4 1%	4 *	11 2%knp	7 1%k	7 1%k	4 1%	11 2%knp	4 1%	6 1%k	9 1%k	- *	4 1%	3 *	3 *	5 1%k	2 *	12 2%rvzD	4 1%	7 1%	10 1%z
How food is grown / Farmed	4 1%n	4 1%	4 1%	2 *	3 *	2 *	1 *	3 *	5 1%n	1 *	- *	4 1%	1 *	- *	2 *	3 *	5 1%CF	2 *	4 1%	2 *

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



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

	FEMALE											
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Weighted Base	731	787	776	752	728	769	703	732	714	708	731	761
Hygiene	24 3%	30 4%	23 3%	18 2%	27 4%	25 3%	21 3%	22 3%	20 3%	28 4%	39 5%wxABC	34 5%x
Manufacturing/ production/packaging of food	15 2%BEF	15 2%EF	10 1%E	10 1%E	11 1%E	7 1%	13 2%EF	6 1%	9 1%E	14 2%EF	2 *	4 1%
Animal welfare	14 2%	12 2%	9 1%	16 2%	14 2%	18 2%	8 1%	17 2%	9 1%	9 1%	13 2%	12 2%
Ensuring/inspecting hygiene/cleanliness in food establishments	16 2%	13 2%	19 3%	14 2%	15 2%	16 2%	20 3%	12 2%	20 3%	13 2%	14 2%	21 3%
Maintaining Standards / Regulations	5 1%	11 1%	4 *	3 *	8 1%	8 1%	11 2%wx	6 1%	7 1%	8 1%	18 2%quwz B	18 2%quwzB
Fat/salt content in food	2 *	1 *	1 *	- *	2 *	2 *	2 *	3 *	1 *	3 *	2 *	3 *
Food imports / Exports	2 *	3 *	4 1%	2 *	1 *	3 *	1 *	1 *	- *	1 *	3 *	- *
Everything / All food issues	6 1%D	3 *	7 1%AD	8 1%ADE	3 *	10 1%vADEF	1 *	9 1%ADEF	4 1%	2 *	2 *	2 *
The way food is stored/ transported (correct temperatures etc.)	13 2%vwwzA DE	4 1%	5 1%	8 1%z	6 1%	2 *	4 1%	5 1%	5 1%	3 *	4 1%	6 1%
How food is grown / Farmed	3 *	2 *	1 *	5 1%CF	4 1%CF	1 *	3 *	1 *	- *	2 *	3 *	- *

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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Unweighted Base	700	715	726	751	688	791	792	690	753	821	682	757	708	772	763	762	806	841	774	808
Weighted Base	705	734	718	712	682	720	718	694	695	707	651	689	691	700	722	717	743	776	762	777
Effect on the Environment	3	-	-	1	-	1	-	-	-	-	-	-	-	1	-	-	-	3	-	-
Complaints Procedures	2	2	1	1	-	2	1	-	-	1	-	-	1	-	-	-	6	2	2	3
Health & Hygiene Certificates	2	2	1	2	2	-	1	3	2	-	2	-	-	3	3	2	2	-	1	1
Price	1	5	5	3	6	3	5	-	5	2	2	3	3	1	1	-	2	2	5	5
Advertising	1	1	-	5	-	1	2	-	-	2	-	3	-	-	1	2	2	1	-	2
Health	1	3	3	2	3	3	3	-	1	1	-	-	2	3	1	-	3	1	1	4
What goes into our food (additives/chemicals etc.)	1	11	13	12	4	16	14	10	6	10	4	8	4	7	3	6	8	11	19	15
Weight & Measures	-	1	-	1	3	3	2	2	-	1	-	1	1	1	1	1	4	6	-	3
Sales of food in shops/restaurants	-	6	8	8	4	7	4	2	3	7	2	8	3	5	9	10	-	6	8	9
Health and Safety standards	-	2	4	1	4	3	4	2	1	2	1	1	-	2	5	2	-	5	3	-
Infections/diseases in/contaminated foods	-	1	5	1	5	2	1	2	2	-	2	2	1	-	2	1	-	1	5	3

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F

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Unweighted Base	778	843	810	832	770	849	763	807	770	756	763	805
Weighted Base	731	787	776	752	728	769	703	732	714	708	731	761
Effect on the Environment	-	-	1	1	2	-	-	-	-	-	-	-
Complaints Procedures	3	-	-	2	3	-	1	-	1	1	-	2
Health & Hygiene Certificates	-	-	3	1	-	2	-	-	1	-	-	2
Price	5	-	1	4	3	4	2	4	2	4	-	-
Advertising	1%vEF	*	*	1%EF	*	1%	*	1%EF	*	1%F	-	-
Health	1	2	1	2	1	-	-	-	-	-	1	-
What goes into our food (additives/chemicals etc.)	-	2	-	1	1	-	-	3	1	1	1	1
Weight & Measures	12	15	10	9	4	11	8	14	13	8	6	2
Sales of food in shops/restaurants	2%yF	2%yF	1%F	1%F	*	1%F	1%F	2%yF	2%yF	1%	1%	*
Health and Safety standards	2	-	-	-	3	-	2	1	-	-	1	1
Infections/diseases in/contaminated foods	1	5	4	-	1	3	3	1	2	1	2	1
	*	1%qx	*	-	*	*	*	*	*	*	*	*

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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	MALE																FEMALE			
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Weighted Base	705	734	718	712	682	720	718	694	695	707	651	689	691	700	722	717	743	776	762	777
Control where food comes from/food origin	-	-	3	4	2	10	7	3	4	7	2	-	3	2	3	7	-	4	2	5
Food labelling	-	-	*	1%abl	*	1%abkin	1%abl	*	1%	1%abl	*	-	*	-	*	1%abl	-	*	*	1%q
Freshness of food	-	2	3	3	1	6	1	5	4	3	1	2	5	-	3	2	-	-	8	1
To ensure food products are/contain what they claim	-	1	2	1	3	1	2	-	-	2	-	-	-	-	1	-	-	-	2	4
Food preparation	-	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	-	-	*	1%qv
Sugar content of food	-	-	-	4	2	4	3	9	8	7	1	8	2	1	4	3	-	-	1	8
Cleanliness (no further detail)	-	-	1%ab	1%ab	*	1%	*	1%abekm	1%abekm	1%abkn	*	1%abkmn	*	*	1%b	*	-	-	*	1%qr
Training/educating people (in hygiene)	-	-	-	4	1	2	3	3	1	2	-	-	-	-	-	1	-	-	-	2
Public health/consumer advice/information (when food scares/recalls)	-	-	-	1%	*	*	*	*	*	*	*	*	*	*	*	*	-	-	-	*
Food handling	-	-	-	1	6	-	5	4	1	7	2	2	3	2	3	2	-	-	-	3
	-	-	-	6	2	1	-	1	-	1	-	1	-	-	-	-	-	-	-	3
	-	-	-	1%abcgljkmnop	*	*	*	*	*	*	*	*	*	*	*	*	-	-	-	*
	-	-	-	4	3	-	-	-	-	1	-	-	-	1	2	2	-	-	-	1
	-	-	-	1%abcdfghijm	*	-	-	-	-	*	-	-	-	*	*	*	-	-	-	*

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Unweighted Base	778	843	810	832	770	849	763	807	770	756	763	805
Weighted Base	731	787	776	752	728	769	703	732	714	708	731	761
Control where food comes from/food origin	3	7	6	1	1	7	2	1	4	1	2	1
Food labelling	3	7	4	5	1	3	2	6	6	2	-	3
Freshness of food	2	-	4	1	1	2	2	3	1	3	1	1
To ensure food products are/contain what they claim	2	15	2	6	6	10	9	8	5	6	4	8
Food preparation	8	1	5	2	4	9	3	5	-	2	2	4
Sugar content of food	-	1	-	1	1	2	3	1	2	2	1	3
Cleanliness (no further detail)	5	3	2	2	5	2	3	5	5	3	6	4
Training/educating people (in hygiene)	4	1	-	-	-	1	1	2	-	1	-	2
Public health/consumer advice/information (when food scares/recalls)	1	2	-	2	-	-	-	-	-	1	4	1
Food handling	-	-	-	-	1	2	1	-	-	1	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



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Weighted Base	705	734	718	712	682	720	718	694	695	707	651	689	691	700	722	717	743	776	762	777
(Food) Safety (no further detail)	-	-	-	-	-	-	4	2	3	1	1	5	3	2	1	1	-	-	-	-
	-	-	-	-	-	-	1%	*	*	*	*	1%abcde	*	*	*	*	-	-	-	-
GM foods	-	-	-	-	-	1	-	1	2	1	-	-	-	-	-	*	-	-	-	-
	-	-	-	-	-	*	-	*	*	*	-	-	-	-	-	*	-	-	-	-
Horse meat \ fraud \ ensuring meat is what it claims to be	-	-	-	-	-	9	3	1	1	3	1	1	-	1	-	2	-	-	-	-
	-	-	-	-	-	1%abcde	*	*	*	*	*	*	-	*	-	*	-	-	-	-
	-	-	-	-	-	hikimno											-	-	-	-
Processing of food	-	-	-	-	-	-	-	-	4	1	-	2	-	2	3	-	-	-	-	-
	-	-	-	-	-	-	-	-	1%	*	*	*	*	*	*	*	-	-	-	-
Ratings	-	-	-	-	-	-	-	-	1	-	2	-	4	2	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	*	*	*	-	1%	*	-	-	-	-	-	-
Other	11	15	17	15	11	20	12	15	8	11	8	11	8	7	11	6	9	21	15	15
	2%	2%	2%p	2%	2%	3%imnp	2%	2%p	7%	2%	7%	2%	7%	1%	1%	1%	1%	3%qvyw	2%vyDF	2%vD
Don't know	154	170	161	153	137	124	128	132	84	110	124	93	102	112	104	105	175	193	170	180
	22%ij	23%fgi	22%fgj	21%ijlm	20%ijlm	17%kl	18%kil	19%ilmo	12%	16%	19%ilmo	14%	15%	16%kl	14%	15%	23%xyz	25%wxy	22%yBC	23%yzBCEF
	lmnop	ijmnp	lmnop	nop	op			p		p							BCDEF	ABCDEF	EF	
Average number of mentions	1.93c	1.91	1.76	1.77	2.13abc	2.04cd	2.01cd	2.11bcd	2.32abc	2.31abc	2.06cd	2.41abc	2.10bcd	2.24abc	2.14abc	2.13ab	2.12st	2.02	1.86	1.90
					d				dfghkmp	dfghkm	op	defghkm		dfg	d	cd				
Standard deviation	1.43	1.39	1.22	1.23	1.42	1.48	1.44	1.52	1.75	1.67	1.49	1.72	1.51	1.66	1.58	1.50	1.57	1.50	1.32	1.33
Standard error	0.06	0.06	0.05	0.05	0.06	0.06	0.06	0.06	0.07	0.06	0.06	0.07	0.06	0.07	0.06	0.06	0.06	0.06	0.05	0.05

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	778	843	810	832	770	849	763	807	770	756	763	805
Weighted Base	731	787	776	752	728	769	703	732	714	708	731	761
(Food) Safety (no further detail)	-	1	6 1%qrstu A	3	3	3	-	2	5 1%qrstu A	1	8 1%qrstu vAD	4
GM foods	-	1	1	-	-	2	2	2	1	-	1	-
Horse meat \ fraud \ ensuring meat is what it claims to be	-	5 1%qrstu BCE	3	3	4 1%r	2	1	-	-	1	-	1
Processing of food	-	-	-	-	-	2	-	-	3	-	2	1
Ratings	-	-	-	-	-	-	1	-	1	2	-	3
Other	14 2%vDF	5 1%	10 1%	12 2%	6 1%	13 2%	7 1%	7 1%	6 1%	4 1%	7 1%	6 1%
Don't know	172 24%xyzB CDEF	188 24%xyzB CDEF	154 20%EF	130 17%	125 17%	140 18%	140 20%CEF	126 17%	113 16%	134 19%	112 15%	119 16%
Average number of mentions	2.24rst x	2.13st	2.17stx	1.99	2.28rst x	2.21rst x	2.14st	2.38qrs twxAC	2.12st	2.31rst x	2.36qrs twxAC	2.34qrstvxAAC
Standard deviation	1.59	1.51	1.60	1.43	1.66	1.65	1.59	1.70	1.52	1.71	1.63	1.72
Standard error	0.07	0.06	0.06	0.05	0.07	0.06	0.06	0.07	0.06	0.07	0.06	0.07

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	191	192	203	200	190	206	168	199	186	196	200	186	165	161	165	150	222	255	232	263
Weighted Base	194	211	201	208	196	211	190	201	183	199	183	165	164	194	180	173	238	247	240	274
Ensuring the food you buy is safe to eat	94 48%	98 46%	101 50%	91 44%	93 47%	94 45%	103 54%	113 56%df	90 49%	108 54%	92 50%	98 60%abde i	97 59%bdef	107 55% d	109 60%labde fi	106 61%stv	132 55%	127 51%	111 46%	129 47%
Date labels, such as "best before" and "use by" labels	41 21%sch	44 21%sch	23 12%	28 13%	32 16%	32 15%	37 19%	26 13%	44 24%cdhf	44 22%cdh	30 16%	36 22%cdh	34 21% c	39 20% c	35 20% c	33 19%	47 20%	58 23% t	39 16%	37 13%
Promoting and enabling healthy eating and healthy lifestyles	33 17% ode fh	32 15% cdfh	15 7%	14 7%	18 9%	14 7%	24 13%	16 8%	29 16% cdfh	26 13% df	21 11%	19 12%	17 11%	22 11%	23 13%	27 16%	35 15%	29 12%	31 13%	29 11%
Nutrition labelling information, such as traffic light labelling	28 14% c	23 11%	12 6%	19 9%	26 13% c	20 9%	28 15% c	32 16% c	32 17% cdf	37 19% bcdf	22 12% c	33 20% bcdf k	20 12% c	31 16% c	35 19% bcdf	38 22% st	35 15% t	41 17% t	31 13%	23 8%
Country of origin labels, which identify where food comes from	24 12% d	21 10%	19 9%	12 6%	18 9%	25 12% d	24 13% d	24 12% d	27 15% d	28 14% d	17 9%	25 15% d	20 12% d	31 16% d	26 15% d	25 14% t	23 10%	29 12%	22 9%	21 8%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	24 12% cdf	18 9%	9 5%	10 5%	14 7%	12 6%	19 10%	17 8%	21 11% cd	23 12% cd	20 11% cd	21 13% cdf	12 8%	23 12% cdf	21 12% cdf	26 15% stv	23 10%	28 11% s	13 5%	20 7%
Promoting food safety in the home	23 12% c	19 9%	9 5%	14 7%	18 9%	24 11% c	19 10%	18 9%	24 13% c	23 11% c	19 10% c	21 13% c	15 9%	19 10%	13 7%	24 14%	32 13%	40 16% stuv w	18 8%	22 8%
Quality / standard of the food	14 7% fhkl n	8 4%	10 5% hn	8 4%	6 3%	5 3%	9 5% hkn	2 1%	11 6% hkn	6 3%	3 1%	3 2%	10 6% hkn	1 1%	7 4%	6 3%	15 6% yC	8 3%	7 3%	24 9% prauxyA BCD
Ensuring/inspecting hygiene/cleanliness in food establishments	4 2%	7 3% o	5 2%	6 3% o	3 2%	2 1%	6 3% o	5 3% o	2 1%	2 1%	5 3% o	3 2%	3 2%	4 2%	-	2 1%	1 *	8 3% qw	12 5% quwyA D	6 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	215	260	225	238	231	236	221	216	260	240	247	251
Weighted Base	234	264	252	245	246	254	234	232	264	263	284	286
Ensuring the food you buy is safe to eat	118 50%	126 48%	148 59% <i>st</i> v	151 62% <i>rstu</i> v	152 62% <i>rstu</i> v	149 59% <i>st</i> v	149 64% <i>rstu</i> v	144 62% <i>rstu</i> v	154 58% <i>st</i> v	174 66% <i>qrst</i> uv	167 59%	186 65%
Date labels, such as "best before" and "use by" labels	51 22% <i>t</i>	53 20% <i>t</i>	45 18%	57 23% <i>t</i>	69 28% <i>qrst</i> w	55 21% <i>t</i>	51 22% <i>t</i>	58 25% <i>st</i>	57 21% <i>t</i>	77 29% <i>pqrst</i> vw	64 23%	75 26%
Promoting and enabling healthy eating and healthy lifestyles	36 15%	36 14%	34 13%	29 12%	40 16%	40 16%	38 16%	33 14%	35 13%	36 14%	45 16%	47 16%
Nutrition labelling information, such as traffic light labelling	39 17% <i>t</i>	39 15% <i>t</i>	45 18% <i>t</i>	56 23% <i>qrst</i> C	48 19% <i>t</i>	53 21% <i>st</i>	50 21% <i>st</i>	58 25% <i>qrst</i> uvC	40 15% <i>t</i>	72 27% <i>qrst</i> uvwC	46 16%	67 23%
Country of origin labels, which identify where food comes from	33 14% <i>t</i>	32 12%	31 12%	37 15% <i>t</i>	52 21% <i>qrst</i> vwC	37 14% <i>t</i>	36 15% <i>st</i>	51 22% <i>qrst</i> uvwC	33 13%	54 20% <i>qrst</i> vwC	43 15%	50 17%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	21 9%	22 8%	21 8%	30 12% <i>s</i>	31 13% <i>s</i>	23 9%	26 11% <i>s</i>	36 16% <i>stuv</i> wz	35 13% <i>st</i>	49 19% <i>qrst</i> uvwZA	32 11%	44 15%
Promoting food safety in the home	22 9%	27 10%	21 8%	32 13%	42 17% <i>stuv</i> w	30 12%	33 14% <i>st</i>	32 14% <i>st</i>	37 14% <i>st</i>	30 11%	35 12%	54 19%
Quality / standard of the food	8 3%	14 5% <i>C</i>	17 7% <i>uyAC</i>	7 3%	5 2%	13 5% <i>C</i>	6 2%	9 4%	4 2%	9 4%	9 3%	5 2%
Ensuring/inspecting hygiene/cleanliness in food establishments	3 1%	6 2%	1 1%	8 3% <i>q</i>	3 1%	6 2%	3 1%	6 3% <i>q</i>	6 2%	3 1%	7 2%	8 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	191	192	203	200	190	206	168	199	186	196	200	186	165	161	165	150	222	255	232	263
Weighted Base	194	211	201	208	196	211	190	201	183	199	183	165	164	194	180	173	238	247	240	274
Complaints Procedures	3 1%	1 1%	1 *	-	-	-	*	-	-	-	-	-	-	-	-	-	2 1%	1 *	2 1%	-
Everything / All food issues	3 1%	1 1%	-	1 *	-	2 1%	-	1 1%	-	2 1%	1 1%	2 1%	1 1%	1 1%	-	-	2 1%	4 2% ^C	1 *	6 2% ^{AC}
Maintaining Standards / Regulations	3 1%	2 1%	4 2%	1 1%	6 3% ^{ghk}	3 2%	-	-	2 1%	1 1%	-	1 1%	3 2%	1 1%	3 2%	2 1%	2 1%	3 1%	4 2%	9 3% ^{uxCD}
Fat/salt content in food	2 1%	-	1 *	-	-	-	1 1%	-	2 1%	-	-	-	-	-	1 1%	3 2%	1 *	1 *	-	1 *
Hygiene	2 1%	7 3%	7 4%	4 2%	3 2%	9 4%	7 4%	6 3%	9 5% ^a	4 2%	4 2%	7 4%	4 2%	15 8% ^{adehj kin}	4 2%	8 3%	12 5% ^{xy}	15 6% ^{uxyAC}	12 4% ^{xy}	
The way food is stored/ transported (correct temperatures etc.)	1 1%	-	3 2%	1 1%	2 1%	-	2 1%	1 *	2 1%	2 1%	-	1 1%	1 *	-	2 1%	1 1%	2 1%	1 *	1 *	4 2%
What goes into our food (additives/chemicals etc.)	1 1%	3 1%	4 2%	4 2%	-	4 2%	2 1%	*	-	2 1%	2 1%	1 1%	-	3 1%	2 1%	1 1%	2 1%	1 *	5 2% ^{yA}	3 1%
Food imports / Exports	1 1%	1 1%	2 1%	1 *	-	-	-	-	1 1%	-	1 1%	-	-	-	-	2 1%	1 1%	-	-	2 1%
Advertising	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *	-	-	1 1%
Manufacturing/ production/packaging of food	1 1%	3 1%	2 1%	3 1%	3 2%	2 1%	-	4 2%	1 1%	-	2 1%	1 1%	-	2 1%	-	-	1 *	-	3 1%	7 2% ^B
Health	-	-	-	-	-	-	-	-	1 *	-	-	-	1 1%	1 1%	-	-	1 *	-	-	-
Health & Hygiene Certificates	-	-	-	1 1%	-	-	-	2 1%	-	2 1%	-	-	-	2 1%	-	-	1 *	1 *	-	1 *

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	215	260	225	238	231	236	221	216	260	240	247	251
Weighted Base	234	264	252	245	246	254	234	232	264	263	284	286
Complaints Procedures	-	1	-	-	-	-	-	-	1	-	-	-
Everything / All food issues	1	4	3	1	3	1	-	3	-	1	-	1
Maintaining Standards / Regulations	-	2% ^C	1%	1%	1%	-	-	1%	-	-	-	-
Fat/salt content in food	1	9	3	1	7	3	1	3	1	1	8	17
Hygiene	4	8	8	3	3	11	5	8	7	10	15	13
The way food is stored/ transported (correct temperatures etc.)	2	3	2	-	3	2	1	2	4	3	-	2
What goes into our food (additives/chemicals etc.)	3	8	1	1	-	2	-	6	4	4	1	3
Food imports / Exports	-	-	3	1	-	-	-	-	-	-	1	-
Advertising	1	-	-	-	-	-	1	-	-	-	-	-
Manufacturing/ production/packaging of food	1	4	4	1	5	6	2	-	2	2	1	1
Health	1	3	-	-	-	-	-	-	-	-	-	-
Health & Hygiene Certificates	-	-	1	3	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	191	192	203	200	190	206	168	199	186	196	200	186	165	161	165	150	222	255	232	263
Weighted Base	194	211	201	208	196	211	190	201	183	199	183	165	164	194	180	173	238	247	240	274
Animal welfare	-	2	3	3	4	4	1	3	-	1	2	1	3	1	5	1	7	1	3	7
How food is grown / Farmed	-	1%	1%	1%	2% ^a	2%	1%	1%	-	1%	1%	-	2%	1%	3% ^{ai}	1%	3% ^{ruvB}	*	1%	2% ^B
Weight & Measures	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	2	-	1
Effect on the Environment	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	1	1	-	-
Price	-	-	1	1	-	-	-	-	1	-	-	-	-	1	-	-	1%	*	-	1
Sales of food in shops/restaurants	-	-	1	*	2	-	-	-	*	3	2	-	1	-	-	-	-	1	2	3
Health and Safety standards	-	-	1	*	1%	-	1	-	1	2%	1%	-	1%	-	-	-	-	*	1%	1%
Infections/diseases in/contaminated foods	-	-	2	1	1	1	-	-	-	-	1	2	-	3	-	-	-	2% ^{tvCD}	1%	1
Control where food comes from/food origin	-	1	1%	-	-	-	-	-	2	-	-	1%	-	1	1	1	-	-	-	2
Food labelling	-	-	1	1	-	1	-	1	-	-	-	2	-	2	1	-	-	-	3	-
Freshness of food	-	-	-	-	-	-	1%	1%	-	-	-	1%	-	1	-	1%	-	-	1%	-
To ensure food products are/contain what they claim	-	-	-	1	-	2	-	1	-	1	2	-	1	1	4	3% ^{qrts} B	-	-	2	-
Food preparation	-	-	1	3	1	-	*	3	-	1	2	-	-	2	1	-	-	-	1	3
	-	-	*	1%	1%	-	-	2%	-	*	1%	-	-	-	1%	-	-	-	*	1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	215	260	225	238	231	236	221	216	260	240	247	251
Weighted Base	234	264	252	245	246	254	234	232	264	263	284	286
Animal welfare	1	1	2	3	2	7	1	-	5	2	2	5
	*	1%	1%	1%	1%	3% ^u B	1%	-	2%	1%	1%	2%
How food is grown / Farmed	-	-	-	1	1	-	-	-	-	-	-	-
	-	-	-	1%	*	-	-	-	-	-	-	-
Weight & Measures	-	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	-	*
Effect on the Environment	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Price	1	-	-	-	1	-	2	1	1	-	1	-
	*	-	-	-	1%	-	1%	*	*	-	*	-
Sales of food in shops/restaurants	1	-	1	4	-	2	1	3	4	2	4	1
	*	-	*	1%	-	1%	*	1%	2% ^v	1%	1%	*
Health and Safety standards	-	-	-	-	-	2	2	-	-	-	-	-
	-	-	-	-	-	1%	1%	-	-	-	-	-
Infections/diseases in/contaminated foods	-	2	1	-	-	*	1	1	-	-	-	-
	-	1%	*	-	-	*	*	1%	-	-	-	-
Control where food comes from/food origin	2	2	3	-	2	2	2	-	4	1	-	2
	1%	1%	1%	-	1%	1%	1%	-	1%	1%	-	1%
Food labelling	-	2	2	-	2	1	1	-	2	1	-	2
	-	1%	1%	-	1%	*	*	-	1%	*	-	1%
Freshness of food	-	-	1	-	-	-	-	-	-	-	-	-
	-	-	*	-	-	-	-	-	-	-	-	-
To ensure food products are/contain what they claim	-	6	1	1	3	5	4	-	1	1	5	3
	-	2% ^q t ^u B	1%	1%	1%	2% ^r t	2% ^t	-	*	*	2%	1%
Food preparation	-	1	1	4	4	3	-	3	1	2	2	3
	-	*	*	2%	2%	1%	-	1%	*	1%	1%	1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	191	192	203	200	190	206	168	199	186	196	200	186	165	161	165	150	222	255	232	263
Weighted Base	194	211	201	208	196	211	190	201	183	199	183	165	164	194	180	173	238	247	240	274
Sugar content of food	-	-	-	-	-	-	1	-	1	-	-	-	-	-	1	3	-	-	-	1
Cleanliness (no further detail)	-	-	-	-	-	-	1%	-	1%	-	-	-	-	-	1%	2%	-	-	-	*
Training/educating people (in hygiene)	-	-	-	*	1	-	-	-	-	2	*	-	1	-	-	-	-	-	-	-
Public health/consumer advice/information (when food scores/recalls)	-	-	-	1	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-
Food handling	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(Food) Safety (no further detail)	-	-	-	-	-	-	2	-	-	-	-	-	1	1	-	-	-	-	-	-
GM foods	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Horse meat \ fraud \ ensuring meat is what it claims to be	-	-	-	-	2	1	-	-	1	-	-	-	-	2	-	-	-	-	-	-
Processing of food	-	-	-	-	-	-	-	-	1	2	-	-	-	-	-	-	-	-	-	-
Ratings	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-
Other	2	7	4	-	2	1	6	3	1	2	1	1	1	3	1	1	6	5	8	2
Don't know	1%	3% ^d	2%	-	1%	1%	3% ^d	2%	1%	1%	1%	1%	*	2%	1%	*	2%	2%	3% ^d	1%
	51	63	59	78	64	68	48	50	38	58	54	43	35	51	33	31	46	49	58	65
	26%	30% ^{io}	30% ^o	37% ^{aghi}	33% ^{imo}	32% ^{imo}	25%	25%	21%	29% ^{so}	30% ^{io}	26%	21%	26%	18%	18%	19%	20%	24% ^{yBCD}	24% ^{yBCD}
Average number of mentions	2.11 ^c	2.02	1.70	1.75	1.93	1.83	2.08 ^c	1.83	2.14 ^{cd}	2.25 ^{cdf}	1.92	2.30 ^{cdf}	1.95	2.13 ^c	2.13 ^{cd}	2.19 ^t	1.98	2.04	1.88	1.83
Standard deviation	1.63	1.61	1.17	1.19	1.33	1.28	1.53	1.28	1.54	1.80	1.44	1.63	1.47	1.75	1.59	1.64	1.43	1.55	1.34	1.26

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	215	260	225	238	231	236	221	216	260	240	247	251
Weighted Base	234	264	252	245	246	254	234	232	264	263	284	286
Sugar content of food	-	-	-	3	-	1	-	-	-	1	-	-
Cleanliness (no further detail)	1	-	1	1	-	2	-	4	3	1	2	2
Training/educating people (in hygiene)	4	-	-	-	-	1	-	-	-	-	-	1
Public health/consumer advice/information (when food scares/recalls)	2	-	-	-	-	*	1	-	-	-	1	-
Food handling	-	-	-	-	-	-	-	-	-	1	-	-
(Food) Safety (no further detail)	-	1	2	-	2	-	-	-	2	2	1	2
GM foods	-	-	-	-	-	-	-	-	1	-	-	-
Horse meat \ fraud \ ensuring meat is what it claims to be	-	2	1	1	-	-	1	-	-	-	-	-
Processing of food	-	1%	1%	*	-	-	1%	-	-	-	-	-
Ratings	-	-	-	-	1	-	-	-	-	-	-	-
Other	3	3	4	5	2	3	5	3	6	1	5	2
Don't know	1%	1%	1%	2%	1%	1%	2%	1%	2%	*	2%	1%
Average number of mentions	2.04	2.01	2.00	2.24et	2.27at	2.22st	2.24st	2.39qst	2.03	2.40qrs	2.15	2.44
Standard deviation	1.43	1.38	1.51	1.69	1.64	1.65	1.69	1.75	1.41	1.71	1.62	1.82

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018

Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	191	192	203	200	190	206	168	199	186	196	200	186	165	161	165	150	222	255	232	263
Weighted Base	194	211	201	208	196	211	190	201	183	199	183	165	164	194	180	173	238	247	240	274
Standard error	0.14	0.14	0.10	0.11	0.12	0.11	0.14	0.11	0.13	0.15	0.12	0.14	0.13	0.16	0.14	0.15	0.11	0.11	0.10	0.09

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	215	260	225	238	231	236	221	216	260	240	247	251
Weighted Base	234	264	252	245	246	254	234	232	264	263	264	286
Standard error	0.11	0.10	0.11	0.12	0.12	0.12	0.13	0.13	0.10	0.12	0.11	0.12

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	354	410	373	353	328	368	385	333	331	346	288	353	326	291	302	308	400	385	386	428
Weighted Base	374	406	396	372	353	378	396	344	350	360	299	381	340	308	343	343	403	391	400	413
Ensuring the food you buy is safe to eat	198 53%	219 54%	216 55%	204 55%	195 59%	219 58%	240 61%a	191 56%	206 59%	223 62%ab	190 64%abcd eh	264 69%abcd efghimo	203 60%	198 64%abcd eh	205 60%	231 67%grs tuvw	215 53%rs	197 50%	182 45%	210 51%
Date labels, such as "best before" and "use by" labels	70 19%	70 17%	62 16%	59 16%	92 26%abcd	86 23%cd	103 26%abcd	83 24%bcd	75 21%	112 31%abcd fkn	67 22%cd	116 30%abcd fik	93 27%abcd	72 23%cd	88 26%abcd	73 21%grs t	62 15%	59 15%	59 15%	59 14%
Nutrition labeling information, such as traffic light labelling	64 17%c	51 13%	46 12%	47 13%	92 26%abcd	74 20%bcd	97 24%abcd	72 21%bcd	77 22%bcd	101 28%abcd fkn	60 20%bcd	126 33%abcd fghikno	90 26%abcd f	77 25%abcd	82 24%abcd	77 22%grs t	57 14%	48 12%	47 12%	55 13%
Promoting and enabling healthy eating and healthy lifestyles	54 14%c	47 12%	37 9%	44 12%	54 15%c	41 11%	43 11%	43 12%	52 15%c	47 13%	45 15%c	68 18%bcdf go	45 13%	39 13%	35 10%	57 17%hvA	56 14%t	50 13%	56 14%t	37 9%
Country of origin labels, which identify where food comes from	54 14%d	45 11%	43 11%	31 8%	53 15%d	75 20%bcd	71 18%bcd	49 14%d	63 18%bcd	80 22%abcd eh	48 16%cd	84 22%abcd eh	73 21%abcd eh	55 18%bcd	68 20%bcd	50 14%qs	38 9%	45 11%	36 9%	47 11%
Promoting food safety in the home	46 12%	41 10%	41 10%	34 9%	46 13%	44 12%	52 13%	36 11%	57 16%bcdh i	46 13%	43 14%ud	39 10%	53 16%bcdi	39 12%	49 14%ud	56 16%qrst wA	38 9%	42 11%	40 10%	44 11%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	32 9%	30 7%	22 6%	31 8%	31 9%	30 8%	40 10%c	24 7%	45 13%bcfh	48 13%abcd fh	36 12%bch	53 14%abcd efh	40 12%ch	30 10%c	44 13%bcfh	55 16%grs tuwxz C	40 10%t	34 9%	26 7%	23 5%
Quality / standard of the food	22 6%kin	21 5%kn	13 3%	20 5%kn	15 4%	31 8%cajkl mmo	25 6%klmn	27 8%cklmm o	17 5%	15 4%	7 2%	10 3%	11 3%	6 2%	11 3%	9 3%	28 7%pyAD	23 6%yA	20 5%	27 7%pyAD

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	393	412	446	402	385	440	372	416	354	416	357	388
Weighted Base	395	391	399	403	395	400	392	388	398	399	387	411
Ensuring the food you buy is safe to eat	211 53% s	219 56% s	223 56% s	256 63% qrst	245 62% qrst	247 62% qrst	251 64% qrst	249 64% qrst	243 61% qrst	249 62% qrst	273 71% s	278 68% s
Date labels, such as "best before" and "use by" labels	103 26% qrst vA	73 19% s	81 20% st	88 22% qrst	112 28% pqrs twzA	86 21% qrst	75 19% s	104 27% qrst vwA	103 26% qrst vA	106 27% qrst vwA	108 28% s	98 24% s
Nutrition labelling information, such as traffic light labelling	91 23% qrst	72 18% rs	77 19% qrst	77 19% rst	96 24% qrst v	90 22% qrst	78 20% qrst	110 28% qrst wxAC	80 20% qrst	96 24% qrst	89 23% s	99 24% s
Promoting and enabling healthy eating and healthy lifestyles	63 16% tvA	38 10% s	50 13% s	54 13% t	64 16% tvA	49 12% s	41 10% s	59 15% tv	53 13% s	58 15% tv	65 17% s	49 12% s
Country of origin labels, which identify where food comes from	55 14% s	71 18% qrst	65 16% qst	63 16% qs	87 22% pqrs tuwx	81 20% pqrs tu	66 17% qrst	99 26% pqrs tuwxAC D	75 19% qrst	75 19% qrst	78 20% s	73 18% s
Promoting food safety in the home	44 11% s	49 13% s	41 10% s	48 12% s	73 19% qrst uwzAC	52 13% s	42 11% s	55 14% q	46 12% s	58 14% q	64 17% s	59 14% s
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	29 7% s	26 7% s	29 7% s	37 9% t	51 13% stuvw	38 9% t	43 11% stv	49 13% stuv w	42 11% t	48 12% stuv w	53 14% s	44 11% s
Quality / standard of the food	18 5% s	21 5% s	21 5% s	22 5% s	11 3% s	23 6% yA	10 3% s	16 4% s	17 4% s	13 3% s	10 3% s	12 3% s

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	354	410	373	353	328	368	385	333	331	346	288	353	326	291	302	308	400	385	386	428
Weighted Base	374	406	396	372	353	378	396	344	350	360	299	381	340	308	343	343	403	391	400	413
Hygiene	10 3%	14 3%	12 3%	17 4%h	12 3%	10 3%	13 3%	5 1%	20 6%h	15 4%h	10 3%	11 3%	9 3%	15 5%h	30 9%abcde	11 3%	20 5%xA	21 5%xA	22 6%xA	18 4%xA
Animal welfare	9 2%	10 3%	11 3%	8 2%	8 2%	5 1%	10 3%	5 1%	6 2%	6 2%	5 2%	9 2%	4 1%	4 1%	5 1%	3 1%	9 2%	13 3%PA	14 4%PA	14 3%PA
Ensuring/inspecting hygiene/cleanliness in food establishments	9 2%	6 2%	23 6%abfghi	12 3%	12 4%lo	7 2%	8 2%	11 3%	5 2%	11 3%	6 2%	4 1%	8 2%	6 2%	3 1%	7 2%	12 3%	9 2%	12 3%	10 2%
Manufacturing/production/packaging of food	9 2%	12 3%jo	9 2%	5 1%	8 2%	9 2%o	6 2%	5 1%	8 2%	3 1%	4 1%	3 1%	4 1%	8 2%	2 1%	3 1%	17 4%spwxy	12 3%PB	12 3%B	12 3%
The way food is stored/transported (correct temperatures etc.)	8 2%btk	2 1%	4 1%	2 1%	9 3%bdlij	1 *	5 1%am	4 1%	2 *	2 *	1 *	3 1%	-	-	3 1%	2 1%	3 1%	3 1%	9 2%vABD	6 1%D
Fat/salt content in food	5 1%himo	4 1%	4 1%	2 1%	3 1%	2 1%	1 *	-	-	2 1%	2 1%	3 1%	-	1 *	-	-	-	-	-	1 *
What goes into our food (additives/chemicals etc.)	3 1%	11 3%aekn	10 3%	7 2%	2 1%	6 2%	7 2%	5 1%	6 2%	5 1%	2 1%	4 1%	3 1%	2 1%	3 1%	-	2 *	5 1%	12 3%pyD	11 3%py
Food imports / Exports	3 1%	-	-	-	2 *	2 1%	-	1 *	1 *	-	-	1 *	-	-	-	-	3 1%	4 1%	1 *	1 *
Everything / All food issues	2 1%	3 1%	7 2%dn	-	2 1%	2 *	2 1%	2 1%	1 *	3 1%	1 *	4 1%	2 1%	-	-	2 *	2 *	4 1%	1 *	5 1%D
How food is grown / Farmed	2 1%	-	3 1%	1 *	-	-	-	1 *	3 1%	-	1 *	2 1%	-	-	1 *	-	4 1%z	5 1%zC	2 1%	3 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



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

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	393	412	446	402	385	440	372	416	354	416	357	388
Weighted Base	395	391	399	403	395	400	392	388	398	399	387	411
Hygiene	16 4% <i>x</i>	16 4% <i>x</i>	17 4% <i>x</i>	5 1%	13 3%	14 4% <i>x</i>	7 2%	11 3%	16 4% <i>x</i>	15 4% <i>x</i>	13 3%	20 5%
Animal welfare	20 5% <i>ppwyA</i>	13 3% <i>pA</i>	6 2%	10 3%	6 1%	10 3%	4 1%	14 4% <i>pA</i>	8 2%	7 2%	8 2%	14 3%
Ensuring/inspecting hygiene/cleanliness in food establishments	11 3%	8 2%	8 2%	9 2%	11 3%	6 1%	11 3%	5 1%	15 4% <i>zB</i>	10 3%	8 2%	13 3%
Manufacturing/ production/packaging of food	15 4% <i>ppwyz</i>	8 2%	6 1%	6 1%	4 1%	5 1%	10 3%	4 1%	8 2%	9 2%	3 1%	7 2%
The way food is stored/ transported (correct temperatures etc.)	5 1% <i>D</i>	2 *	3 1%	4 1%	4 1% <i>D</i>	4 1%	1 *	1 *	3 1%	-	3 1%	3 1%
Fat/salt content in food	2 1%	1 *	1 *	1 *	1 *	-	1 *	-	-	1 *	2 *	-
What goes into our food (additives/chemicals etc.)	8 2% <i>p</i>	10 3% <i>py</i>	8 2% <i>p</i>	9 2% <i>py</i>	2 1%	7 2% <i>p</i>	4 1%	7 2% <i>p</i>	8 2% <i>p</i>	4 1%	2 *	1 *
Food imports / Exports	1 *	2 1%	2 1%	2 *	2 1%	2 *	-	1 *	1 *	1 *	1 *	1 *
Everything / All food issues	9 2% <i>qdB</i>	4 1% <i>D</i>	5 1% <i>D</i>	5 1% <i>D</i>	3 1%	3 1%	3 1%	5 1% <i>D</i>	3 1%	-	1 *	3 1%
How food is grown / Farmed	4 1% <i>zC</i>	2 1%	1 *	4 1%	5 1% <i>zC</i>	-	2 *	2 *	-	2 1%	3 1%	2 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



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

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	354	410	373	353	328	368	385	333	331	346	288	353	326	291	302	308	400	385	386	428
Weighted Base	374	406	396	372	353	378	396	344	350	360	299	381	340	308	343	343	403	391	400	413
Health & Hygiene Certificates	2	-	1	-	2	-	2	-	-	-	1	-	-	1	-	4	1	1	1	1
Maintaining Standards / Regulations	*	2%	2%	2%a	1%	1%	1%	2%	1%	1%	3%afim	2%	1%	2%a	3%a	3%xB	1%	3%xB	2%	3%qwxzB
Price	1	2	5	2	4	1	2	3	2	1	-	1	2	-	-	-	1	3	1	1
Weight & Measures	*	*	1%	1%	1%	*	1%	1%	1%	*	*	*	1%	*	*	*	3	4	-	3
Complaints Procedures	1	-	1	3	1	-	1	-	1	-	-	-	1	-	-	-	3	-	-	1
Advertising	-	1	-	1	-	2	2	2	1	-	-	-	3	-	1	-	1	1	-	4
Effect on the Environment	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	2	-	1
Health	-	1	3	4	-	-	-	-	1	-	-	2	-	-	2	-	2	1	1	1
Sales of food in shops/restaurants	-	3	4	4	-	4	-	-	7	3	1	6	2	3	1	3	-	4	7	8
Health and Safety standards	-	1%	1%	1%	-	1%	*	-	2%aegho	1%	*	2%aeh	1%	1%	*	1%	-	1%qx	2%qPA	2%qPA
Infections/diseases in/contaminated foods	-	2	2	-	2	-	1	2	1	-	1	1	-	1	1%	1%	-	-	1	1
	-	-	6	-	1	2	-	2	2	2	1	-	-	1	1	1	-	2	1	2
	-	-	2%abdhm	-	*	*	1%	-	*	1%	1%	*	-	-	*	*	-	*	*	1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	393	412	446	402	385	440	372	416	354	416	357	388
Weighted Base	395	391	399	403	395	400	392	388	398	399	387	411
Health & Hygiene	-	-	-	-	1	-	-	-	-	-	1	-
Certificates	-	-	-	-	*	-	-	-	-	-	*	-
Maintaining Standards / Regulations	7	8	3	1	11	5	5	2	6	8	12	16
Price	2% _x	2% _x	1%	*	3% _{wxB}	1%	1%	1%	1%	2% _x	3%	4%
Weight & Measures	4	2	2	1	1	3	2	3	2	4	-	-
Complaints Procedures	1%	1%	1%	*	*	1%	1%	1%	*	1%	-	-
Advertising	2	2	4	2	1	1	2	-	1	1	-	-
Effect on the Environment	*	*	1%	1%	*	*	1%	-	*	*	-	-
Health	-	1	-	2	2	-	1	-	-	1	-	1
Sales of food in shops/restaurants	-	*	-	*	1%	-	*	-	-	*	-	*
Health and Safety standards	-	-	1	-	-	1	1	-	-	-	1	1
Infections/diseases in/contaminated foods	-	1	1	-	-	-	-	-	-	1	-	-
	1	*	*	-	-	-	-	-	2	1	-	-
	3	4	4	-	3	3	1	2	1	2	6	10
	1%	1% _{qx}	1% _{qx}	-	1%	1%	*	1%	*	1%	1%	2%
	3	1	1	-	-	-	1	-	-	-	3	1
	1%	*	*	-	-	-	*	*	-	-	1%	*
	3	3	2	1	2	-	-	-	1	1	-	1
	1%	1%	*	*	1%	-	-	-	*	*	-	*

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



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

	36-45																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	354	410	373	353	328	368	385	333	331	346	288	353	326	291	302	308	400	385	386	428
Weighted Base	374	406	396	372	353	378	396	344	350	360	299	381	340	308	343	343	403	391	400	413
Control where food comes from/food origin	-	1	3	1	2	5	4	1	1	2	1	-	1	-	2	1	-	-	2	5
Food labelling	-	-	1%	-	1%	1%aln	1%	-	-	1%	-	-	-	-	1%	-	-	-	1%	1%qrABD
Freshness of food	-	-	3	-	2	4	2	3	-	1	1	4	3	-	-	-	-	2	4	3
To ensure food products are/contain what they claim	-	1	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	3
Food preparation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%
Sugar content of food	-	-	1	4	3	2	2	4	2	5	1	5	-	-	1	-	-	-	2	3
Cleanliness (no further detail)	-	-	-	1%	1%	1%	1%	1%b	1%	1%ab	-	1%abm	-	-	-	-	-	-	1%	1%
Training/educating people (in hygiene)	-	-	-	2	1	1	1	-	-	2	-	-	-	1	-	-	-	-	-	1
Public health/consumer advice/information (when food scares/recalls)	-	-	-	1%	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-
Food handling	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(Food) Safety (no further detail)	-	-	-	-	-	-	2	-	2	1	-	3	2	-	4	1	-	-	-	-
							1%	-	1%	-	-	1%	1%	-	1%abcde	-				

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	393	412	446	402	385	440	372	416	354	416	357	388
Weighted Base	395	391	399	403	395	400	392	388	398	399	387	411
Control where food comes from/food origin	1	5	5	3	1	5	-	-	2	-	1	2
Food labelling	2	4	-	4	1	4	1	2	4	-	-	2
Freshness of food	4	1	4	1	-	2	1	-	-	1	1	1
To ensure food products are/contain what they claim	2	3	1	1	4	7	3	4	3	6	3	2
Food preparation	4	1	4	2	1	7	1	-	-	-	1	1
Sugar content of food	-	1	-	1	1	-	1	-	1	-	-	-
Cleanliness (no further detail)	2	-	-	1	4	3	1	2	3	1	2	2
Training/educating people (in hygiene)	1	1	-	-	-	-	1	1	-	1	-	1
Public health/consumer advice/information (when food scares/recalls)	3	1	-	-	-	-	-	-	-	-	1	2
Food handling	-	-	-	-	-	-	1	-	-	-	-	-
(Food) Safety (no further detail)	-	-	3	3	2	-	1	2	2	-	2	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
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Weighted Base	374	406	396	372	353	378	396	344	350	360	299	381	340	308	343	343	403	391	400	413
GM foods	-	-	-	-	-	-	1	-	1	1	1	-	-	-	-	-	-	-	-	-
Horse meat \ fraud \ ensuring meat is what it claims to be	-	-	-	-	-	5	1	-	1	2	-	-	-	-	-	-	-	-	-	-
Processing of food	-	-	-	-	-	1%abcde	*	-	*	1%	-	-	-	-	-	-	-	-	-	-
Ratings	-	-	-	-	-	-	-	1	-	2	-	1	2	-	-	-	-	-	-	-
Other	1	12	11	9	9	10	5	6	7	7	3	4	2	1	5	1	8	4	7	9
Don't know	75	83	71	57	58	64	54	50	43	51	51	40	48	40	45	46	86	87	81	72
	20%gjj lmno	21%ghi jmmo	18%l	15%	16%k	17%k	14%	15%	12%	14%	17%l	10%	14%	13%	13%	13%	21%pvx yzBC	22%pvx yzBC	20%pyz BC	17%C
Average number of mentions	2.03d	1.92	1.88	1.80	2.29abc d	2.21bcd	2.23bcd	2.05d	2.22bcd	2.44abc dhn	2.26bcd	2.48abc dhn	2.27bcd	2.14cd	2.24bcd	2.24st	2.00	2.00	1.84	1.90
Standard deviation	1.40	1.32	1.31	1.24	1.54	1.57	1.60	1.40	1.69	1.68	1.65	1.69	1.61	1.47	1.59	1.64	1.53	1.53	1.28	1.29
Standard error	0.08	0.07	0.08	0.07	0.09	0.09	0.09	0.08	0.10	0.10	0.11	0.10	0.10	0.09	0.10	0.10	0.09	0.09	0.07	0.07

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



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	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	393	412	446	402	385	440	372	416	354	416	357	388
Weighted Base	395	391	399	403	395	400	392	388	398	399	387	411
GM foods	-	-	-	-	-	-	1	1	-	-	1	-
Horse meat \ fraud \ ensuring meat is what it claims to be	-	2	1	2	2	2	1	-	-	-	-	2
Processing of food	-	1%	*	*	1%	1%	*	-	-	-	-	*
Ratings	-	-	-	-	-	-	-	-	3	1	3	-
Other	7	7	6	7	-	8	3	7	4	5	4	5
Don't know	2%y 71	2%y 61	1%y 74	2%y 54	- 50	2%py 51	1% 70	2%y 49	1% 44	1%y 69	1% 36	1% 52
	18%zBC	16%	19%xyzB C	13%	13%	13%	18%zBC	13%	11%	17%C	9%	13%
Average number of mentions	2.33qrs tv	2.07s	2.12st	2.09s	2.41qrs twxAC	2.19st	2.11s	2.41qrs twxAC	2.15st	2.39qrs twxA	2.36	2.31
Standard deviation	1.58	1.51	1.53	1.52	1.72	1.58	1.51	1.65	1.47	1.74	1.61	1.58
Standard error	0.09	0.08	0.08	0.08	0.09	0.08	0.09	0.09	0.08	0.09	0.09	0.09

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



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	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	339	314	306	315	320	388	378	350	390	452	364	393	373	420	455	470
Weighted Base	239	254	243	221	236	262	258	253	249	263	245	255	239	244	259	265
Ensuring the food you buy is safe to eat	121 51%b	106 42%	131 54%b	103 46%	118 50%b	134 51%b	143 56%bd	138 55%bd	153 61%abdef	152 58%bde	153 62%abcde fm	151 59%abdef	149 63%abcde fm	147 60%abdef	167 64%abcde fgh	159 60%
Promoting and enabling healthy eating and healthy lifestyles	40 17%bdg hjm	26 10%	27 11%	19 8%	31 13%	31 12%	23 9%	25 10%	43 17%bcdgh jm	29 11%	30 12%	36 14%dg	26 11%	38 16%bdghj	45 17%bcdfg hkm	28 11%
Date labels, such as "best before" and "use by" labels	39 16%	36 14%	31 13%	29 13%	44 19% <i>c</i>	45 17%	41 16%	36 14%	65 26%abcde fghkmo	56 21%bcdhk	36 15%	55 22%bcdhk	41 17%	52 21%bcdhk	41 20%bdoh	41 15%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	30 12%bcde gh	16 6%	15 6%	16 7%	17 7%	26 10% <i>g</i>	14 5%	17 7%	33 13%bcdeg h	27 10% <i>g</i>	25 10% <i>g</i>	38 15%bcdef ghj	27 11%bogh	29 12%bcdeg h	35 14%bcdegh	18 7%
Promoting food safety in the home	29 12% <i>c</i>	27 10%	15 6%	21 9%	28 12% <i>c</i>	28 11% <i>c</i>	23 9%	19 8%	34 14% <i>cghk</i>	35 13% <i>cghk</i>	20 8%	31 12% <i>c</i>	31 13% <i>chk</i>	37 15% <i>cdghk</i>	44 17% <i>bcdefghkl</i>	28 11%
Nutrition labelling information, such as traffic light labelling	28 12%	23 9%	19 8%	18 8%	38 16% <i>abcd</i>	40 15% <i>abcd</i>	37 14% <i>abcd</i>	30 12%	51 20% <i>abcdg</i> hm	40 15% <i>abcd</i>	38 15% <i>abcd</i>	50 19% <i>abcdh</i>	34 14% <i>abcd</i>	41 17% <i>abcd</i>	48 19% <i>abcdh</i>	36 14%
Country of origin labels, which identify where food comes from	24 10%	17 6%	22 9%	20 9%	32 13% <i>b</i>	50 19% <i>abcade</i> gm	35 14% <i>b</i>	35 14% <i>b</i>	49 20% <i>abcade</i> ghm	48 18% <i>abcdm</i>	35 14% <i>abcd</i>	50 20% <i>abcade</i> ghm	29 12% <i>b</i>	40 16% <i>abcd</i>	39 15% <i>abcd</i>	33 12%
Quality / standard of the food	11 5% <i>kl</i>	14 6% <i>klno</i>	6 3%	10 5% <i>klm</i>	7 3%	12 5% <i>klm</i>	10 4% <i>l</i>	10 4% <i>l</i>	13 5% <i>klm</i>	9 3%	4 2%	4 1%	10 4% <i>l</i>	5 2%	7 3%	3 1%
Manufacturing/ production/packaging of food	6 3% <i>m</i>	8 3% <i>cfm</i>	2 1%	4 2%	4 2%	2 1%	3 1%	3 1%	5 2%	4 2%	4 2%	4 2%	1 1%	4 2%	3 1%	3 1%
Hygiene	6 2%	8 3%	5 2%	8 4%	10 4%	8 3%	5 2%	10 4%	8 3%	13 5% <i>gklo</i>	5 2%	6 2%	6 3%	7 3%	6 2%	9 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	339	314	306	315	320	388	378	350	390	452	364	393	373	420	455	470
Weighted Base	239	254	243	221	236	262	258	253	249	263	245	255	239	244	259	265
Ensuring/inspecting hygiene/cleanliness in food establishments	3 1%	6 2%	3 1%	10 5%acethj ino	3 1%	2 1%	8 3%l	4 2%	7 3%	5 2%	5 2%	5 2%	5 2%	3 1%	5 2%	7 3%
Animal welfare	3 1%	4 2%	2 1%	3 2%	1 1%	3 1%	5 2%	5 2%	6 2%e	8 3%efm	4 2%	5 2%	2 1%	5 2%	5 2%	4 2%
What goes into our food (additives/chemicals etc.)	1 1%	2 1%	2 1%	3 1%	2 1%	2 1%	5 2%o	3 1%	2 1%	5 2%o	3 1%	3 1%	3 1%	3 1%	1 *	2 1%
Everything / All food issues	1 1%	3 1%k	1 1%	2 1%	2 1%	3 1%k	4 1%k	4 2%k	2 1%	4 1%k	-	2 1%	4 2%ko	1 *	1 *	* *
How food is grown / Farmed	1 1%	1 *	-	-	1 *	2 1%	2 *	2 1%	1 *	2 1%	1 1%	-	-	-	1 *	1 *
The way food is stored/ transported (correct temperatures etc.)	1 *	2 1%	1 *	4 2%km	3 1%k	2 1%	3 1%	4 2%k	1 *	2 1%	-	2 1%	* *	3 1%k	1 *	* *
Health	1 *	2 1%	-	-	1 *	1 *	1 *	1 *	1 *	1 *	* *	1 *	-	2 1%	1 *	1 *
Price	1 *	3 1%no	2 1%	1 1%	2 1%	* *	2 1%	1 *	2 1%	1 1%	-	1 *	-	-	-	-
Maintaining Standards / Regulations	1 *	3 1%g	4 2%g	1 1%	3 1%g	3 1%g	-	1 *	1 *	3 1%g	2 1%	2 1%	* *	1 *	2 1%	8 3%
Health & Hygiene Certificates	-	-	-	-	1 *	-	-	-	1 *	-	-	-	1 *	-	-	-
Complaints Procedures	-	2 1%	-	1 *	2 1%	-	1 *	-	1 *	-	1 *	-	-	-	-	-
Fat/salt content in food	-	-	-	1 1%	2 1%	-	1 *	-	-	1 *	1 *	1 1%	1 1%	1 *	2 1%	1 1%
Food imports / Exports	-	2 1%	1 *	1 *	-	3 1%gin	-	1 *	-	2 1%	-	-	-	-	1 *	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

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Weighted Base	239	254	243	221	236	262	258	253	249	263	245	255	239	244	259	265
Advertising	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1
Effect on the Environment	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
Weight & Measures	-	1	-	1	-	1	1	-	-	-	1	1	-	-	-	1
Sales of food in shops/restaurants	-	3 1%akl	2 1%	2 1%	1 *	2 1%	1 *	2 1%	2 1%	1 *	-	-	1 *	2 1%	1 *	5 2%
Health and Safety standards	-	-	1 *	1 *	1 *	2 1%	1 *	1 *	1 *	-	-	1 1%	-	-	-	-
Infections/diseases in/contaminated foods	-	-	1 *	-	2 1%	-	-	1 *	-	1 *	2 1%	-	-	-	-	-
Control where food comes from/food origin	-	1 *	-	1 1%	2 1%	5 2%achlmno	1 *	1 *	1 *	2 1%	1 *	1 *	1 *	1 *	1 *	1 *
Food labelling	-	-	1 1%	-	-	2 1%	1 *	1 *	-	1 *	-	2 1%	-	-	1 *	-
Freshness of food	-	2 1%	1 *	2 1%	1 *	-	-	-	1 *	1 *	1 1%	3 1%	1 *	-	1 *	-
To ensure food products are/contain what they claim	-	-	3 1%j	-	-	7 3%abdeghjkmno	1 1%	1 *	2 1%	-	1 *	4 2%abdejo	1 *	1 *	-	1 1%
Food preparation	-	-	-	1 1%	2 1%	1 *	1 *	1 *	2 1%	1 *	1 *	3 1%o	-	1 *	-	2 1%
Sugar content of food	-	-	-	1 1%	-	1 *	-	-	-	-	2 1%	1 *	1 *	-	-	1 *
Cleanliness (no further detail)	-	-	-	2 1%	4 2%abcfim	1 *	2 1%	4 1%abci	-	2 1%	1 1%	1 1%	1 *	3 1%abci	3 1%abci	2 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

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Weighted Base	239	254	243	221	236	262	258	253	249	263	245	255	239	244	259	265
Training/educating people (in hygiene)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public health/consumer advice/information (when food scares/recalls)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
Food handling	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-
(Food) Safety (no further detail)	-	-	-	-	-	-	1	2	-	2	-	1	1	*	1	1
GM foods	-	-	-	-	-	2	-	1	1	2	-	-	-	-	-	*
Horse meat \ fraud \ ensuring meat is what it claims to be	-	-	-	-	-	1%	-	*	*	1%	-	-	-	-	-	*
Processing of food	-	-	-	-	-	-	-	-	*	1	-	-	-	1	1	1
Ratings	-	-	-	-	-	-	-	-	-	-	-	-	2	*	-	1
Other	4 2%	8 3%glnm	3 1%	9 4%cdgij klmno	3 1%	3 1%	2 1%	6 3%gmn	3 1%	4 1%	4 2%	2 1%	1 1%	1 *	3 1%	2 1%
Don't know	70 29% ijkl lmno	80 31% fgi jklmno	62 26% ajko	61 28% ijklm no	59 25% ijk	64 24% ijk	58 23% kj	62 24% ijk	44 18%	44 17%	44 18%	51 20%	47 20%	49 20%	49 19%	54 20%
Average number of mentions	2.08c	1.88	1.66	1.84	2.09c	2.16bcdg	1.89	1.95c	2.40abcd eghkm	2.14bcdg	1.89	2.28bcdg	1.99c	2.21bcdg	2.27bcdg	1.91
Standard deviation	1.61	1.26	1.17	1.45	1.49	1.60	1.37	1.40	1.88	1.68	1.35	1.83	1.58	1.78	1.56	1.35
Standard error	0.10	0.09	0.08	0.10	0.10	0.09	0.08	0.09	0.11	0.09	0.08	0.10	0.09	0.10	0.09	0.07

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



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

	ENGLAND																SCOTLAND			
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Unweighted Base	1364	1414	1368	1426	1306	1447	1411	1352	1329	1461	1260	1375	1294	1349	1355	1387	-	-	-	-
Weighted Base	1313	1374	1352	1360	1282	1382	1370	1321	1281	1350	1226	1304	1239	1244	1299	1314	**	**	**	**
Ensuring the food you buy is safe to eat	678 52%	673 49%	654 48%	668 49%	674 53% ^c	715 52%	781 57% ^{abcd}	771 58% ^{abcd}	754 59% ^{abcd}	804 60% ^{abcd}	746 61% ^{abcd}	829 64% ^{abcd}	732 59% ^{abcd}	773 62% ^{abcd}	806 62% ^{abcd}	843 64%	-	-	-	-
Date labels, such as "best before" and "use by" labels	242 16% ^{cd}	256 19% ^{cd}	196 15%	199 15%	310 24% ^{abcd}	269 19% ^{cd}	289 21% ^{cd}	264 20% ^{cd}	329 26% ^{abcd}	321 24% ^{abcd}	240 20% ^{cd}	352 27% ^{abcd}	303 24% ^{abcd}	322 26% ^{abcd}	327 25% ^{abcd}	299 23%	-	-	-	-
Promoting and enabling healthy eating and healthy lifestyles	203 15% ^{abcd}	171 12% ^d	160 12%	131 10%	198 15% ^{bcdf}	144 10%	161 12%	157 12%	208 16% ^{bcdf}	174 13% ^d	159 13% ^d	201 15% ^{bcdf}	163 13% ^{df}	169 14% ^{df}	202 16% ^{bcdf}	198 15%	-	-	-	-
Nutrition labelling information, such as traffic light labelling	196 15% ^{cd}	176 13% ^c	139 10%	157 12%	274 21% ^{abcd}	226 16% ^{bcd}	264 19% ^{abcd}	244 19% ^{abcd}	270 21% ^{abcd}	287 21% ^{abcd}	232 19% ^{abcd}	359 28% ^{abcd}	250 20% ^{abcd}	298 24% ^{abcd}	281 22% ^{abcd}	289 22%	-	-	-	-
Promoting food safety in the home	161 12% ^{cd}	160 12% ^{cd}	111 8%	124 9%	142 11% ^c	157 11% ^c	140 10%	146 11% ^c	204 16% ^{abcd}	170 13% ^{cd}	147 12% ^{cd}	168 13% ^{cdg}	171 14% ^{cdieg}	161 13% ^{cdg}	188 14% ^{bcde}	198 15%	-	-	-	-
Country of origin labels, which identify where food comes from	150 11%	147 11%	131 10%	126 9%	187 15% ^{abcd}	228 17% ^{abcd}	209 15% ^{abcd}	185 14% ^{bcd}	251 20% ^{abcd}	246 18% ^{abcd}	187 15% ^{abcd}	285 22% ^{abcd}	213 17% ^{abcd}	232 19% ^{abcd}	239 18% ^{abcd}	209 16%	-	-	-	-
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	142 11% ^{bcde}	114 8% ^c	85 6%	95 7%	109 8% ^c	107 8%	118 9% ^c	117 9% ^c	166 13% ^{bcde}	146 11% ^{bcdf}	141 12% ^{bcde}	187 14% ^{abcd}	141 11% ^{bcde}	164 13% ^{bcde}	179 14% ^{abcd}	183 14%	-	-	-	-
Quality / standard of the food	79 6% ^{ceik}	67 5% ^{kn}	53 4% ^{kn}	82 6% ^{ceikl}	47 4% ⁿ	80 6% ^{ceikl}	77 6% ^{ceikl}	66 5% ^{kno}	50 4% ^{kn}	61 5% ^{kn}	29 2%	40 3%	48 4% ^{kn}	23 2%	44 3% ⁿ	33 3%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)

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	SCOTLAND											
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Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base
Ensuring the food you buy is safe to eat	-	-	-	-	-	-	-	-	-	-	-	-
Date labels, such as "best before" and "use by" labels	-	-	-	-	-	-	-	-	-	-	-	-
Promoting and enabling healthy eating and healthy lifestyles	-	-	-	-	-	-	-	-	-	-	-	-
Nutrition labelling information, such as traffic light labelling	-	-	-	-	-	-	-	-	-	-	-	-
Promoting food safety in the home	-	-	-	-	-	-	-	-	-	-	-	-
Country of origin labels, which identify where food comes from	-	-	-	-	-	-	-	-	-	-	-	-
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	-	-	-	-	-	-	-	-	-	-	-
Quality / standard of the food	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
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Unweighted Base	1364	1414	1368	1426	1306	1447	1411	1352	1329	1461	1260	1375	1294	1349	1355	1387	-	-	-	-
Weighted Base	1313	1374	1352	1360	1282	1382	1370	1321	1281	1350	1226	1304	1239	1244	1299	1314	**	**	**	**
Hygiene	38 3%	55 4%hk	56 4%hk	56 4%hk	39 3%	48 3%h	46 3%h	27 2%	45 3%h	51 4%hk	27 2%	36 3%	41 3%	46 4%hk	66 5%aefgh kim	50 4%	-	-	-	-
Manufacturing/ production/packaging of food	29 2%glo	32 2%gimo	28 2%lo	27 2%lo	31 2%gimo	23 2%lo	16 1%	19 1%	22 2%o	18 1%	22 2%lo	11 1%	15 1%	23 2%lo	9 1%	12 1%	-	-	-	-
Animal welfare	25 2%	31 2%	29 2%	32 2%	31 2%ki	25 2%	21 2%	25 2%	17 1%	33 2%ki	17 1%	28 2%	21 2%	18 1%	24 2%	24 2%	-	-	-	-
Ensuring/inspecting hygiene/cleanliness in food establishments	22 2%	31 2%	49 4%abefg ijkmno	39 3%ajlo	26 2%	25 2%	26 2%	33 3%	26 2%	22 2%	26 2%	21 2%	25 2%	22 2%	21 2%	34 3%	-	-	-	-
The way food is stored/ transported (correct temperatures etc.)	12 1%	7 1%	18 1%bklm	16 1%bklm	18 1%bklm	7 *	14 1%k	13 1%k	10 1%	9 1%	4 *	7 1%	8 1%	6 *	8 1%	8 1%	-	-	-	-
Maintaining Standards / Regulations	10 1%	24 2%agh	25 2%agh	28 2%aghjm	16 1%	24 2%agh	11 1%	8 1%	23 2%agh	14 1%	19 2%h	15 1%	13 1%	16 1%	32 2%aeghij lmn	48 4%	-	-	-	-
Everything / All food issues	9 1%no	16 1%kno	10 1%no	13 1%no	11 1%no	13 1%no	13 1%no	14 1%no	8 1%o	12 1%no	5 *	14 1%no	9 1%no	2 *	2 *	7 1%	-	-	-	-
What goes into our food (additives/chemicals etc.)	8 1%	19 1%ai	31 2%aeikn o	25 2%aio	16 1%	28 2%aiko	23 2%aio	19 1%ai	7 1%	20 1%ai	12 1%	21 2%aio	16 1%	14 1%	8 1%	6 *	-	-	-	-
Complaints Procedures	7 1%ijno	2 *	2 *	4 *	3 *	2 *	2 *	2 *	2 *	1 *	1 *	-	2 *	1 *	* *	2 *	-	-	-	-
Fat/salt content in food	7 *	5 *	5 *	5 *	7 1%	5 *	4 *	4 *	2 *	3 *	3 *	4 *	2 *	2 *	4 *	3 *	-	-	-	-

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Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base
Hygiene	-	-	-	-	-	-	-	-	-	-	-	-
Manufacturing/ production/packaging of food	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-
Ensuring/inspecting hygiene/cleanliness in food establishments	-	-	-	-	-	-	-	-	-	-	-	-
The way food is stored/ transported (correct temperatures etc.)	-	-	-	-	-	-	-	-	-	-	-	-
Maintaining Standards / Regulations	-	-	-	-	-	-	-	-	-	-	-	-
Everything / All food issues	-	-	-	-	-	-	-	-	-	-	-	-
What goes into our food (additives/chemicals etc.)	-	-	-	-	-	-	-	-	-	-	-	-
Complaints Procedures	-	-	-	-	-	-	-	-	-	-	-	-
Fat/salt content in food	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
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Weighted Base	1313	1374	1352	1360	1282	1382	1370	1321	1281	1350	1226	1304	1239	1244	1299	1314	**	**	**	**
How food is grown / Farmed	6 *m	6 *m	6 *m	4 *	6 *m	4 *	2 *	8 1%gjm	7 1%m	2 *	3 *	5 *m	-	2 *	5 *m	3 *	-	-	-	-
Food imports / Exports	5 *n	7 1%n	4 *	4 *n	3 *	6 *n	5 *n	5 *n	5 *n	3 *	2 *	1 *	1 *	-	4 *	2 *	-	-	-	-
Health	4 *	4 *	4 *	4 *	3 *	3 *	2 *	1 *	2 *	1 *	3 *	3 *	3 *	4 *	3 *	1 *	-	-	-	-
Weight & Measures	4 *	7 1%cdij lo	-	1 *	5 *co	3 *	5 *co	5 *co	1 *	1 *	3 *	1 *	4 *co	2 *	-	2 *	-	-	-	-
Price	3 *	7 1%	11 1%lo	5 *	9 1%co	3 *	6 *	4 *	7 1%	5 *	4 *	7 1%	5 *	5 *	1 *	-	-	-	-	-
Health & Hygiene Certificates	3 *	2 *	2 *	4 *	2 *	-	4 *	4 *ll	2 *	2 *	2 *	-	1 *	3 *	3 *	4 *	-	-	-	-
Advertising	2 *	2 *	-	7 *ceijn	1 *	3 *	2 *	2 *	1 *	1 *	1 *	-	3 *	-	2 *	2 *	-	-	-	-
Effect on the Environment	1 *	3 *	-	1 *	-	-	1 *	1 *	2 *	-	-	-	-	1 *	-	-	-	-	-	-
Sales of food in shops/restaurants	-	10 1%a	17 1%aghhk	12 1%a	7 1%a	10 1%a	6 *a	5 *a	12 1%a	6 *a	6 *a	13 1%a	8 1%a	8 1%a	10 1%a	17 1%	-	-	-	-
Health and Safety standards	-	5 *am	7 1%am	1 *	5 *am	3 *	3 *	2 *	1 *	2 *	3 *	1 *	-	2 *	6 *am	3 *	-	-	-	-
Infections/diseases in/contaminated foods	-	2 *	9 1%abh	3 *	6 *a	7 1%a	3 *	2 *	3 *	3 *	3 *	3 *	2 *	2 *	3 *	2 *	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
How food is grown / Farmed	-	-	-	-	-	-	-	-	-	-	-	-
Food imports / Exports	-	-	-	-	-	-	-	-	-	-	-	-
Health	-	-	-	-	-	-	-	-	-	-	-	-
Weight & Measures	-	-	-	-	-	-	-	-	-	-	-	-
Price	-	-	-	-	-	-	-	-	-	-	-	-
Health & Hygiene Certificates	-	-	-	-	-	-	-	-	-	-	-	-
Advertising	-	-	-	-	-	-	-	-	-	-	-	-
Effect on the Environment	-	-	-	-	-	-	-	-	-	-	-	-
Sales of food in shops/restaurants	-	-	-	-	-	-	-	-	-	-	-	-
Health and Safety standards	-	-	-	-	-	-	-	-	-	-	-	-
Infections/diseases in/contaminated foods	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
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Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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	ENGLAND																SCOTLAND			
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Unweighted Base	1364	1414	1368	1426	1306	1447	1411	1352	1329	1461	1260	1375	1294	1349	1355	1387	-	-	-	-
Weighted Base	1313	1374	1352	1360	1282	1382	1370	1321	1281	1350	1226	1304	1239	1244	1299	1314	..*	..*	..*	..*
Control where food comes from/food origin	-	4	4	8	4	15	12	4	5	12	3	1	7	3	5	6	-	-	-	-
Food labelling	-	2	11	4	5	12	4	9	5	6	2	8	9	2	3	5	-	-	-	-
Freshness of food	-	3	4	4	4	1	6	1	-	3	2	2	1	3	2	1	-	-	-	-
To ensure food products are/contain what they claim	-	-	6	2	5	26	5	10	12	13	11	14	9	12	11	12	-	-	-	-
Food preparation	-	-	4	12	8	3	7	11	11	14	4	11	2	3	5	4	-	-	-	-
Sugar content of food	-	-	-	5	1	3	2	4	1	4	3	-	2	2	1	3	-	-	-	-
Cleanliness (no further detail)	-	-	-	4	8	3	6	6	5	7	5	5	8	3	6	4	-	-	-	-
Training/educating people (in hygiene)	-	-	-	9	5	2	-	1	-	1	3	-	1	-	2	-	-	-	-	-
Public health/consumer advice/information (when food scares/recalls)	-	-	-	4	4	2	-	2	-	-	1	-	-	3	4	3	-	-	-	-
Food handling	-	-	-	-	-	-	-	-	-	2	1	-	-	1	-	-	-	-	-	-

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Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
Control where food comes from/food origin	-	-	-	-	-	-	-	-	-	-	-	-
Food labelling	-	-	-	-	-	-	-	-	-	-	-	-
Freshness of food	-	-	-	-	-	-	-	-	-	-	-	-
To ensure food products are/contain what they claim	-	-	-	-	-	-	-	-	-	-	-	-
Food preparation	-	-	-	-	-	-	-	-	-	-	-	-
Sugar content of food	-	-	-	-	-	-	-	-	-	-	-	-
Cleanliness (no further detail)	-	-	-	-	-	-	-	-	-	-	-	-
Training/educating people (in hygiene)	-	-	-	-	-	-	-	-	-	-	-	-
Public health/consumer advice/information (when food scares/recalls)	-	-	-	-	-	-	-	-	-	-	-	-
Food handling	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
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Unweighted Base	1364	1414	1368	1426	1306	1447	1411	1352	1329	1461	1260	1375	1294	1349	1355	1387	-	-	-	-
Weighted Base	1313	1374	1352	1360	1282	1382	1370	1321	1281	1350	1226	1304	1239	1244	1299	1314	..*	..*	..*	..*
(Food) Safety (no further detail)	-	-	-	-	-	1	9	4	6	3	1	7	8	3	8	5	-	-	-	-
						1%abcde	1%abcde	*abcde	*abcde	*	1%abcde	1%abcde	*	1%abcde	*	1%abcde				
GM foods	-	-	-	-	-	2	1	1	2	3	2	2	1	-	1	*	-	-	-	-
						*	*	*	*	*	*	*	*	*	*	*				
Horse meat \ fraud \ ensuring meat is what it claims to be	-	-	-	-	-	12	5	4	4	5	2	1	-	3	-	2	-	-	-	-
						1%abcde	*abcde	*bd	*abcde	*abcde	*	*	*	*	*	*				
Processing of food	-	-	-	-	-	-	-	-	4	3	-	1	3	2	5	1	-	-	-	-
									*bfg	*	*	*	*	*	*abcde	*				
Ratings	-	-	-	-	-	-	-	-	-	-	3	-	3	4	-	3	-	-	-	-
										*	*	*	*	*abcd	*	*				
Other	19	32	31	28	21	24	21	21	11	23	15	16	12	9	16	11	-	-	-	-
	1%	2%iklmn	2%iklmn	2%iklmn	2%kn	2%kn	2%	2%	1%	2%kn	1%	1%	1%	1%	1%	1%				
Don't know	307	339	310	302	283	292	261	234	188	231	244	202	191	208	200	200	-	-	-	-
	23%ghijklmno	25%ghijklmno	23%ghijklmno	22%ghijklmno	22%hijklmno	21%hijklmno	19%ilmno	18%il	15%	17%	20%ilmno	15%	15%	17%	15%	15%				
Average number of mentions	2.05cd	2.01cd	1.83	1.85	2.26abc	2.09cd	2.10cd	2.06cd	2.29abc	2.25abc	2.14cd	2.43abc	2.17bcd	2.29abc	2.31abc	2.29	-	-	-	-
					dfgh	dfghk	dfgh	dfghk	dfghk	dfgh	dfghk	defghjk	defghjk	defghk	dfghkm					
Standard deviation	1.51	1.49	1.29	1.30	1.54	1.49	1.54	1.47	1.70	1.66	1.56	1.70	1.52	1.68	1.64	1.65	-	-	-	-
Standard error	0.05	0.05	0.04	0.04	0.05	0.04	0.05	0.04	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	-	-	-	-

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Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
(Food) Safety (no further detail)	-	-	-	-	-	-	-	-	-	-	-	-
GM foods	-	-	-	-	-	-	-	-	-	-	-	-
Horse meat \ fraud \ ensuring meat is what it claims to be	-	-	-	-	-	-	-	-	-	-	-	-
Processing of food	-	-	-	-	-	-	-	-	-	-	-	-
Ratings	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
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 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	90	82	88	92	88	84	78	80	97	96	84	84	92	85	88	84	52	60	44	41
Weighted Base	86*	79*	84*	86*	82*	78*	73*	75*	89*	75*	81*	69*	80*	77*	73*	76*	49*	57*	45*	43*
Ensuring the food you buy is safe to eat	49 57%	38 48%	63 75%abde f	44 51%	35 43%	43 55%	48 66%bde	48 64%be	58 65%be	48 64%be	58 72%bdef	52 76%abde f	62 77%abde f	50 64%be	51 69%bde	44 57%	32 66%	36 63%	24 54%	25 59%
Nutrition labelling information, such as traffic light labelling	11 13%l	5 7%	10 11%	5 6%	8 10%	3 4%	7 9%	17 22%bdef g	30 34%abcd elghkmn o	29 39%abcd elghkm no	12 14%l	13 19%bdf	10 12%	14 18%bdf	11 15%l	26 34%qrs tuxyzA BCD	5 10%l	6 10%l	7 15%l	- -
Date labels, such as "best before" and "use by" labels	10 12%	6 8%	13 15%	6 7%	10 12%	6 8%	5 6%	19 25%abde fg	31 35%abcd elghkimo	28 37%abcd elghkimo	14 18%g	13 19%bdfg	15 19%dfg	19 25%abde fg	13 18%g	21 27%rsu xyzABC D	7 14%	6 10%	5 11%	6 14%
Promoting and enabling healthy eating and healthy lifestyles	8 9%	5 7%	4 5%	4 5%	2 3%	8 10%	7 9%	10 13%e	18 20%bcde	14 16%bcde	15 18%bcde	12 17%cde	10 13%e	15 19%bcde	9 13%e	7 9%x	7 14%luxA C	8 14%luxA BC	2 4%	7 17%luxyABC
Country of origin labels, which identify where food comes from	8 9% <i>d</i>	2 3%	3 4%	1 1%	3 4%	8 10% <i>d</i>	6 9% <i>d</i>	17 22%abcd eg	23 26%abcd elgmo	24 32%abcd elghkmo	12 15%bcde	19 28%abcd elgmo	9 12% <i>bd</i>	15 19%bcde	10 13%bcde	18 23% <i>tux</i> yzABC	6 11% <i>u</i>	7 12% <i>u</i>	6 14% <i>u</i>	3 8%
Quality / standard of the food	7 8% <i>klo</i>	4 6% <i>klo</i>	3 3%	8 9% <i>klo</i>	7 9% <i>klo</i>	2 3%	4 5%	2 2%	6 7% <i>klo</i>	3 4%	- -	- -	2 3%	7 8% <i>klo</i>	- -	2 2%	4 8% <i>u</i> C	2 3%	- -	- -
Ensuring/inspecting hygiene/cleanliness in food establishments	5 6%	5 6%	5 7% <i>j</i>	3 3%	2 3%	1 2%	2 3%	2 5%	1 1%	1 1%	3 4%	1 1%	1 2%	1 2%	2 4%	3 5%	3 5%	- -	1 3%	2 5%
Hygiene	4 5%	6 8% <i>ghjm</i>	2 3%	2 2%	5 6% <i>g</i>	4 6% <i>g</i>	- -	1 1%	5 6% <i>g</i>	1 1%	1 2%	2 3%	1 1%	2 3%	4 5%	5 7% <i>v</i>	3 5%	1 2%	4 8% <i>v</i>	1 3%
Promoting food safety in the home	4 5%	3 4%	7 8%	5 6%	11 13% <i>b</i>	5 6%	11 15% <i>ab</i>	5 7%	20 23%abcd fghkimo	15 20%abcd f	7 8%	7 10%	9 11%	10 13%	7 10%	8 11% <i>z</i> C	3 6%	4 8%	5 12% <i>z</i> C	5 13% <i>z</i> C

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Unweighted Base	52	103	113	90	97	113	101	105	92	94	83	96
Weighted Base	50*	47*	52	50*	53*	51	48*	49*	85*	86*	81*	89*
Ensuring the food you buy is safe to eat	25 49%	34 72% ^{psuw} zB	29 56%	30 59%	34 63%	27 54%	32 66%	26 53%	54 63%	53 61%	65 80%	74 84%
Nutrition labelling information, such as traffic light labelling	4 8%	16 34% ^{qrst} xyzABC D	13 25% ^{qrtsu} xyzABCD	6 13% ^t	3 6%	4 8% ^t	5 10% ^t	4 7% ^t	5 5%	4 5%	9 11%	1 1%
Date labels, such as "best before" and "use by" labels	2 4%	14 29% ^{qrsu} xyzABCD	13 26% ^{rsux} yzABCD	6 12%	5 10%	4 8%	5 10%	3 6%	9 11%	4 5%	7 9%	1 1%
Promoting and enabling healthy eating and healthy lifestyles	1 2%	9 20% ^{psux} yzABC	6 11% ^{lux} C	* 1%	2 4%	3 6%	2 4%	2 4%	3 4%	9 11% ^x	3 3%	3 3%
Country of origin labels, which identify where food comes from	-	16 35% ^{qrst} uvwxyzAB CD	11 22% ^{luxy} zABCD	5 10% ^u	4 7% ^u	3 6% ^u	4 8% ^u	5 10% ^u	8 9% ^u	7 8% ^u	6 8%	3 3%
Quality / standard of the food	-	1 1%	2 3%	1 3%	1 1%	2 3%	1 1%	2 5%	* 1%	5 6%	-	-
Ensuring/inspecting hygiene/cleanliness in food establishments	5 10% ^{uv}	-	3 5% ^{uv}	1 2%	1 3%	7 14% ^{prsvw} xyABD	1 2%	3 3%	11 13% ^{prvxy} ABD	3 4%	1 1%	1 1%
Hygiene	2 5%	-	4 8% ^v	1 2%	2 4%	5 10% ^{rvx} BD	2 5% ^w	2 3%	3 4%	3 3%	8 10%	1 1%
Promoting food safety in the home	4 9%	10 21% ^{qrw} zABC	5 11% ^z C	3 6%	7 13% ^z C	1 2%	2 5%	3 6%	2 3%	11 13% ^z C	11 13%	15 17%

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	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	90	82	88	92	88	84	78	80	97	96	84	84	92	85	88	84	52	60	44	41
Weighted Base	86*	79*	84*	86*	82*	78*	73*	75*	89*	75*	81*	69*	80*	77*	73*	76*	49*	57*	45*	43*
Animal welfare	4	-	1	3	4	-	4	-	3	-	*	-	-	1	-	3	-	-	2	-
	4%	-	2%	3%	4%	-	5%um	-	3%	-	7%	-	-	2%	1%	4%	-	-	5%D	-
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	4	2	1	-	3	1	-	7	14	12	7	8	9	10	6	4	3	9	-	4
	4%	3%	1%	-	4%	2%	-	10%cdlg	16%abcd	16%abcde	9%cdfg	12%bcdf	11%bcdf	13%abcde	8%gdg	5%	6%	16%psux	-	9%lux
								efg		fg		g	g	fg				yzABD		
Manufacturing/ production/packaging of food	2	3	-	1	1	2	2	-	1	-	-	-	-	2	1	2	2	1	-	-
	3%	4%	-	2%	1%	3%	3%	-	1%	-	-	-	-	3%	1%	2%	5%	1%	-	-
How food is grown / Farmed	2	-	1	-	-	-	-	-	2	-	*	-	-	-	-	-	-	-	-	-
	3%	-	2%	-	-	-	-	-	2%	-	7%	-	-	-	-	-	-	-	-	-
Fat/salt content in food	2	-	-	1	-	-	-	-	1	-	-	1	-	2	-	1	-	-	-	-
	2%	-	-	1%	-	-	-	-	1%	-	-	1%	-	3%	-	1%	-	-	-	-
Complaints Procedures	2	2	1	-	-	-	-	-	1	*	-	-	-	-	-	-	-	-	-	-
	2%	3%	1%	-	-	-	-	-	1%	1%	-	-	-	-	-	-	-	-	-	-
Effect on the Environment	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Advertising	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Food imports / Exports	1	-	-	-	-	1	-	-	-	-	-	-	-	1	1	-	1	-	-	-
	1%	-	-	-	-	1%	-	-	-	-	-	-	-	2%	2%	-	2%	-	-	-
Everything / All food issues	1	-	-	-	3	2	1	-	1	-	-	1	-	-	-	-	-	-	-	-
	1%	-	-	-	4%	3%	1%	-	1%	-	-	2%	-	-	-	-	-	-	-	-
Maintaining Standards / Regulations	1	2	-	5	1	3	-	1	*	-	-	-	-	2	3	4	-	-	-	-
	1%	3%	-	6%cgkhl	2%	4%	-	1%	1%	-	-	-	-	3%	4%	5%CD	-	-	-	-
				m																
Health & Hygiene Certificates	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
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 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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Unweighted Base	52	103	113	90	97	113	101	105	92	94	83	96
Weighted Base	50*	47*	52	50*	53*	51	48*	49*	85*	86*	81*	89*
Animal welfare	-	*	*	1	-	1	-	*	1	-	-	1
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	1%	1%	2%	-	2%	-	*	2%	-	-	1%
Manufacturing/ production/packaging of food	-	7	5	-	1	1	1	2	6	5	*	-
How food is grown / Farmed	-	15%psux	10%suxyz	-	2%	2%	3%	5%xx	7%xx	5%	1%	-
Fat/salt content in food	-	yzABD	-	-	-	-	-	-	-	-	-	-
Complaints Procedures	-	-	1	-	*	-	*	1	2	1	-	-
Effect on the Environment	-	-	2%	-	1%	-	1%	2%	2%	1%	-	-
Advertising	-	-	-	-	-	-	-	-	-	-	-	-
Food imports / Exports	-	-	-	-	-	-	-	-	-	-	-	-
Everything / All food issues	-	-	-	-	-	-	-	-	-	-	-	-
Maintaining Standards / Regulations	-	-	-	-	-	-	-	-	-	-	-	-
Health & Hygiene Certificates	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

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Weighted Base	86*	79*	84*	86*	82*	78*	73*	75*	89*	75*	81*	69*	80*	77*	73*	76*	49*	57*	45*	43*
What goes into our food (additives/chemicals etc.)	1 1%	-	-	-	-	3 4%	-	-	2 2%	-	-	-	1 1%	-	-	1 2%	-	2 4%	1 3%	3 6% ^C
Price	-	-	-	2	2	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-
Health	-	-	-	1	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Weight & Measures	-	-	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The way food is stored/ transported (correct temperatures etc.)	-	-	-	1	2	1	1	1	2	2	1	1	-	1	-	1	4	1	-	-
Sales of food in shops/restaurants	-	1	-	3	-	-	2	1	1	1	-	-	-	1	2	9% ^{pwvx}	1	-	1	
Health and Safety standards	-	1	-	4	-	-	3	1	1	1	-	-	-	1	2	zACD	-	-	3	
Infections/diseases in/contaminated foods	-	2	-	-	1	-	2	-	3	-	-	-	-	-	-	-	-	-	-	
Control where food comes from/food origin	-	-	1	-	1	-	1	-	-	2	-	-	-	-	-	-	-	-	1	
Food labelling	-	-	-	-	2	2	1	-	1	-	-	-	-	-	-	-	-	-	3	
Freshness of food	-	-	-	-	1	1	-	-	1	1	-	-	-	-	-	-	-	-	-	
To ensure food products are/contain what they claim	-	-	1	1	1	-	-	-	1	-	1	-	-	1	-	-	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
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Weighted Base	50*	47*	52	50*	53*	51	48*	49*	85*	86*	81*	89*
What goes into our food (additives/chemicals etc.)	-	*	1	-	*	1	-	1	-	1	1	-
Price	-	1%	1%	-	1%	2%	-	2%	-	1%	1%	-
Health	-	*	*	*	-	1	-	-	-	-	-	-
Weight & Measures	-	1%	-	-	-	-	-	-	-	-	1	-
The way food is stored/ transported (correct temperatures etc.)	1	-	-	-	1	-	-	1	-	1	-	-
Sales of food in shops/restaurants	2%	-	-	-	2%	-	-	3%	-	1%	-	-
Health and Safety standards	-	-	-	-	-	1	-	1%	1%	3%	-	*
Infections/diseases in/contaminated foods	-	-	-	-	-	-	1%	-	-	-	1	-
Control where food comes from/food origin	-	-	-	-	-	1	-	-	-	-	1%	-
Food labelling	-	-	-	-	-	2%	-	-	-	-	-	1%
Freshness of food	-	-	1%	-	1%	-	-	1%	1%	-	-	-
To ensure food products are/contain what they claim	-	-	-	-	-	-	1	-	-	-	-	-
	-	-	-	-	-	1%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
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Unweighted Base	90	82	88	92	88	84	78	80	97	96	84	84	92	85	88	84	52	60	44	41
Weighted Base	86*	79*	84*	86*	82*	78*	73*	75*	89*	75*	81*	69*	80*	77*	73*	76*	49*	57*	45*	43*
Food preparation	-	-	1	-	2	2	-	-	1	2	-	1	-	-	1	1	-	-	-	1
	-	-	1%	-	2%	2%	-	-	1%	2%	-	2%	-	-	1%	2%	-	-	-	3%
Sugar content of food	-	-	-	1	-	-	-	-	1	-	-	1	-	1	-	1	-	-	-	-
	-	-	-	1%	-	-	-	-	1%	-	-	1%	-	2%	-	1%	-	-	-	-
Cleanliness (no further detail)	-	-	-	-	3	-	1	-	-	1	-	1	-	2	2	2	-	-	-	-
	-	-	-	-	3%	-	2%	-	-	1%	-	1%	-	2%	3%	3%	-	-	-	-
Training/educating people (in hygiene)	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	1%	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-
Public health/consumer advice/information (when food scores/recalls)	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	2%	-	-	-	-	-
Food handling	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-
(Food) Safety (no further detail)	-	-	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-
	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	1%	-	-	-	-	-
GM foods	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Horse meat \ fraud \ ensuring meat is what it claims to be	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-
	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	1%	-	-	-	-
Processing of food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-
Ratings	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2	4	1	2	2	1	1	2	2	1	*	2	2	1	2	1	-	1	-	-
	3%	5%	2%	2%	3%	1%	1%	3%	3%	1%	1%	2%	2%	2%	2%	1%	-	2%	-	-
Don't know	12	17	10	23	14	15	10	17	10	10	12	8	13	16	12	13	9	7	11	7
	13%	22%	12%	27% ^{acj}	17%	19%	14%	23% ^{id}	11%	14%	15%	12%	16%	20%	16%	16%	18%	12%	25%	17%

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Weighted Base	50*	47*	52	50*	53*	51	48*	49*	85*	86*	81*	89*
Food preparation	-	-	1	-	-	1	-	1	-	-	-	1
Sugar content of food	-	-	1%	-	-	1%	-	2%	-	-	-	2%
Cleanliness (no further detail)	-	-	*	-	*	1	*	1	-	1	1	-
Training/educating people (in hygiene)	-	-	1%	-	1%	2%	1%	2%	-	1%	1%	-
Public health/consumer advice/information (when food scares/recalls)	-	-	-	*	-	1	-	-	-	-	-	-
Food handling	-	-	-	-	-	-	-	-	-	-	-	-
(Food) Safety (no further detail)	-	-	1	-	-	-	-	-	-	-	-	-
GM foods	-	-	2%	-	-	-	-	-	-	-	-	-
Horse meat \ fraud \ ensuring meat is what it claims to be	-	-	-	-	-	-	-	-	-	-	-	-
Processing of food	-	-	1%	-	-	-	-	1	-	-	-	-
Ratings	-	-	-	-	1	-	-	2%	-	-	-	-
Other	-	-	-	-	1%	-	-	-	1	-	-	-
Don't know	1	-	*	5	-	1	-	-	*	1	-	-
	3%	-	*	9%pqstv wyzABCD	-	2%	-	-	1%	1%	-	-
	13	6	10	10	12	10	9	10	11	22	4	12
	26%	13%	20%	20%	22%	19%	19%	20%	13%	25%wC	5%	14%

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Unweighted Base	90	82	88	92	88	84	78	80	97	96	84	84	92	85	88	84	52	60	44	41
Weighted Base	86*	79*	84*	86*	82*	78*	73*	75*	89*	75*	81*	69*	80*	77*	73*	76*	49*	57*	45*	43*
Average number of mentions	1.77	1.49	1.62	1.65	1.64	1.68	1.66	2.29abc defg	2.88abc defgkim o	2.85abc defgkmo	1.97b	2.22bcd efg	1.94	2.52abc defg	2.06b	2.45rt uxyzAB CD	1.96u	1.67u	1.72	1.73u
Standard deviation	1.28	0.83	1.09	1.10	0.91	1.14	0.82	1.67	1.91	1.91	1.54	1.89	1.60	1.97	1.61	1.51	1.65	0.89	0.87	1.15
Standard error	0.15	0.10	0.12	0.14	0.11	0.14	0.10	0.22	0.20	0.21	0.18	0.22	0.18	0.24	0.19	0.18	0.26	0.13	0.15	0.20

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Weighted Base	50*	47*	52	50*	53*	51	48*	49*	85*	86*	81*	89*
Average number of mentions	1.25	2.65qrt uvwxyzABC D	2.38rtu xyzABCD	1.51	1.55	1.66u	1.45	1.51	1.48	1.73u	1.49	1.36
Standard deviation	0.73	1.88	1.80	1.00	1.08	1.06	1.03	1.26	1.20	1.28	0.85	0.61
Standard error	0.12	0.20	0.19	0.12	0.12	0.11	0.11	0.14	0.14	0.15	0.10	0.07

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/ef/gh/ij/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
* small base

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

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564	1478	1528	1526	1567
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421	1405	1408	1453	1479
Ensuring the food you buy is safe to eat	759 52%	747 49%	741 50%	737 50%	734 52%	792 53%	858 57%abcde	849 59%abcde	845 59%abcde	880 60%abcde	836 62%abcde	907 64%abcde	847 60%abcde	875 62%abcde	922 63%abcde	961 65%
Promoting food safety in the home	168 12%cd	168 11%cd	123 8%	134 9%	158 11%cd	172 11%cd	156 10%	154 11%cd	231 16%abcde fghiklmn	186 13%cd	156 12%cd	179 13%cd	182 13%cdg	182 13%cdg	205 14%abcde fghk	221 15%
Promoting and enabling healthy eating and healthy lifestyles	218 15%bcd fgh	184 12%cd	166 11%	142 10%	202 14%cdfgh	161 11%	174 12%	168 12%	228 16%bcdfg hikm	190 13%cd	175 13%cd	214 15%bcdfg h	176 13%cd	193 14%cdf	214 15%bcdfg h	208 14%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	149 10%def	126 8%cd	86 6%	99 7%	112 8%cd	116 8%	123 8%cd	124 9%cd	181 13%abcde fgh	159 11%bcdef g	150 11%bcdef gh	198 14%abcde fghikm	156 11%bcdef gh	179 13%abcde fgh	185 13%abcde fgh	187 13%
Nutrition labelling information, such as traffic light labelling	212 15%cd	187 12%	156 11%	162 11%	286 20%abcdf	245 16%bcd	284 19%abcd	267 18%abcd	303 21%abcdf	321 22%abcdf hk	248 18%abcd	376 26%abcde fghiklmn o	265 19%abcd	316 22%abcdf ghkm	301 21%abcdf	316 21%
Date labels, such as "best before" and "use by" labels	258 18%cd	268 18%cd	214 14%	212 14%	322 23%abcdf k	289 19%cd	307 21%cd	289 20%cd	365 26%abcdf ghk	353 24%abcdf ghk	259 19%cd	369 26%abcdf ghk	328 23%abcdf hk	346 25%abcdf ghk	347 24%abcdf ghk	320 22%
Country of origin labels, which identify where food comes from	163 11%cd	157 10%	141 10%	130 9%	190 13%bcd	253 17%abcde	226 15%abcd	207 14%abcd	278 20%abcde ghkm	274 19%abcde ghk	203 15%abcd	310 22%abcde fghikmno	231 16%abcde	254 18%abcde ghk	255 18%abcde h	230 16%
Quality / standard of the food	90 6%ceij klmno	73 5%klno	56 4%k	90 6%ceklm no	54 4%kn	83 6%ceklmn o	82 6%ceklmn o	69 5%klno	56 4%kn	30 2%	42 3%	51 4%k	35 2%	44 3%	35 2%	
The way food is stored/transported (correct temperatures etc.)	16 1%k	8 1%	18 1%bkn	17 1%kn	20 1%bklmn o	8 1%	15 1%k	13 1%k	12 1%	11 1%	-	9 1%	8 1%	6 1%	9 1%	8 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564	1478	1528	1526	1567
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421	1405	1408	1453	1479
Manufacturing/ production/packaging of food	34 2%ghj mo	35 2%ghj mo	28 2%lo	29 2%lo	32 2%gijmo	26 2%lo	19 1%	19 1%	23 2%o	18 1%	22 2%o	12 1%	16 1%	26 2%lo	9 1%	14 1%
Fat/salt content in food	8 1%	5 -	5 -	6 -	7 1%	5 -	5 -	4 -	3 -	3 -	3 -	4 -	2 -	5 -	4 -	4 -
Hygiene	45 3%	62 4%hk	62 4%hki	59 4%chk	46 3%h	52 3%h	50 3%h	29 2%	52 4%chk	57 4%chk	31 2%	40 3%	45 3%	51 4%hk	78 5%aafghi klmn	56 4%
Ensuring/inspecting hygiene/cleanliness in food establishments	29 2%	36 2%	55 4%cabefgi jkno	44 3%lo	33 2%	27 2%	31 2%	38 3%	28 2%	30 2%	30 2%	23 2%	38 3%	26 2%	23 2%	37 3%
Animal welfare	29 2%	31 2%	33 2%	34 2%k	35 2%ikn	25 2%	25 2%	26 2%	20 1%	34 2%k	17 1%	28 2%	23 2%	19 1%	25 2%	27 2%
Weight & Measures	4 -	7 - *cijl	- -	5 - *c	5 - *c	4 -	5 - *c	5 - *c	1 -	1 -	3 -	1 -	4 - *c	2 -	1 -	2 -
Health & Hygiene Certificates	3 -	2 -	2 -	4 -	2 -	- -	4 -	4 - *fl	2 -	2 -	2 -	- -	1 -	3 -	3 -	4 -
Everything / All food issues	10 1%no	16 1%kno	10 1%no	13 1%no	14 1%kno	15 1%kno	14 1%no	14 1%kno	10 1%no	12 1%no	5 -	16 1%kno	10 1%no	2 -	2 -	7 -
Food imports / Exports	7 *k	7 -	4 -	4 -	3 -	7 *k	6 -	5 -	5 -	3 -	1 -	2 -	1 -	1 -	5 -	2 -
Price	3 -	7 -	11 1%o	7 -	11 1%afo	3 -	7 -	4 -	7 1%o	6 -	4 -	7 -	5 -	5 -	1 -	- -
Health	4 -	4 -	4 -	6 -	3 -	5 -	3 -	1 -	2 -	1 -	- -	3 -	3 -	4 -	3 -	1 -
Complaints Procedures	9 1%fghj klmno	4 -	3 -	4 *i	3 -	2 -	2 -	2 -	3 -	1 -	1 -	- -	2 -	1 -	- -	2 -

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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

	ADDITIONAL COUNTRY															
	ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
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Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421	1405	1408	1453	1479
Maintaining Standards / Regulations	11 1%	26 2%agh	25 2%agh	33 2%aghjlm	19 1%h	27 2%aghtm	11 1%	8 1%	24 2%agh	16 1%	19 1%h	15 1%	13 1%	19 1%h	34 2%aeghjl mn	52 4%
How food is grown / Farmed	9 1%gjm	6 *	8 1%	4 *	6 *	4 *	2 *	8 1%gjm	9 1%gjm	2 *	4 *	5 *	1 *	2 *	5 *	3 *
Advertising	3 *	2 *	- *	7 *cejln	1 *	3 *	3 *	2 *	1 *	1 *	2 *	- *	3 *	- *	2 *	2 *
Effect on the Environment	3 *	3 *	- *	1 *	- *	1 *	1 *	1 *	2 *	- *	- *	- *	- *	1 *	- *	- *
What goes into our food (additives/chemicals etc.)	9 1%	22 1%aio	32 2%aeikno	28 2%aiko	16 1%	31 2%aeikno	24 2%aio	19 1%	10 1%	21 1%a	12 1%	22 2%aio	17 1%	15 1%	9 1%	8 1%
Sales of food in shops/restaurants	- *	11 1%a	17 1%ahk	17 1%ahk	7 *a	10 1%a	8 1%a	5 *a	13 1%a	8 1%a	6 *a	13 1%a	9 1%a	10 1%a	11 1%a	19 1%
Health and Safety standards	- *	6 *am	7 *am	1 *	6 *am	3 *	4 *	2 *	4 *a	2 *	3 *	2 *	- *	2 *	6 *am	3 *
Infections/diseases in/contaminated foods	- *	2 *	10 1%abhmn	4 *	6 *a	7 *a	4 *a	2 *	3 *	3 *	5 *a	3 *	2 *	2 *	4 *	2 *
Control where food comes from/food origin	- *	4 *	6 *a	10 1%al	6 *al	17 1%abcehi kno	13 1%abhkn	4 *a	5 *a	13 1%abhkn	3 *	- *	7 *al	3 *	5 *a	7 1%
Food labelling	- *	2 *	11 1%abno	4 *	5 *a	13 1%abdkno	5 *a	9 1%abn	5 *a	6 *a	3 *	8 1%abn	10 1%abno	2 *	3 *	5 *
Freshness of food	- *	3 *a	5 *a	5 *a	5 *a	1 *	6 *alm	1 *	1 *	3 *	2 *	3 *	1 *	3 *	2 *	1 *
To ensure food products are/contain what they claim	- *	- *	6 *ab	2 *	5 *ab	27 2%abcdeg hikmno	5 *ab	10 1%abd	12 1%abd	14 1%abdg	12 1%abd	15 1%abcdeg	9 1%abd	12 1%abd	11 1%abd	13 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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

	ADDITIONAL COUNTRY ENGLAND/WALES/N															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564	1478	1528	1526	1567
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421	1405	1408	1453	1479
Food preparation	-	-	5	14	9	5	7	11	12	16	4	13	2	3	6	7
	-	-	*ab	1%abikmn	1%abm	*ab	*ab	1%abm	1%abikmn	1%abckm	*b	1%abckm	*	*	*ab	*
Sugar content of food	-	-	-	6	1	3	3	4	2	4	3	1	2	3	1	3
	-	-	-	*abcd	*	*	*	*bc	*	*	*	*	*	*	*	*
Cleanliness (no further detail)	-	-	-	4	11	3	7	6	6	9	5	7	8	6	9	7
	-	-	-	*abc	1%abcf	*	*abc	*abc	*abc	1%abc	*abc	*abc	1%abc	*abc	1%abc	*
Training/educating people (in hygiene)	-	-	-	9	6	2	-	1	-	1	1	3	-	1	-	2
	-	-	-	1%aboghi	*abogim	*	*	*	*	*	*	*	*	*	*	*
Public health/consumer advice/information (when food scares/recalls)	-	-	-	6	4	2	-	2	-	*	1	-	-	3	6	3
	-	-	-	*abogij	*abogil	*	*	*	*	*	*	*	*	*	*abogij	*
Food handling	-	-	-	-	-	-	-	-	1	2	1	-	-	1	-	-
	-	-	-	-	-	-	-	-	*	*	*	-	-	*	-	-
(Food) Safety (no further detail)	-	-	-	-	-	1	10	5	6	3	1	7	8	3	9	5
	-	-	-	-	-	*	1%abcdef	*abcde	*abcde	*	*	*abcdef	1%abcdef	*	1%abcdef	*
GM foods	-	-	-	-	-	2	1	1	2	3	2	2	1	-	1	*
	-	-	-	-	-	*	*	*	*	*	*	*	*	*	*	*
Horse meat \ fraud \ ensuring meat is what it claims to be	-	-	-	-	-	14	6	4	4	5	2	1	-	3	-	3
	-	-	-	-	-	1%abcdeh	*abcdem	*bcd	*abcdem	*abcdem	*	*	*	*	*	*
Processing of food	-	-	-	-	-	-	-	-	4	3	-	2	3	2	5	1
	-	-	-	-	-	-	-	-	*big	*	*	*	*	*	*abcdef	*
Ratings	-	-	-	-	-	-	-	-	1	-	3	-	5	4	-	3
	-	-	-	-	-	-	-	-	*	*	*	*	*abcdef	*bdgij	*	*

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564	1478	1528	1526	1567
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421	1405	1408	1453	1479
Other	21 1%	37 2%klkm no	32 2%klmn	29 2%klmn	25 2%ln	25 2%ln	22 2%	28 2%imn	13 1%	24 2%ln	15 1%	18 1%	14 1%	11 1%	18 1%	12 1%
Don't know	328 23%ghl jimno	363 24%lgh ijklmn o	332 22%ghijl mno	333 22%ghijl mno	309 22%ghijl mno	312 21%ijlmn o	282 19%ilmo	262 18%io	209 15%	251 17%	265 20%ilmo	220 15%	215 15%	246 17%l	216 15%	224 15%
Average number of mentions	2.03cd	1.97cd	1.81	1.83	2.19abcd	2.08cd	2.09bcd	2.05cd	2.30abcd	2.28abcd	2.10bcd	2.39abcd	2.11bcd	2.27abcd	2.25abcd	2.24
Standard deviation	1.51	1.45	1.27	1.28	1.51	1.50	1.52	1.47	1.71	1.66	1.54	1.71	1.51	1.68	1.61	1.62
Standard error	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.05	0.04	0.05	0.05	0.04	0.05	0.04	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564	1478	1528	1526	1567
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421	1405	1408	1453	1479
Ensuring the food you buy is safe to eat	1184 82%	1295 86%ae	1241 84%	1251 84%	1148 81%	1293 86%ae	1298 87%acde	1254 87%acde	1268 89%abcde fk	1290 87%acde	1164 86%ae	1256 88%abcde f	1219 87%acde	1234 88%acde	1280 88%acde	1318 89%abcde fk
Date labels, such as "best before" and "use by" labels	914 63%	965 64%	935 63%	929 62%	938 66%dp	956 63%	972 65%	957 66%dp	1012 71%abcde fghjkmno p	990 67%acdfp	866 64%	968 68%abcdf kop	944 67%acdflo p	938 67%dp	923 64%	914 62%
Nutrition labelling information, such as traffic light labelling	783 54%	831 55%	828 56%	841 56%	811 57%	850 56%	886 59%ab	874 60%abcdf	914 64%abcde fghmop	914 62%abcde f	829 61%abcde f	911 64%abcde fghmop	843 60%abc f	899 64%abcde fghmop	868 60%abc f	872 59%ab f
Country of origin labels, which identify where food comes from	662 46%	741 49%	717 48%	693 47%	647 46%	804 53%abcde	792 53%abcde	809 56%abcde kp	833 59%abcde fghmop	800 54%abcde f	701 52%ade f	811 57%abcde fghp	756 54%abcde f	791 56%abcde kp	778 54%abcde f	764 52%ade f
Promoting and enabling healthy eating and healthy lifestyles	620 43%dfg jp	656 43%dfg jp	672 45%defgh jkmp	578 39%	582 41%	578 38%	577 39%	579 40%	666 47%adefg hklmnop	574 39%	545 40%	596 42%	561 40%	590 42%	610 42%	575 39%
Promoting food safety in the home	555 38%ef	551 37%	573 39%efh	536 36%	472 33%	501 33%	548 37%	503 35%	610 43%abcde fghjklmn op	528 36%	490 36%	550 39%efh	541 39%efh	522 37%ef	559 38%efh	556 38%ef
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	507 35%ef	525 35%ef	488 33%e	474 32%e	395 28%	453 30%	499 33%e	464 32%e	577 41%abcde fghj	536 36%defh	514 38%cdelfg h	560 39%abcde fgh	527 37%cdelfg h	557 40%abcde fgh	549 39%cdelfg h	572 39%abcde fgh
Quality / standard of the food	-	73 5%akln op	57 4%aknp	90 6%acekl mnop	54 4%akp	83 6%aceaklm nop	82 6%aceaklm nop	69 5%aknop	60 4%aknp	66 4%aknop	30 2%a	42 3%a	51 4%ak	35 3%a	44 3%a	35 2%a
The way food is stored/transported (correct temperatures etc.)	-	8 1%a	18 1%abfkn	17 1%akn	20 1%abklm nop	8 1%a	15 1%ak	13 1%ak	12 1%a	11 1%a	4 *	9 1%a	8 1%a	6 *a	9 1%a	8 1%a

Proportions/Mean: All Columns Tested (5% risk level)

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
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Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1394	1421	1405	1408	1453	1479
Manufacturing/ production/packaging of food	-	36 2%aghi lmop	29 2%alop	29 2%alop	32 2%agilmo p	26 2%alo	19 1%a	19 1%a	23 2%ao	18 1%a	23 2%alo	12 1%a	16 1%a	26 2%alop	9 1%a	14 1%a
Fat/salt content in food	-	5 *a	5 *a	6 *a	7 1%a	5 *a	5 *a	4 *	3 *	3 *	3 *	6 *a	2 *	5 *a	4 *a	4 *
Hygiene	-	62 4%ahk	62 4%ahkl	59 4%ahk	46 3%ah	52 3%ah	50 3%ah	29 2%a	52 4%ahk	57 4%ahk	31 2%a	40 3%a	45 3%a	51 4%ahk	79 5%aefghi jklmn	57 4%ahk
Ensuring/inspecting hygiene/cleanliness in food establishments	-	36 2%a	55 4%abefgi jkino	44 3%alo	33 2%a	28 2%a	31 2%a	38 3%a	30 2%a	30 2%a	30 2%a	24 2%a	38 3%a	26 2%a	24 2%a	39 3%a
Animal welfare	-	31 2%a	33 2%a	34 2%a	35 2%akn	25 2%a	25 2%a	26 2%a	20 1%a	34 2%a	18 1%a	28 2%a	23 2%a	19 1%a	25 2%a	27 2%a
Weight & Measures	-	7 *acij l	-	5 *ac	5 *ac	4 *	5 *ac	5 *ac	1 *	1 *	3 *	1 *	4 *ac	2 *	1 *	2 *
Health & Hygiene Certificates	-	2 *	2 *	4 *	2 *	-	4 *	4 *aff	2 *	2 *	2 *	-	1 *	3 *	3 *	4 *aff
Everything / All food issues	-	16 1%akno	10 1%ano	13 1%ano	14 1%akno	15 1%akno	14 1%ano	14 1%akno	10 1%ano	12 1%ano	5 *a	16 1%aknop	10 1%ano	2 *	2 *	7 *a
Food imports / Exports	-	7 *a	4 *a	4 *a	3 *	7 *ak	6 *a	5 *a	5 *a	3 *	1 *	2 *	1 *	1 *	5 *a	2 *
Price	-	8 1%aop	11 1%afop	7 *ap	11 1%afop	3 *	7 *ap	5 *ap	7 1%aop	6 *ap	4 *ap	7 *ap	5 *ap	5 *ap	1 *	-
Health	-	4 *	4 *	6 *a	3 *	5 *a	3 *	1 *	2 *	1 *	-	3 *	3 *	4 *a	3 *	1 *
Complaints Procedures	-	4 *	3 *	5 *aj	3 *	2 *	2 *	2 *	3 *	2 *	1 *	-	2 *	1 *	-	2 *

Proportions/Means: All Columns Tested (5% risk level)



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564	1478	1528	1526	1567
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1394	1421	1405	1408	1453	1479
Maintaining Standards / Regulations	-	26 2%agh	25 2%agh	33 2%aghjlm	19 1%ah	27 2%aghtm	11 1%a	8 1%a	24 2%agh	16 1%a	19 1%ah	15 1%a	13 1%a	19 1%ah	35 2%aaghjlmn	53 4%abcdefghijklmn
How food is grown / Farmed	-	6 *a	8 1%a	4 *a	6 *a	4 *	2 *	9 1%agim	9 1%agimn	2 *	4 *	5 *a	1 *	2 *	5 *a	3 *
Advertising	-	3 *	-	7 *acejn	1 *	3 *	3 *	2 *	1 *	1 *	2 *	-	3 *	-	2 *	2 *
Effect on the Environment	-	3 *	-	1 *	-	1 *	1 *	1 *	2 *	-	-	-	-	1 *	-	-
What goes into our food (additives/chemicals etc.)	-	22 1%aop	32 2%aeikno	28 2%aikop	16 1%a	31 2%aeikno	24 2%aop	20 1%ap	11 1%a	21 1%aop	12 1%a	22 2%aop	17 1%a	15 1%a	9 1%a	8 1%a
Sales of food in shops/restaurants	-	11 1%a	17 1%ahk	17 1%ahk	8 1%a	10 1%a	8 1%a	6 *a	13 1%a	8 1%a	6 *a	13 1%a	9 1%a	10 1%a	11 1%a	19 1%aghk
Health and Safety standards	-	6 *am	7 *am	1 *	6 *am	3 *	4 *	2 *	4 *a	2 *	3 *	2 *	-	2 *	6 *am	3 *
Infections/diseases in/contaminated foods	-	2 *	10 1%abhmp	4 *	6 *a	7 *a	4 *	2 *	3 *	3 *	5 *a	3 *	2 *	2 *	4 *	2 *
Control where food comes from/food origin	-	4 *	6 *a	11 1%al	6 *al	17 1%abcehi	13 1%abhkin	4 *a	5 *a	13 1%abhkin	3 *	1 *	7 *al	4 *	5 *a	7 1%al
Food labelling	-	2 *	11 1%abno	4 *	5 *a	13 1%abdkno	5 *a	10 1%abno	6 *a	6 *a	3 *	9 1%abn	10 1%abno	2 *	3 *	5 *a
Freshness of food	-	3 *	5 *a	5 *a	5 *a	1 *	7 *afim	1 *	3 *	2 *	3 *	3 *	3 *	3 *	2 *	1 *
To ensure food products are/contain what they claim	-	6 *	2 *ab	5 *	5 *ab	27 2%abcdeg	5 *ab	10 1%abd	13 1%abd	14 1%abd	12 1%abd	15 1%abcdeg	9 1%abd	12 1%abd	11 1%abd	14 1%abdg

Proportions/Mean: All Columns Tested (5% risk level)



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564	1478	1528	1526	1567
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421	1405	1408	1453	1479
Food preparation	-	-	5 *ab	14 1%abfkmn	9 1%abm	5 *ab	7 *ab	11 1%abm	12 1%abfkmn	16 1%abckm n	4 *b	13 1%abckm n	2 *	3 *	6 *ab	7 *ab
Sugar content of food	-	-	-	6 *abcd	1 *	3 *	3 *	4 *bc	2 *	4 *	3 *	1 *	2 *	3 *	1 *	3 *
Cleanliness (no further detail)	-	-	-	4 *abc	12 1%abcdf	3 *	7 *abc	6 *abc	6 *abc	9 1%abc	5 *abc	7 *abc	8 1%abc	6 *abc	9 1%abc	7 *abc
Training/educating people (in hygiene)	-	-	-	9 1%aboghi jkmnop	7 *aboghi kmnop	2 *	-	1 *	-	1 *	1 *	3 *	-	1 *	-	2 *
Public health/consumer advice/information (when food scares/recalls)	-	-	-	6 *abogij lm	4 *abogij m	2 *	-	2 *	-	-	1 *	-	-	3 *	6 *abogij lm	3 *
Food handling	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-
(Food) Safety (no further detail)	-	-	-	-	11 1%abcdfj kn	1 *	10 1%abcdfk	6 *abcd	6 *abcd	3 *	1 *	7 *abcdf	8 1%abcdfk	3 *	9 1%abcdfk	5 *abcd
GM foods	-	-	-	-	5 *abcdn	2 *	1 *	1 *	2 *	3 *	2 *	2 *	1 *	-	1 *	* *
Horse meat scanal/fraud/ensuring meat is what it claims to be	-	-	-	-	-	14 1%abodeh ikmnop	6 *abodem o	4 *bcd	4 *abodem o	5 *abodem o	2 *	1 *	-	3 *	-	3 *
Processing of food	-	-	-	-	-	-	-	-	4 *big	3 *	-	2 *	3 *	2 *	5 *abodf ghk	1 *
Ratings	-	-	-	-	-	-	-	-	1 *	-	3 *	-	5 *abodf ghj	4 *bdgj	1 *	3 *

Proportions/Means: All Columns Tested (5% risk level)



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564	1478	1528	1526	1567
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421	1405	1408	1453	1479
Other	-	38 2%a i l d m n o p	32 2%a i m n o p	31 2%a i m n o p	27 2%a i m n o p	25 2%a n	22 2%a	30 2%a i m n o p	13 1%a	24 2%a n	19 1%a	18 1%a	14 1%a	11 1%a	18 1%a	13 1%a
Don't know	96 7% b c d f g h j k l m n o p	69 5% i	72 5% i	72 5% i	83 6% f h j k l m n o p	59 4% i	69 5% i	57 4% i	35 2%	56 4%	66 5% i	53 4%	58 4% i	58 4% i	64 4% i	56 4% i
Average number of mentions	4.10	4.16	4.20	4.10	4.07	4.07	4.20	4.19	4.51 a b c d e f g h j k m n o p	4.25 e f	4.17	4.37 a b c d e f g h k p	4.24 e f	4.32 a b d e f	4.27 a d e f	4.18
Standard deviation	2.07	2.07	2.13	2.14	2.10	2.09	2.14	1.99	2.00	2.04	2.06	2.03	2.02	2.06	2.02	2.03
Standard error	0.06	0.05	0.06	0.06	0.06	0.05	0.05	0.05	0.05	0.05	0.06	0.05	0.05	0.05	0.05	0.05

Proportions/Mean: All Columns Tested (5% risk level)

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	700	715	726	751	668	791	792	690	753	821	682	757	708	772	763	762	806	841	774	808
Weighted Base	705	734	718	712	682	720	718	694	695	707	651	689	691	700	722	717	743	776	762	777
Ensuring the food you buy is safe to eat	584 83%	624 85%	597 83%	599 84%	563 82%	618 86%	626 87%ace	589 85%	611 88%acde	611 86%	553 85%	621 90%abcd efhk	602 87%ace	616 88%acde	640 89%abcd efk	636 89%acd e	599 81%	671 87%qu	644 85%u	653 84%u
Date labels, such as "best before" and "use by" labels	419 59%	432 59%	433 60%	422 59%	442 65%bdp	459 64%p	447 62%	447 64%bp	477 69%abcd gkop	471 67%abcd p	401 62%	465 68%abcd gkp	463 67%abcd kp	468 67%abcd kp	452 63%	568	495 67%	533 69%v	501 66%	507 65%
Nutrition labeling information, such as traffic light labelling	355 50%	392 53%	384 54%	388 54%	388 57%a	399 55%	420 59%a	383 55%	433 62%abcd efhp	432 61%abcd fhp	392 60%abcd p	448 65%abcd p	414 60%abcd p	453 65%abcd efghop	420 58%a	388 54%	429 58%	439 57%	443 58%	453 58%
Country of origin labels, which identify where food comes from	301 43%	346 47%	331 46%	302 42%	304 45%	377 52%acde	373 52%acde	373 54%abcd e	400 57%abcd egkp	391 55%abcd e	338 52%acde	403 58%abcd efgkp	383 55%abcd e	385 55%abcd e	386 53%abcd e	359 50%ad e	362 49%	395 51%	386 51%	390 50%
Promoting and enabling healthy eating and healthy lifestyles	292 41%	320 44%dfg p	331 46%defg hkop	269 38%	269 39%	273 38%	270 38%	278 40%	318 46%defg hkop	276 39%	261 40%	298 43%dfgp	285 41%	308 44%dfgp	280 39%	267 37%	327 44%vzC	336 43%	342 45%wzC	310 40%
Promoting food safety in the home	269 38%	277 38%	276 38%	260 37%	234 34%	246 34%	255 35%	249 36%	301 43%bdef gho	244 35%	252 39%	281 41%efgj	264 38%	271 39%	269 37%	277 39%	286 38%uv	275 35%	297 39%uvwA	275 35%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	232 33%e	244 33%ef	216 30%	216 30%	176 26%	202 28%	215 30%	210 30%	274 39%abcd efgh	237 34%ef	245 38%cdef gh	278 40%abcd efgh	257 37%cdef gh	278 40%abcd efgh	266 37%cdef gh	258 36%cde fgh	274 37%uv	281 36%u	272 36%u	258 33%
Quality / standard of the food	-	42 6%akin	28 4%a	50 7%acekl nop	24 4%a	48 7%acekl nop	41 6%akin	39 6%akin	34 5%akin	39 6%akin	15 2%a	23 3%a	32 5%akin	17 3%a	27 4%a	26 4%a	-	31 4%qAF	29 4%qF	41 5%qABDEF

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	778	843	810	832	770	849	763	807	770	756	763	805
Weighted Base	731	787	776	752	728	769	703	732	714	708	731	761
Ensuring the food you buy is safe to eat	585 80%	675 86%qu	673 87%qu	665 88%qstu	656 90%qrst uvwBC	679 88%qstu	611 87%qu	635 87%qu	617 86%qu	619 87%qu	640 88%qu	682 90%qstuv
Date labels, such as "best before" and "use by" labels	496 68%	497 63%	525 68%	510 68%	535 74%qrst uvwzAB CDEF	519 67%	465 66%	502 69%v	481 67%	470 66%	471 64%	495 65%
Nutrition labelling information, such as traffic light labelling	423 58%	451 57%	465 60%	491 65%qrst uvwC	481 66%qrst uvwC	482 63%rv	436 62%r	464 63%qrsv v	429 60%	446 63%qrsv	448 61%	484 64%qrstuv
Country of origin labels, which identify where food comes from	343 47%	426 54%qu	419 54%qu	436 58%qrst uAC	433 60%qrst uvwzACE F	409 53%u	363 52%	408 56%qu	373 52%u	406 57%qrst uA	392 54%u	405 53%u
Promoting and enabling healthy eating and healthy lifestyles	313 43%	305 39%	307 40%	302 40%	347 48%tvw zABCDF	298 39%	284 40%	298 41%	276 39%	282 40%	330 45%twz CD	308 40%
Promoting food safety in the home	239 33%	255 32%	293 38%uv	254 34%	309 42%rtuv xzABDF	284 37%	238 34%	269 37%	277 39%uvx	251 35%	290 40%uvxA	279 37%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	219 30%	251 32%	284 37%u	254 34%	302 42%rstu vx	299 39%tuvx	269 38%tuv	281 38%tuv	269 38%uv	279 39%tuvx	283 39%tuv	314 41%rstuvx
Quality / standard of the food	30 4%qAF	35 4%qABDE F	41 5%qABCD EF	30 4%qAF	25 3%qF	26 3%qF	15 2%q	19 3%qF	19 3%qF	18 3%q	17 2%q	9 1%q

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	700	715	726	751	668	791	792	690	753	821	682	757	708	772	763	762	806	841	774	808
Weighted Base	705	734	718	712	682	720	718	694	695	707	651	689	691	700	722	717	743	776	762	777
The way food is stored/ transported (correct temperatures etc.)	-	4	11	7	7	4	11	4	6	9	-	4	3	3	5	2	-	4	7	10
Manufacturing/ production/packaging of food	-	21	19	10	16	11	9	9	12	11	10	6	8	12	8	10	-	15	10	19
Fat/salt content in food	-	3	3	4	6	3	4	4	1	1	2	3	1	2	2	1	-	2	2	2
Hygiene	-	36	28	27	21	22	26	11	25	32	10	18	26	24	40	22	-	26	34	32
Ensuring/inspecting hygiene/cleanliness in food establishments	-	14	28	18	17	15	12	24	14	14	10	12	18	12	10	18	-	22	27	26
Animal welfare	-	15	13	17	21	13	16	10	6	16	11	11	14	10	11	15	-	16	20	18
Weight & Measures	-	1	-	1	3	3	2	2	-	1	-	1	1	1	1	1	-	6	-	3
Health & Hygiene Certificates	-	2	1	2	2	-	1	3	2	-	2	-	-	3	3	2	-	-	1	1
Everything / All food issues	-	9	6	4	9	13	7	6	7	2	4	7	6	2	-	4	-	7	5	9
Food imports / Exports	-	6	2	2	1	4	2	3	4	1	-	1	1	-	2	2	-	1	2	2

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	778	843	810	832	770	849	763	807	770	756	763	805
Weighted Base	731	787	776	752	728	769	703	732	714	708	731	761
The way food is stored/ transported (correct temperatures etc.)	13 2%qrwwz ADE	4 1%	5 1%q	9 1%qz	6 1%q	2 *	4 1%q	5 1%q	5 1%q	3 *	4 1%	6 1%q
Manufacturing/ production/packaging of food	15 2%qBEF	15 2%qEF	10 1%qE	10 1%qE	11 1%qE	7 1%q	13 2%qEF	6 1%q	9 1%qE	14 2%qEF	2 *	4 1%
Fat/salt content in food	2 *	1 *	1 *	- *	2 *	2 *	2 *	3 *	1 *	3 *	2 *	3 *
Hygiene	25 3%q	30 4%q	23 3%q	18 2%q	27 4%q	25 3%q	21 3%q	22 3%q	20 3%q	28 4%q	39 5%qwxAB C	35 5%qx
Ensuring/inspecting hygiene/cleanliness in food establishments	16 2%q	13 2%q	19 3%q	14 2%q	16 2%q	16 2%q	20 3%q	12 2%q	20 3%q	13 2%q	14 2%q	21 3%q
Animal welfare	14 2%q	12 2%q	9 1%q	16 2%q	14 2%q	18 2%q	8 1%q	17 2%q	9 1%q	9 1%q	13 2%q	12 2%q
Weight & Measures	2 *	* *	4 *	2 *	1 *	- *	3 *	- *	3 *	1 *	- *	1 *
Health & Hygiene Certificates	- *	- *	3 *	1 *	- *	2 *	- *	- *	1 *	- *	- *	2 *
Everything / All food issues	6 1%qD	3 *	7 1%qAD	8 1%qADE	3 *	11 1%qvADE F	1 *	9 1%qADEF	4 1%q	* *	2 *	2 *
Food imports / Exports	2 *	3 *	5 1%qCF	2 *	1 *	3 *	1 *	1 *	- *	1 *	3 *	- *

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	700	715	726	751	688	791	792	690	753	821	682	757	708	772	763	762	806	841	774	808
Weighted Base	705	734	718	712	682	720	718	694	695	707	651	689	691	700	722	717	743	776	762	777
Price	-	5	6	3	6	3	5	-	5	2	2	3	3	1	1	-	-	3	5	5
	-	1%ahp	1%ahp	*	1%ahp	*	1%ahp	-	1%ahp	*	*	*	*	*	*	*	-	*	1%qEF	1%qEF
Health	-	3	3	2	3	3	3	-	1	1	*	2	3	1	*	*	-	1	1	4
	-	*	*	*	*	*	*	-	*	*	*	*	*	*	*	*	-	*	*	1%w
Complaints Procedures	-	2	1	2	-	2	1	-	1	-	-	1	-	-	-	-	-	2	2	3
	-	*	*	*	-	*	*	-	*	-	-	*	-	-	-	-	-	*	*	*
Maintaining Standards / Regulations	-	13	15	13	14	16	7	5	15	8	8	10	5	11	17	35	-	13	10	20
	-	2%a	2%ahm	2%a	2%ah	2%ahm	1%a	1%a	2%ahm	1%a	1%a	1%a	1%a	2%a	2%ahm	5%abcd elghij klmno	-	2%qwx	1%q	3%quwxyzB CD
How food is grown / Farmed	-	4	4	2	3	2	1	4	5	1	*	4	1	-	2	3	-	2	4	2
	-	1%	1%	*	*	*	*	1%	1%an	*	*	1%	*	-	*	*	-	*	1%	*
Advertising	-	2	-	5	-	1	2	-	-	1	2	-	3	-	1	2	-	1	-	2
	-	*	-	1%acehi In	-	*	*	-	-	*	-	*	*	-	*	*	-	*	-	*
Effect on the Environment	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-	-	-	3	-	-
	-	-	-	*	-	*	-	-	-	-	-	-	-	*	-	-	-	*	-	-
What goes into our food (additives/chemicals etc.)	-	11	13	12	4	16	14	10	6	10	4	8	4	7	3	6	-	11	19	15
	-	1%a	2%aeko	2%ao	1%	2%aaekm op	2%aekmo	1%a	1%a	1%a	1%	1%a	1%a	1%a	*	1%a	-	1%qF	3%qADE F	2%qF
Sales of food in shops/restaurants	-	6	8	8	4	7	4	2	4	7	2	8	3	5	9	10	-	6	8	9
	-	1%a	1%a	1%a	1%	1%a	1%a	*	1%	1%a	*	1%a	*	1%a	1%a	1%ahk	-	1%q	1%qz	1%qz
Health and Safety standards	-	2	4	1	4	3	4	2	1	2	1	1	-	2	5	2	-	5	3	-
	-	*	1%	*	1%am	*	1%	*	*	*	*	*	-	*	1%am	*	-	1%qtww xzCD	*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	778	843	810	832	770	849	763	807	770	756	763	805
Weighted Base	731	787	776	752	728	769	703	732	714	708	731	761
Price	5 1%qEF	*	1 *	5 1%qEF	3 *	4 1%q	2 *	4 1%qEF	2 *	4 1%qF	-	-
Health	1 *	2 *	-	1 *	1 *	-	-	3 *	1 *	1 *	1 *	1 *
Complaints Procedures	3 *	-	1 *	2 *	3 *	1 *	1 *	-	1 *	1 *	*	2 *
Maintaining Standards / Regulations	5 1%q	11 1%q	4 *	3 *	8 1%q	8 1%q	11 2%qwx	6 1%q	7 1%q	8 1%q	18 2%quwxz B	18 2%quwx
How food is grown / Farmed	3 *	2 *	1 *	5 1%qCF	4 1%qCF	1 *	3 *	1 *	-	2 *	3 *	-
Advertising	1 *	2 *	1 *	2 *	1 *	-	-	-	-	-	1 *	-
Effect on the Environment	-	-	1 *	1 *	2 *	-	-	-	-	-	-	-
What goes into our food (additives/chemicals etc.)	12 2%qF	15 2%qyF	10 1%qF	10 1%qF	5 1%q	11 1%qF	8 1%qF	15 2%qyF	13 2%qF	8 1%q	6 1%q	2 *
Sales of food in shops/restaurants	4 1%q	3 *	4 *	4 *	9 1%qzE	2 *	4 1%q	5 1%q	6 1%q	5 1%q	2 *	9 1%qzE
Health and Safety standards	2 *	-	-	-	3 *	-	2 *	1 *	-	-	1 *	1 *

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	700	715	726	751	668	791	792	690	753	821	682	757	708	772	763	762	806	841	774	808
Weighted Base	705	734	718	712	682	720	718	694	695	707	651	689	691	700	722	717	743	776	762	777
Infections/diseases in/contaminated foods	-	1	5	1	5	2	1	2	2	-	2	1	*	2	1	1	-	1	5	3
Control where food comes from/food origin	-	-	3	4	2	10	8	3	4	7	2	-	3	2	3	7	-	4	2	7
Food labelling	-	2	3	3	1	6	1	5	5	3	1	2	5	-	3	2	-	-	8	1
Freshness of food	-	1	2	1	3	1	2	-	-	2	-	-	-	-	1	-	-	2	3	4
To ensure food products are/contain what they claim	-	-	-	-	4	11	3	3	7	4	3	7	5	6	7	6	-	-	6	2
Food preparation	-	-	4	6	2	4	3	9	8	7	1	8	2	1	4	3	-	-	1	8
Sugar content of food	-	-	-	4	1	2	3	3	1	2	-	-	-	-	-	1	-	-	-	2
Cleanliness (no further detail)	-	-	-	1	6	-	5	4	1	7	2	2	3	2	3	2	-	-	-	3
Training/educating people (in hygiene)	-	-	-	6	2	1	-	1	-	1	-	1	-	-	-	-	-	-	-	3
Public health/consumer advice/information (when food scores/recalls)	-	-	-	4	3	-	-	-	-	1	-	-	-	1	2	2	-	-	-	1

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	778	843	810	832	770	849	763	807	770	756	763	805
Weighted Base	731	787	776	752	728	769	703	732	714	708	731	761
Infections/diseases in/contaminated foods	1 *	5 1%qx	4 *	- *	1 *	3 *	3 *	1 *	2 *	1 *	2 *	1 *
Control where food comes from/food origin	3 *	7 1%qxBF	6 1%q	1 *	1 *	7 1%qxBF	2 *	1 *	4 1%	1 *	2 *	1 *
Food labelling	3 *	7 1%qtE	4 *	5 1%qrE	1 *	3 *	2 *	6 1%qtE	6 1%qtE	2 *	- *	3 *
Freshness of food	2 *	- *	5 1%qv	1 *	1 *	2 *	2 *	3 *	1 *	3 *	1 *	1 *
To ensure food products are/contain what they claim	2 *	15 2%qrtuw CE	2 *	6 1%qr	6 1%qr	10 1%qrtuw	9 1%qrtuw	8 1%qrtuw	5 1%qr	6 1%qr	4 1%qr	8 1%qrtuw
Food preparation	8 1%qrsvC	1 *	5 1%qrC	2 *	4 1%qrC	9 1%qrsvC	3 *	5 1%qrC	- *	2 *	2 *	4 1%qrC
Sugar content of food	- *	1 *	- *	1 *	1 *	2 *	3 *	1 *	2 *	2 *	1 *	3 *
Cleanliness (no further detail)	6 1%qrs	3 *	2 *	2 *	5 1%qrs	2 *	3 *	5 1%qrs	5 1%qrs	3 *	6 1%qrs	4 1%qrs
Training/educating people (in hygiene)	5 1%qrswx yCE	1 *	- *	- *	- *	1 *	1 *	2 *	- *	1 *	- *	2 *
Public health/consumer advice/information (when food scores/recalls)	1 *	2 *	- *	2 *	- *	- *	- *	- *	- *	1 *	4 1%qrswy ABC	1 *

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	700	715	726	751	668	791	792	690	753	821	682	757	708	772	763	762	806	841	774	808
Weighted Base	705	734	718	712	682	720	718	694	695	707	651	689	691	700	722	717	743	776	762	777
Food handling	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(Food) Safety (no further detail)	-	-	-	-	6	-	4	2	3	1	1	5	3	2	1	1	-	-	-	-
GM foods	-	-	-	-	1%abcd	-	1%	*	*	*	*	1%abcd	*	*	*	*	-	-	-	-
Horse meat scanal/fraud/ensuring meat is what it claims to be	-	-	-	-	4	1	-	1	2	1	-	-	-	-	-	*	-	-	-	-
Processing of food	-	-	-	-	1%	*	*	*	*	*	*	*	*	*	*	*	-	-	-	-
Ratings	-	-	-	-	9	3	1	1	3	1	1	1	-	1	-	2	-	-	-	-
Other	-	17	17	16	13	20	12	17	8	11	9	11	8	7	11	6	-	21	15	15
Don't know	44	34	35	40	37	26	30	32	17	27	36	25	27	27	32	28	52	35	37	32
Average number of mentions	3.92	4.08	4.09	4.01	4.02	4.08	4.10	4.11	4.43abc	4.22a	4.15	4.44abc	4.27ade	4.34abc	4.21a	4.06	4.27	4.23	4.30v	4.18
Standard deviation	2.05	2.13	2.14	2.14	2.06	2.14	2.17	2.08	1.97	2.02	2.05	2.01	1.97	2.12	2.07	2.08	2.08	2.01	2.11	2.14
Standard error	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.07	0.07	0.08	0.07	0.08	0.08	0.08	0.08	0.08	0.07	0.08	0.08

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	778	843	810	832	770	849	763	807	770	756	763	805
Weighted Base	731	787	776	752	728	769	703	732	714	708	731	761
Food handling	-	-	-	-	1	2	1	-	-	1	-	-
(Food) Safety (no further detail)	4	1	7	4	3	3	-	2	5	1	8	4
	1%qrstA	*	1%qrstv	1%qrst	*	*	-	*	1%qrstA	*	1%qrstv	*
GM foods	1	1	1	-	-	2	2	2	1	-	1	-
Horse meat scanal/fraud/ensuring meat is what it claims to be	*	*	*	-	-	*	*	*	*	-	*	-
Processing of food	-	5	3	3	4	2	1	-	-	1	-	1
	-	1%qrstu	*	*	1%r	*	*	-	-	*	-	*
Ratings	-	BCE	-	-	-	-	-	-	-	-	-	-
Other	14	5	10	12	6	13	10	7	6	4	7	7
	2%sqd	1%q	1%q	2%q	1%q	2%q	1%q	1%q	1%q	1%q	1%q	1%q
Don't know	46	33	39	25	19	29	30	28	31	31	33	28
	6%xyzBF	4%	5%y	3%	3%	4%	4%	4%	4%	4%	4%	4%
Average number of mentions	4.13	4.07	4.29v	4.26	4.58qrs	4.28v	4.20	4.30v	4.22	4.29v	4.32v	4.28v
					4.58qrs	4.28v	4.20	4.30v	4.22	4.29v	4.32v	4.28v
Standard deviation	2.14	2.04	2.12	1.91	2.03	2.07	2.07	2.05	2.06	2.00	1.97	1.97
Standard error	0.08	0.07	0.08	0.07	0.07	0.07	0.08	0.07	0.08	0.07	0.07	0.07

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	191	192	203	200	190	206	168	199	186	196	200	186	165	161	165	150	222	255	232	263
Weighted Base	194	211	201	208	196	211	190	201	183	199	183	165	164	194	180	173	238	247	240	274
Ensuring the food you buy is safe to eat	152 78%	176 83%e	166 83%e	170 81%	143 73%	171 81%	155 82%	166 82%e	159 87%ae	163 82%e	148 81%	137 83%e	139 85%e	157 81%	149 83%e	151 87%	197 83%	216 88%t	198 82%	220 80%
Date labels, such as "best before" and "use by" labels	113 58%	122 58%	106 53%	114 55%	107 55%	128 60%	125 66%cdedeo	115 57%	126 69%abcd ehko	121 61%	105 57%	107 65%co	97 59%	124 64%c	95 53%	105 60%	159 67%	161 65%	158 66%	176 64%
Nutrition labelling information, such as traffic light labelling	100 52%e	97 46%	88 44%	91 44%	75 38%	93 44%	92 49%	109 54%ce	105 57%bcde f	110 55%def	93 51%e	90 54%ce	84 51%e	106 55%ce	90 50%e	96 55%	115 48%	135 55%	140 58%q	158 58%q
Country of origin labels, which identify where food comes from	81 42%e	76 36%	71 35%	72 35%	57 29%	92 44%e	78 41%e	85 42%e	93 51%bcde jo	71 36%	75 41%e	72 43%e	65 39%e	93 48%bcde j	71 39%e	72 41%	90 38%	119 48%q	108 45%	120 44%
Promoting and enabling healthy eating and healthy lifestyles	81 42% dgh m	90 43% dgh m	70 35% d	52 25%	66 34%	75 35% d	59 31%	62 31%	71 38% d	73 37% d	66 36% d	55 34%	49 30%	73 38% d	65 36% d	65 37%	100 42%	98 40%	107 45%	106 38%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	80 41% def	66 31%	65 32% e	57 27%	43 22%	65 31%	67 35% e	75 33% e	83 41% def	69 42% bdef	60 38% de	57 37% e	72 35% e	68 37% e	79 46% qst uvz	79 33%	96 39% uvz	74 31%	94 34%	
Promoting food safety in the home	66 34%	55 26%	53 26%	55 27%	55 28%	66 31%	52 28%	55 27%	61 33%	62 31%	61 33%	57 35% n	50 31%	48 25%	55 31%	54 31%	89 37% vz	101 41% vzD	90 38% vz	98 36% vz
Quality / standard of the food	-	8 4% a	10 5% ahn	8 4% a	6 3% a	5 3% a	9 5% ahn	2 1%	11 6% ahkn	6 3% a	3 1%	3 2%	10 6% ahkn	1 1%	7 4% a	6 3% q	-	8 3% q	7 3% q	24 9% pqrsuxy ABCD
The way food is stored/ transported (correct temperatures etc.)	-	-	3 2%	1 1%	2 1%	-	2 1%	1 *	2 1%	2 1%	-	1 1%	1 *	-	2 1%	1 1%	-	1 *	1 *	4 2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	215	260	225	238	231	236	221	216	260	240	247	251
Weighted Base	234	264	252	245	246	254	234	232	264	263	284	286
Ensuring the food you buy is safe to eat	191 82%	226 86%	217 86%	212 86%	224 91%qstu AC	219 86%	198 84%	204 88%t	223 84%	236 90%qstu	251 88%	244 85%
Date labels, such as "best before" and "use by" labels	157 67%	166 63%	164 65%	162 66%	167 68%	155 61%	154 66%	150 65%	170 64%	172 65%	176 62%	176 61%
Nutrition labelling information, such as traffic light labelling	131 56%	153 58%q	145 57%	156 64%qr	142 59%	139 55%	150 64%qr	144 62%q	148 56%	162 62%q	167 59%	152 53%
Country of origin labels, which identify where food comes from	98 42%	124 47%	134 53%pptu	136 56%pqst uzC	129 52%pqu	114 45%	130 55%pqst uzC	132 57%pqst uvzC	121 46%	146 56%pqst uzC	147 52%	141 49%
Promoting and enabling healthy eating and healthy lifestyles	91 39%	99 38%	99 39%	96 39%	115 47%vz	90 35%	90 38%	90 39%	100 38%	103 39%	116 41%	98 34%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	67 29%	73 28%	94 37%v	94 38%uv	100 41%svz	76 30%	95 41%svz	96 41%svz	99 37%v	121 46%qstu vz	99 35%	109 38%
Promoting food safety in the home	76 32%	72 27%	92 37%vz	96 39%vz	105 43%puvz D	69 27%	86 37%vz	104 45%puvz CD	93 35%	81 31%	107 38%	113 40%
Quality / standard of the food	8 3%q	14 5%qC	17 7%qyAC	7 3%q	5 2%q	13 5%qC	6 2%q	9 4%q	4 2%	9 4%q	9 3%	5 2%
The way food is stored/transported (correct temperatures etc.)	2 1%	3 1%	2 1%	-	3 1%	2 1%	1 1%	2 1%	4 2%	3 1%	-	2 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	191	192	203	200	190	206	168	199	186	196	200	186	165	161	165	150	222	255	232	263
Weighted Base	194	211	201	208	196	211	190	201	183	199	183	165	164	194	180	173	238	247	240	274
Manufacturing/ production/packaging of food	-	3	3	3	3	2	-	4	1	-	2	1	-	2	-	-	-	1	3	7
Fat/salt content in food	-	1%	2%	1%	2%	1%	-	2%	1%	-	1%	1%	-	1%	-	-	-	*	1%	2%qB
Hygiene	-	7	7	4	3	9	7	6	9	4	4	4	7	4	15	4	-	12	15	12
Ensuring/inspecting hygiene/cleanliness in food establishments	-	3%a	4%a	2%	2%	4%a	4%a	3%a	5%a	2%	2%	2%a	4%a	2%	8%adehj kin	2%q	-	5%qxy	6%quyA C	4%qxy
Animal welfare	-	7	5	6	3	2	6	5	2	2	5	3	3	4	-	3	-	8	12	6
Weight & Measures	-	3%ao	2%a	3%ao	2%	1%	3%ao	3%ao	1%	1%	3%ao	2%	2%	2%	-	2%	-	3%qw	5%quwyA D	2%q
Health & Hygiene Certificates	-	2	3	3	4	4	1	3	-	1	2	1	3	1	5	1	-	1	3	7
Everything / All food issues	-	1%	1%	1%	2%a	2%	1%	1%	-	1%	1%	*	2%	1%	3%ai	1%	-	*	1%	2%qB
Food imports / Exports	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	1
Price	-	1	2	1	-	-	1	-	1	-	1	2	1	-	-	1	-	-	*	2
Health	-	1%	1%	*	-	1%	-	1%	-	1%	1%	1%	-	-	1%	1%	-	-	*	1%
Complaints Procedures	-	-	*	*	-	-	-	-	*	-	-	-	-	1	-	-	-	-	1%	1%
	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	1	1	-	-	*	-	-	-	-	-	-	1%	1%	-	-	-	1	2	-
	-	1%	*	-	-	*	-	-	-	-	-	-	-	-	-	-	-	*	1%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



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Unweighted Base	215	260	225	238	231	236	221	216	260	240	247	251
Weighted Base	234	264	252	245	246	254	234	232	264	263	284	286
Manufacturing/ production/packaging of food	1 1%	4 1%	4 2%	1 1%	5 2%	6 2%qB	2 1%	- -	2 1%	2 1%	1 *	1 *
Fat/salt content in food	1 *	- -	1 *	3 1%	- -	- -	- -	- -	- -	1 *	1 *	- -
Hygiene	4 2%q	8 3%q	8 3%q	3 1%	3 1%	11 4%qy	5 2%q	8 4%q	7 2%q	10 4%q	15 5%	13 5%
Ensuring/inspecting hygiene/cleanliness in food establishments	3 1%	8 3%q	1 1%	8 3%q	3 1%	6 2%q	3 1%	6 3%q	7 3%q	3 1%	7 2%	8 3%
Animal welfare	1 *	1 1%	2 1%	3 1%	2 1%	7 3%qB	1 1%	- -	5 2%	2 1%	2 1%	5 2%
Weight & Measures	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *
Health & Hygiene Certificates	- -	- -	1 *	3 1%	- -	- -	- -	- -	- -	- -	- -	- -
Everything / All food issues	1 *	4 2%C	3 1%	1 1%	3 1%	1 *	- -	3 1%	- -	1 *	- -	1 *
Food imports / Exports	- -	- -	3 1%	1 1%	- -	- -	- -	- -	- -	- -	1 1%	- -
Price	1 *	- -	- -	- -	1 1%	- -	2 1%	1 1%	1 1%	- -	1 1%	- -
Health	1 *	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Complaints Procedures	- -	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



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Weighted Base	194	211	201	208	196	211	190	201	183	199	183	165	164	194	180	173	238	247	240	274
Maintaining Standards / Regulations	-	2	4	1	6	3	-	-	2	1	-	2	3	1	3	2	-	3	4	9
How food is grown / Farmed	-	1%	2%	1%	3%	2%	-	-	1%	1%	-	1%	2%	1%	2%	1%	-	1%	2%	3%
Advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effect on the Environment	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-
What goes into our food (additives/chemicals etc.)	-	3	4	4	-	4	2	*	-	2	1	-	3	2	1	-	-	1	5	3
Sales of food in shops/restaurants	-	1%	2%	2%	-	2%	1%	*	-	1%	1%	1%	-	1%	1%	1%	-	*	2%	1%
Health and Safety standards	-	-	1	1	2	-	-	-	1	*	3	2	-	1	-	-	-	1	2	3
Infections/diseases in/contaminated foods	-	-	*	1%	7%	-	-	-	7%	-	2%	1%	-	7%	-	-	-	*	1%	1%
Control where food comes from/food origin	-	-	1	1	1	1	-	-	1	-	-	1	2	-	3	-	-	-	-	1
Food labelling	-	1	-	1	-	-	-	-	2	-	-	-	1	1	1	1	-	-	-	2
Freshness of food	-	7%	-	1%	-	-	-	-	1%	-	-	-	1%	1%	1%	1%	-	-	-	1%
To ensure food products are/contain what they claim	-	-	1	1	-	1	-	1	-	-	2	-	1	1	1	3%	-	-	2	1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



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Weighted Base	234	264	252	245	246	254	234	232	264	263	284	286
Maintaining Standards / Regulations	-	9 3%quxAC D	3 1%	1 *	7 3%quxC	3 1%	1 1%	3 1%	1 *	1 *	8 3%	17 6%
How food is grown / Farmed	-	-	-	1 1%	1 *	-	-	-	-	-	-	-
Advertising	1 *	-	-	-	-	-	1 *	-	-	-	-	-
Effect on the Environment	-	-	-	-	-	-	-	-	-	-	-	-
What goes into our food (additives/chemicals etc.)	3 1%	8 3%qrwxy A	1 *	1 1%	-	2 1%	-	6 3%qyA	4 1%	4 1%	1 *	3 1%
Sales of food in shops/restaurants	1 *	-	1 *	4 1%	-	2 1%	1 *	3 1%	4 2%v	2 1%	4 1%	1 *
Health and Safety standards	-	-	-	-	-	2 1%	2 1%	-	-	-	-	-
Infections/diseases in/contaminated foods	-	2 1%	1 *	-	-	-	1 *	1 *	-	-	-	-
Control where food comes from/food origin	2 1%	2 1%	3 1%	-	2 1%	2 1%	2 1%	-	4 1%	1 1%	-	2 1%
Food labelling	-	2 1%	2 1%	-	2 1%	1 *	1 *	-	2 1%	1 *	-	2 1%
Freshness of food	-	-	1 *	-	-	-	-	-	-	-	-	-
To ensure food products are/contain what they claim	-	6 2%qtuB	1 1%	1 1%	3 1%	5 2%rt	4 2%t	-	1 *	1 *	5 2%	4 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



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Weighted Base	194	211	201	208	196	211	190	201	183	199	183	165	164	194	180	173	238	247	240	274
Food preparation	-	-	1	3	1	-	-	*	3	-	1	2	-	-	2	1	-	-	1	3
Sugar content of food	-	-	*	1%	1%	-	-	*	2%	-	*	1%	-	-	1%	*	-	-	*	1%
Cleanliness (no further detail)	-	-	-	-	1	2	1	-	2	*	-	1	-	-	1%	2%	-	-	-	*
Training/educating people (in hygiene)	-	-	-	*	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3
Public health/consumer advice/information (when food scares/recalls)	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1%
Food handling	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(Food) Safety (no further detail)	-	-	-	1	-	2	-	-	-	-	-	1	1	-	-	-	-	-	-	-
GM foods	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Horse meat scandal/fraud/ensuring meat is what it claims to be	-	-	-	-	-	2	1	-	1	-	-	-	-	2	-	-	-	-	-	-
Processing of food	-	-	-	-	-	1%	1%	-	-	*	-	-	-	1%	-	-	-	-	-	-
Ratings	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	7	4	-	2	1	6	3	1	2	1	1	1	3	1	1	-	5	8	2
	-	3%ad	2%	-	1%	1%	3%ad	2%	1%	1%	1%	1%	*	2%	1%	*	-	2%q	3%qtD	1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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Weighted Base	234	264	252	245	246	254	234	232	264	263	264	286
Food preparation	-	1	1	4	4	3	-	3	1	2	2	3
	-	*	*	2%	2%	1%	-	1%	*	1%	1%	1%
Sugar content of food	-	-	-	3	-	1	-	-	-	1	-	-
	-	-	-	1%	-	*	-	-	-	*	-	-
Cleanliness (no further detail)	1	-	1	1	-	2	-	4	3	1	2	2
	*	-	1%	1%	-	1%	-	2%	1%	*	1%	1%
Training/educating people (in hygiene)	5	-	-	-	-	1	-	-	-	-	-	1
	2%qrsw	-	-	-	-	1%	-	-	-	-	-	*
Public health/consumer advice/information (when food scares/recalls)	2	-	-	-	-	*	1	-	-	-	1	-
	1%	-	-	-	-	*	1%	-	-	-	1%	-
Food handling	-	-	-	-	-	-	-	-	-	1	-	-
	-	-	-	-	-	-	-	-	-	*	-	-
(Food) Safety (no further detail)	5	1	2	-	2	-	-	-	2	2	1	2
	2%qrstx	*	1%	-	1%	-	-	-	1%	1%	*	1%
GM foods	-	-	-	-	-	-	-	-	1	-	-	-
	-	-	-	-	-	-	-	-	*	-	-	-
Horse meat scanal/fraud/ensuring meat is what it claims to be	-	2	1	1	-	-	1	-	-	-	-	-
	-	1%	1%	*	-	-	1%	-	-	-	-	-
Processing of food	-	-	-	-	1	-	-	-	-	-	-	-
	-	-	-	-	1%	-	-	-	-	-	-	-
Ratings	-	-	-	-	-	-	1	-	2	-	-	1
	-	-	-	-	-	-	*	-	1%	-	-	*
Other	5	3	4	5	2	3	5	3	6	1	5	2
	2%q	1%	1%	2%q	1%	1%	2%q	1%	2%q	*	2%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

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Weighted Base	194	211	201	208	196	211	190	201	183	199	183	165	164	194	180	173	238	247	240	274
Don't know	14 7%	10 5%	10 5%	19 9%	18 9% ^l	16 8%	9 5%	13 6%	7 4%	16 8%	17 9% ^l	8 5%	11 7%	17 9%	16 9%	8 5%	19 8% ^{unv} D	6 2%	13 6% ^y	14 5% ^y
Average number of mentions	3.93 ^{de}	3.61	3.52	3.44	3.30	3.74 ^e	3.72	3.66	4.16 ^{bcd}	3.90 ^{de}	3.87 ^e	3.85 ^e	3.78 ^e	3.98 ^{cde}	3.92 ^{de}	3.97	4.02	4.05	4.20	4.14
Standard deviation	2.11	1.86	2.03	1.95	1.89	1.90	2.10	1.98	1.87	2.08	2.13	2.00	1.80	2.06	2.05	1.95	2.05	2.08	2.02	2.16
Standard error	0.16	0.14	0.15	0.15	0.14	0.14	0.17	0.15	0.14	0.16	0.16	0.15	0.15	0.17	0.17	0.16	0.14	0.13	0.14	0.14

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Weighted Base	234	264	252	245	246	254	234	232	264	263	264	286
Don't know	10	8	14	10	3	9	11	9	9	6	12	13
	4%	3%	5% _y	4%	1%	4%	5% _y	4%	3%	2%	4%	5%
Average number of mentions	3.83	3.89	4.23	4.28 _{uvz}	4.26 _{uz}	3.83	4.23 _{uz}	4.37 _{uvz}	3.98	4.17	4.16	4.05
Standard deviation	1.93	2.10	2.14	2.09	1.93	1.99	2.05	2.08	2.01	2.03	1.98	2.12
Standard error	0.13	0.13	0.15	0.14	0.13	0.13	0.14	0.14	0.13	0.13	0.13	0.14

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Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
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	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	354	410	373	353	328	368	385	333	331	346	288	353	326	291	302	308	400	385	386	428
Weighted Base	374	406	396	372	353	378	396	344	350	360	299	381	340	308	343	343	403	391	400	413
Ensuring the food you buy is safe to eat	310	352	345	321	302	327	351	304	310	324	260	341	308	275	305	309	340	339	329	362
Date labels, such as "best before" and "use by" labels	83%	87%	87%	86%	85%	86%	89%a	88%	89%a	90%a	87%	89%a	91%a	89%a	90%a	90%a	84%	87%	82%	88%a
Nutrition labelling information, such as traffic light labelling	240	283	269	239	251	247	268	232	256	268	196	268	248	218	241	215	259	258	261	271
Country of origin labels, which identify where food comes from	64%	70%	68%	64%	71%	65%	68%	68%	73%adf	74%adk	66%	70%	73%adl	71%	70%	63%	64%	66%	65%	66%
Promoting and enabling healthy eating and healthy lifestyles	221	249	243	229	233	231	267	220	232	262	197	260	237	221	226	221	237	230	236	256
Promoting food safety in the home	59%	61%	61%	61%	60%	61%	68%a	64%	66%	73%abcd	66%	68%a	70%abcd	72%abcd	68%	64%	59%	59%	59%	62%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	187	219	208	192	184	217	214	193	213	211	159	229	204	181	193	177	191	213	209	208
Quality / standard of the food	50%	54%	52%	52%	52%	57%	54%	56%	61%acde	58%a	53%	60%acde	60%acde	59%a	56%	51%	47%	55%	52%	50%
	155	192	188	168	150	139	161	134	166	157	121	162	149	130	131	147	175	170	192	171
	41%	47%fho	47%fho	45%f	43%	37%	41%	39%	47%fho	44%	41%	43%	44%	42%	38%	43%	43%	43%	48%vwz	42%
	146	147	169	147	119	128	155	114	147	133	109	128	136	114	123	138	159	157	166	159
	39%	36%	43%efhl	39%	34%	34%	39%	33%	42%efhl	37%	36%	34%	40%	37%	36%	40%	39%	40%	42%	38%
	131	141	131	137	105	103	133	101	128	144	104	147	132	113	129	135	133	137	131	123
	35%f	35%f	33%	37%f	30%	27%	34%	30%	37%f	40%efh	35%f	39%efh	39%efh	37%f	38%efh	39%tuv	33%u	35%u	33%u	30%
	-	21	14	20	15	31	25	27	19	15	7	10	11	6	11	9	-	23	20	27
	-	5%an	4%a	5%an	4%a	8%acejk lmno	6%aklmn	8%acklm no	5%an	4%a	2%a	3%a	3%a	2%a	3%a	3%q	-	6%qA	5%q	7%pqyAD

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
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Unweighted Base	393	412	446	402	385	440	372	416	354	416	357	388
Weighted Base	395	391	399	403	395	400	392	388	398	399	387	411
Ensuring the food you buy is safe to eat	329 83%	351 90%qsu	354 89%lsu	363 90%qsu	358 91%qsu	357 89%qsu	343 87%	352 91%qsu	347 87%	359 90%qsu	355 82%	385 94%
Date labels, such as "best before" and "use by" labels	274 69%	267 68%	256 64%	290 72%pqsw	295 75%pqrs tw	285 71%ppqw	270 69%	280 72%pqsw	279 70%p	275 69%	264 68%	273 67%
Nutrition labelling information, such as traffic light labelling	250 63%	242 62%	244 61%	261 65%	282 71%qrst uvwzC	258 64%	255 65%	279 72%pqrs tuwvzA C	248 62%	276 69%qrst vwC	255 66%	264 64%
Country of origin labels, which identify where food comes from	195 49%	224 57%qu	229 57%qtu	251 62%pqrs tuA	262 66%pqrs tuwvAD	256 64%ppqrs tuA	214 55%	242 62%pqrs tuA	247 62%ppqrs tu	235 59%qtu	239 62%	242 59%
Promoting and enabling healthy eating and healthy lifestyles	181 46%vz	151 39%	160 40%	188 47%vz	195 49%twvz C	152 38%	168 43%	179 46%vz	166 42%	190 48%vwz	184 48%	169 41%
Promoting food safety in the home	137 35%	137 35%	147 37%	153 38%	197 50%pqrs tuwvzA C	162 41%	148 38%	167 43%luv	164 41%	181 45%tuvw xA	168 44%	158 38%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	104 26%	122 31%	121 30%	130 32%	166 42%qstu vwz	137 34%u	153 39%tuvw	155 40%qstu vwz	152 38%tuvw	159 40%qstu vwz	163 42%	154 37%
Quality / standard of the food	18 5%q	21 5%q	21 5%q	22 5%q	11 3%q	23 6%qA	10 3%q	16 4%q	17 4%q	13 3%q	10 3%	12 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



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Weighted Base	374	406	396	372	353	378	396	344	350	360	299	381	340	308	343	343	403	391	400	413
The way food is stored/ transported (correct temperatures etc.)	-	2	4	2	9	1	5	4	2	2	1	3	-	-	3	2	-	3	9	6
Manufacturing/ production/packaging of food	-	12	9	5	8	9	6	5	8	3	4	3	4	8	2	3	-	12	12	12
Fat/salt content in food	-	4	4	2	3	2	1	-	-	2	2	4	-	1	-	-	-	-	-	1
Hygiene	-	14	12	17	12	10	13	5	20	15	10	11	9	15	31	11	-	21	22	18
Ensuring/inspecting hygiene/cleanliness in food establishments	-	6	23	12	12	7	8	11	5	11	6	4	8	6	5	7	-	9	12	10
Animal welfare	-	10	11	8	8	5	10	5	6	6	5	9	4	4	5	3	-	13	14	14
Weight & Measures	-	-	-	-	3	1	1	2	-	-	4	-	3	1	1	-	-	4	-	3
Health & Hygiene Certificates	-	-	1	-	2	-	2	-	-	1	-	-	1	1	4	-	-	1	1	1
Everything / All food issues	-	3	7	-	2	2	2	2	1	3	1	4	2	-	-	2	-	4	1	5
Food Imports / Exports	-	-	-	-	2	2	-	1	1	-	-	1	-	-	-	-	-	4	1	1

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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Weighted Base	395	391	399	403	395	400	392	388	398	399	387	411
The way food is stored/ transported (correct temperatures etc.)	5 1%qD	2 *	3 1%	4 1%	4 1%qD	4 1%	1 *	1 *	3 1%	- -	3 1%	3 1%
Manufacturing/ production/packaging of food	15 4%ppqwy zB	8 2%q	6 1%q	6 1%q	4 1%q	5 1%q	10 3%q	4 1%	8 2%q	9 2%q	3 1%	7 2%
Fat/salt content in food	2 1%	1 *	1 *	1 *	1 *	- -	1 *	- -	- -	1 *	2 *	- -
Hygiene	16 4%qx	16 4%qx	17 4%qx	5 1%q	13 3%q	14 4%qx	7 2%q	11 3%q	16 4%qx	15 4%qx	13 3%	20 5%
Ensuring/inspecting hygiene/cleanliness in food establishments	11 3%q	8 2%q	8 2%q	9 2%q	13 3%q	7 2%q	11 3%q	5 1%q	15 4%qB	10 3%q	8 2%	13 3%
Animal welfare	20 5%ppqwyA CD	13 3%pq	6 2%q	10 3%q	6 1%q	10 3%q	5 1%q	14 4%ppA	8 2%q	7 2%q	8 2%	14 3%
Weight & Measures	2 *	2 *	4 1%	2 1%	1 *	1 *	2 1%	- -	1 *	1 *	- -	- -
Health & Hygiene Certificates	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -
Everything / All food issues	9 2%qsD	4 1%qD	5 1%qD	5 1%qD	3 1%	3 1%	3 1%	5 1%qD	3 1%	- -	1 *	3 1%
Food imports / Exports	1 *	2 1%	2 1%	2 *	2 1%	2 *	- -	1 *	1 *	1 *	1 *	1 *

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Weighted Base	374	406	396	372	353	378	396	344	350	360	299	381	340	308	343	343	403	391	400	413
Price	-	3	5	2	4	1	2	3	2	1	-	1	2	-	-	-	-	3	1	1
	-	1%	1%a	1%	1%	*	1%	1%	1%	*	-	*	1%	-	-	-	-	1%	*	*
Health	-	1	3	4	-	-	-	-	1	-	-	-	2	-	2	-	-	1	1	1
	-	*	1%	1%afg	-	-	-	-	*	-	-	1%	-	-	1%	-	-	*	*	*
Complaints Procedures	-	-	1	3	1	-	1	-	1	-	-	-	1	-	-	-	-	-	-	1
	-	-	*	1%	*	-	*	-	*	-	-	*	-	-	-	-	-	-	-	*
Maintaining Standards / Regulations	-	8	6	9	4	3	5	5	3	4	10	7	2	8	9	10	-	10	6	13
	-	2%a	2%a	2%a	1%	1%	1%a	2%a	1%	1%	3%afim	2%a	1%	2%a	3%a	3%qwxzB	-	3%qxB	2%q	3%qwxzB
How food is grown / Farmed	-	-	3	1	-	-	-	1	3	-	1	2	-	-	1	-	-	5	2	3
	-	-	1%	*	-	-	-	*	1%	-	*	1%	-	-	*	-	-	1%qzC	1%	1%
Advertising	-	2	-	1	-	2	2	2	1	-	-	-	3	-	1	-	-	1	-	4
	-	1%	-	*	-	1%	1%	1%	*	-	-	1%	-	-	*	-	-	*	-	1%
Effect on the Environment	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	2	-	1
	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-	*
What goes into our food (additives/chemicals etc.)	-	11	10	7	2	6	7	6	7	5	2	4	3	2	3	-	-	5	12	11
	-	3%aekn	3%a	2%a	1%	2%a	2%a	2%a	2%a	1%a	1%	1%	1%	1%	1%	-	-	1%q	3%ppyD	3%ppy
Sales of food in shops/restaurants	-	3	4	4	1	4	1	1	7	3	1	6	2	3	1	3	-	4	7	8
	-	1%	1%	1%	*	1%	*	*	2%agho	1%	*	2%a	1%	1%	*	1%	-	1%qx	2%qA	2%qA
Health and Safety standards	-	2	2	-	2	-	1	1	2	-	1	-	-	1	2	2	-	-	1	1
	-	1%	1%	-	1%	-	*	*	1%	-	*	-	-	*	1%	1%	-	-	*	*
Infections/diseases in/contaminated foods	-	-	6	-	1	2	2	-	1	2	2	1	-	-	1	1	-	2	1	2
	-	-	2%abdhm	-	*	*	1%	-	*	1%	1%	*	-	-	*	*	-	*	*	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



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Weighted Base	395	391	399	403	395	400	392	388	398	399	387	411
Price	4 1%	2 1%	2 1%	1 *	1 *	3 1%	2 1%	3 1%	2 *	4 1%	-	-
Health	1 *	1 *	2 *	-	-	-	-	-	2 1%	1 *	-	-
Complaints Procedures	-	1 *	-	2 *	2 1%	1 *	1 *	-	-	1 *	-	1 *
Maintaining Standards / Regulations	7 2%qx	8 2%qx	3 1%	1 *	11 3%qwxB	5 1%q	5 1%q	2 1%	6 1%q	8 2%qx	12 3%	16 4%
How food is grown / Farmed	4 1%qcC	2 1%	1 *	4 1%	5 1%qcC	-	2 *	2 *	-	2 1%	3 1%	2 1%
Advertising	-	-	1 *	-	-	1 *	1 *	-	-	-	1 *	1 *
Effect on the Environment	-	1 *	1 *	-	-	-	-	-	-	1 *	-	-
What goes into our food (additives/chemicals etc.)	8 2%ppq	10 3%ppq	8 2%ppq	9 2%ppq	2 1%	7 2%ppq	4 1%q	7 2%pq	8 2%ppq	4 1%	2 *	1 *
Sales of food in shops/restaurants	3 1%	4 1%qx	4 1%qx	-	3 1%	3 1%	1 *	2 1%	1 *	2 1%	6 1%	10 2%
Health and Safety standards	3 1%	1 *	1 *	-	-	-	1 *	* *	-	-	3 1%	1 *
Infections/diseases in/contaminated foods	3 1%	3 1%	2 *	1 *	2 1%	-	-	-	1 *	1 *	-	1 *

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Weighted Base	374	406	396	372	353	378	396	344	350	360	299	381	340	308	343	343	403	391	400	413
Control where food comes from/food origin	-	1	3	1	2	5	4	1	1	2	1	-	1	-	2	1	-	-	2	5
Food labelling	-	-	1%	-	1%	1%aln	1%	-	-	1%	-	-	-	-	1%	-	-	-	1%	1%qrABD
Freshness of food	-	-	3	-	2	4	2	3	1	1	4	3	-	-	-	-	-	2	4	3
To ensure food products are/contain what they claim	-	1	-	-	-	-	1	-	-	-	-	1%b	1%	-	-	-	-	-	1%	1%
Food preparation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3
Sugar content of food	-	-	1	4	3	2	2	4	2	5	1	5	-	-	1	-	-	-	2	3
Cleanliness (no further detail)	-	-	-	1%	1%	1%	1%	1%b	1%	1%ab	-	1%abm	-	-	-	-	-	-	1%	1%
Training/educating people (in hygiene)	-	-	-	2	1	1	1	-	-	2	-	-	-	1	-	-	-	-	-	1
Public health/consumer advice/information (when food scares/recalls)	-	-	-	1%	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-
Food handling	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(Food) Safety (no further detail)	-	-	-	-	3	-	2	-	2	1	-	3	2	-	4	1	-	-	-	-

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Weighted Base	395	391	399	403	395	400	392	388	398	399	387	411
Control where food comes from/food origin	1	5	6	3	1	5	-	-	2	-	1	2
Food labelling	1%	1%qrABD	1%qrABD	1%	1%	1%qrABD	-	-	1%	-	*	1%
Freshness of food	4	4	-	4	3	4	1	2	4	-	-	2
To ensure food products are/contain what they claim	1%	1%qwD	-	1%wD	1%	1%	*	*	1%swD	-	-	1%
Food preparation	4	1	4	2	1	7	3	4	3	6	3	2
Sugar content of food	1%	*	1%D	*	*	2%qrstwx	1%	1%	1%	2%qrstwx	1%	1%
Cleanliness (no further detail)	2	-	*	1	4	3	1	2	3	1	2	2
Training/educating people (in hygiene)	1%	-	*	*	1%qrsv	1%	*	1%	1%	-	1%	*
Public health/consumer advice/information (when food scares/recalls)	1	1	-	-	-	-	1	1	-	1	-	1
Food handling	3	1	-	-	-	-	-	-	-	-	-	2
(Food) Safety (no further detail)	1%	*	-	-	-	-	-	-	-	-	*	1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	36-49																50-65			
	Wave 1 (10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	354	410	373	353	328	368	385	333	331	346	288	353	326	291	302	308	400	385	386	428
Weighted Base	374	406	396	372	353	378	396	344	350	360	299	381	340	308	343	343	403	391	400	413
GM foods	-	-	-	-	1	-	1	-	1	1	1	1	-	-	-	-	-	-	-	-
Horse meat scandal/fraud/ensuring meat is what it claims to be	-	-	-	-	-	5	1	-	1	2	-	-	-	-	-	-	-	-	-	-
Processing of food	-	-	-	-	-	1%abcde himno	-	-	-	-	2	-	-	1	-	-	-	-	-	-
Ratings	-	-	-	-	-	-	-	1	-	2	-	1	2	1	-	-	-	-	-	-
Other	-	13	11	9	9	10	5	6	7	7	4	2	1	5	1	-	-	4	7	11
Don't know	20	17	13	8	12	12	14	9	6	7	11	9	8	9	8	10	21	11	16	10
Average number of mentions	4.17	4.37	4.44	4.25	4.28	4.15	4.38	4.19	4.54afh	4.52afh	4.23	4.40	4.46	4.41	4.32	4.22	4.20	4.30	4.33	4.29
Standard deviation	2.08	1.97	2.17	2.22	2.00	2.08	2.16	1.91	2.06	1.98	2.12	2.01	1.96	2.00	2.05	2.01	2.03	2.17	2.15	2.11
Standard error	0.11	0.10	0.11	0.12	0.11	0.11	0.11	0.11	0.11	0.11	0.13	0.11	0.11	0.12	0.12	0.12	0.10	0.11	0.11	0.10

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	393	412	446	402	385	440	372	416	354	416	357	388
Weighted Base	395	391	399	403	395	400	392	388	398	399	387	411
GM foods	2	-	-	-	-	-	1	1	-	-	1	-
Horse meat scandal/fraud/ensuring meat is what it claims to be	-	2	1	2	2	2	1	-	-	-	-	2
Processing of food	-	1%	*	*	1%	1%	*	-	-	-	-	*
Ratings	-	-	-	-	-	-	-	-	3	1	3	-
Other	-	-	-	-	1	1	-	-	1%	*	1%	-
Don't know	7	7	6	8	-	8	6	7	4	5	4	5
Average number of mentions	21	2%	16	6	8	10	17	14	17	12	10	9
Standard deviation	0.11	0.10	0.10	0.10	0.10	0.10	0.11	0.10	0.11	0.10	0.11	0.10
Standard error	0.11	0.10	0.10	0.10	0.10	0.10	0.11	0.10	0.11	0.10	0.11	0.10

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	339	314	306	315	320	388	378	350	390	452	364	393	373	420	455	470
Weighted Base	239	254	243	221	236	262	258	253	249	263	245	255	239	244	259	265
Ensuring the food you buy is safe to eat	185 77%	212 83%	203 84%	179 81%	183 78%	217 83%	220 85%ae	210 83%	216 87%ade	226 86%ae	215 88%ade	223 87%ade	203 85%ae	207 85%ae	221 85%ae	229 86%
Date labels, such as "best before" and "use by" labels	144 60%	141 56%	141 58%	129 58%	149 63%	148 56%	159 62%	158 62%	168 67%abcdk o	161 61%	141 57%	163 64%ablo	149 63%	149 61%	147 57%	145 55%
Country of origin labels, which identify where food comes from	112 47%	114 45%	121 50%	101 45%	114 48%	147 56%abde	137 53%b	144 57%abdeo	137 55%abd	148 56%abdeo	122 50%	136 53%bd	119 50%	136 56%abd	128 49%	133 50%
Nutrition labeling information, such as traffic light labelling	111 46%	121 47%	121 50%	106 46%	123 52%	130 50%	137 53%	128 51%	153 62%abode fghmo	144 55%a	133 54%a	139 54%a	126 53%	134 55%ab	129 50%	140 53%
Promoting and enabling healthy eating and healthy lifestyles	109 46% ^d	107 42%	116 48% ^{dghjn}	81 37%	95 40%	114 44%	98 38%	98 39%	119 48% ^{ddegj} n	102 39%	100 41%	108 42%	97 41%	94 39%	113 44%	97 36%
Promoting food safety in the home	95 40%	92 36%	94 39%	76 35%	86 36%	99 38%	102 39%	85 34%	100 40%	102 39%	86 35%	94 37%	98 41% ^h	98 40%	105 41% ^h	94 35%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	84 35%	84 33%	87 36% ^h	64 29%	76 32%	90 35%	85 33%	71 28%	107 43% ^{abdef} gho	96 37% ^{dh}	93 38% ^{dh}	101 40% ^d	87 37% ^{dh}	90 38% ^{dh}	92 35%	95 36%
Quality / standard of the food	-	14 6% ^{akln}	6 3% ^a	11 5% ^{akln}	7 3% ^a	12 5% ^{akl}	10 4% ^{al}	10 4% ^{al}	13 5% ^{akln}	9 3% ^a	4 2% ^a	4 1% ^a	10 4% ^{al}	5 2% ^a	7 3% ^a	3 1%
The way food is stored/ transported (correct temperatures etc.)	-	2 1%	1 *	4 2% ^{akm}	3 1% ^{ak}	2 1%	3 1%	5 2% ^{akm}	1 *	2 1%	-	2 1%	* *	3 1% ^{ak}	1 *	* *
Manufacturing/ production/packaging of food	-	8 3% ^{acdm}	2 1%	4 2% ^a	4 2% ^a	2 1%	3 1% ^a	3 1%	5 2% ^a	4 2% ^a	4 2% ^a	4 2% ^a	1 1%	4 2% ^a	3 1% ^a	3 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	339	314	306	315	320	388	378	350	390	452	364	393	373	420	455	470
Weighted Base	239	254	243	221	236	262	258	253	249	263	245	255	239	244	259	265
Fat/salt content in food	-	-	-	1	2	1	*	-	-	*	1	1	2	1	-	1
	-	-	-	1%	1%	*	-	-	-	*	1%	1%	1%	*	-	1%
Hygiene	-	8	5	8	10	8	5	10	8	13	6	6	6	7	6	10
	-	3%a	2%a	4%a	4%a	3%a	2%a	4%a	3%a	5%aglo	2%a	2%a	3%a	3%a	2%a	4%
Ensuring/inspecting hygiene/cleanliness in food establishments	-	6	3	10	3	2	8	4	7	5	5	5	5	3	5	7
	-	2%a	1%a	5%acefhj no	1%a	1%	3%af	2%a	3%a	2%a	2%a	2%a	2%a	1%a	2%a	3%
Animal welfare	-	4	2	3	1	3	5	5	6	8	4	5	2	5	5	4
	-	2%a	1%	2%a	1%	1%	2%a	2%a	2%ae	3%acefm	2%a	2%a	1%	2%a	2%a	2%
Weight & Measures	-	1	-	1	-	1	1	-	-	-	1	1	-	-	-	1
	-	*	-	*	-	*	*	-	-	-	*	*	-	-	-	*
Health & Hygiene Certificates	-	-	-	-	1	-	1	-	1	-	1	-	1	-	*	-
	-	-	-	-	*	-	*	-	*	-	*	-	*	-	*	-
Everything / All food issues	-	3	1	2	2	3	4	4	2	4	-	2	4	1	1	*
	-	1%ak	1%	1%	1%	1%ak	1%ak	2%ak	1%	1%ak	-	1%	2%ako	*	*	*
Food imports / Exports	-	2	1	1	-	3	-	1	-	2	-	-	-	-	1	-
	-	1%	*	*	-	1%glin	-	*	-	1%	-	-	-	-	*	-
Price	-	3	3	1	2	-	2	2	2	1	-	1	-	-	-	-
	-	1%no	1%kmno	1%	1%	*	1%	1%	1%	1%	-	*	-	-	-	-
Health	-	2	-	*	1	*	1	1	1	1	-	*	-	2	1	1
	-	1%	-	*	1%	*	*	*	*	*	-	*	-	1%	*	*
Complaints Procedures	-	2	-	1	2	-	1	-	-	1	*	*	-	-	*	1
	-	1%	-	1%	1%	-	*	-	-	*	*	-	-	-	*	*
Maintaining Standards / Regulations	-	3	4	1	3	3	-	1	1	3	2	2	*	1	2	8
	-	1%ag	2%ag	1%	1%g	1%g	-	*	*	1%ag	1%	1%	*	*	1%	3%
How food is grown / Farmed	-	1	-	-	1	2	1	2	1	2	1	-	-	-	1	1
	-	*	-	-	*	1%	*	1%	-	1%	1%	-	-	-	*	*
Advertising	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	*	-	-	-	-	-	-	-	-	*	*

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
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Weighted Base	239	254	243	221	236	262	258	253	249	263	245	255	239	244	259	265
Effect on the Environment	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
What goes into our food (additives/chemicals etc.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	2	2	3	2	2	5	3	2	5	3	4	3	3	1	2
	-	1%	1%	1%a	1%	1%	2%ao	1%	1%	2%ao	1%	2%a	1%	1%a	*	1%
Sales of food in shops/restaurants	-	3	2	2	1	2	1	2	2	1	-	-	1	2	1	5
	-	1%akl	1%	1%	*	1%	*	1%	1%	*	-	-	*	1%	*	2%
Health and Safety standards	-	-	1	1	1	2	1	1	1	-	-	1	-	*	1	*
	-	-	*	*	*	1%	*	*	*	-	-	1%	-	*	*	*
Infections/diseases in/contaminated foods	-	-	1	-	2	-	-	1	-	1	2	-	-	*	-	-
	-	-	*	-	1%	-	-	*	-	*	1%	-	-	*	-	-
Control where food comes from/food origin	-	1	-	1	2	5	1	1	1	2	1	1	-	1	1	1
	-	*	-	1%	1%	2%achlmo	*	*	*	1%	*	*	-	1%	*	*
Food labelling	-	-	1	-	-	2	1	1	-	1	-	3	-	*	1	-
	-	-	1%	-	-	1%	*	1%	-	*	-	1%	-	*	*	-
Freshness of food	-	2	1	2	1	-	1	-	1	1	1	3	1	-	1	*
	-	1%	*	1%	*	-	*	-	*	*	1%	1%	*	*	*	*
To ensure food products are/contain what they claim	-	-	3	-	-	7	1	1	2	-	1	5	1	1	*	1
	-	-	1%j	-	-	3%abdegh jkmno	1%	*	1%	-	*	2%abdejk mno	*	*	*	1%
Food preparation	-	-	-	1	2	1	1	1	2	1	1	3	-	1	-	2
	-	-	-	1%	1%	*	*	*	1%	*	*	1%o	-	*	-	1%
Sugar content of food	-	-	-	1	-	1	-	-	-	*	2	1	1	*	-	1
	-	-	-	1%	-	*	-	-	-	1%	*	*	*	*	-	*
Cleanliness (no further detail)	-	-	-	2	5	1	2	4	-	2	1	1	1	3	3	2
	-	-	-	1%	2%abcfll m	*	1%	1%abci	-	1%	1%	*	*	1%abci	1%abci	1%
Training/educating people (in hygiene)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	339	314	306	315	320	388	378	350	390	452	364	393	373	420	455	470
Weighted Base	239	254	243	221	236	262	258	253	249	263	245	255	239	244	259	265
Public health/consumer advice/information (when food scares/recalls)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-
Food handling	-	-	-	-	1	-	-	-	1	1	-	-	-	-	-	-
(Food) Safety (no further detail)	-	-	-	-	1%	-	1	3	-	2	-	1	1	*	1	1
GM foods	-	-	-	-	*	2	-	1	1	2	-	-	-	-	-	*
Horse meat scanal/fraud/ensuring meat is what it claims to be	-	-	-	-	-	2	1	1	1	1	-	1	*	*	*	1
Processing of food	-	-	-	-	-	-	-	-	*	1	-	-	-	1	1	1
Ratings	-	-	-	-	-	-	-	-	-	-	-	-	2	*	*	1
Other	-	9	3	9	4	3	2	7	3	4	4	2	1	1	4	3
Don't know	23 10% ijk lm	25 10% sijk mn	19 8% k	22 10% ijk lmn	21 9% ik	17 6% k	16 6% k	20 8% k	11 4% k	14 5% k	9 4% k	13 5% k	13 5% k	14 6% k	19 7% k	17 6% k
Average number of mentions	4.03	4.14	4.13	4.04	4.14	4.16	4.15	4.16	4.47	4.26	3.95	4.22	4.09	4.18	4.08	4.01
Standard deviation	2.14	2.15	2.12	2.10	2.34	2.23	2.13	2.12	2.12	2.02	2.13	2.11	2.09	2.02	2.02	2.02
Standard error	0.12	0.13	0.13	0.13	0.14	0.12	0.11	0.12	0.11	0.10	0.11	0.11	0.11	0.10	0.10	0.10

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	1364	1414	1368	1426	1306	1447	1411	1352	1329	1461	1260	1375	1294	1349	1355	1387	-	-	-	-
Weighted Base	1313	1374	1352	1360	1282	1382	1370	1321	1281	1350	1226	1304	1239	1244	1299	1314	**	**	**	**
Ensuring the food you buy is safe to eat	1062 81%	1173 85%ae	1124 83%	1135 84%	1033 81%	1182 86%ae	1187 87%acde	1145 87%acde	1131 88%abcd efk	1178 87%acde	1048 85%ae	1152 88%abcd efk	1067 86%ace	1083 87%acde	1140 88%acde	1167 89%	-	-	-	-
Date labels, such as "best before" and "use by" labels	817 62%	891 65%	867 64%	853 63%	848 66%a	872 63%	893 65%	871 66%	898 70%abcd efghko	906 67%adf	787 64%	900 69%abcd fgko	842 66%acdf	834 67%adf	837 64%	837 64%	-	-	-	-
Nutrition labeling information, such as traffic light labelling	696 53%	774 56%	765 57%	774 57%a	738 58%a	778 56%	817 60%a	801 61%abcf	820 64%abcd efg	836 62%abcd ef	750 61%abcd f	849 65%abcd efghkmo	754 61%abcd f	800 64%abcd efg	798 61%abcf	798 61%	-	-	-	-
Country of origin labels, which identify where food comes from	589 45%	683 50%a	662 49%a	627 46%	594 46%	724 52%ade	725 53%acde	738 56%abcd ek	737 58%abcd efgk	733 54%abcd e	630 51%ade	745 57%abcd efgk	667 54%abcd e	701 56%abcd efk	715 55%abcd e	690 53%	-	-	-	-
Promoting and enabling healthy eating and healthy lifestyles	545 42%	597 43%cdg j	618 46%adef ghklmn o	522 38%	518 40%	521 38%	522 38%	528 40%	582 45%defg hklmno	513 38%	491 40%	541 41%	491 40%	503 40%	537 41%	510 39%	-	-	-	-
Promoting food safety in the home	492 37%ef	505 37%ef	520 38%efh	476 35%	422 33%	448 32%	498 36%f	447 34%	533 42%abde fghjkn	471 35%	442 36%	504 39%efhj	468 38%efh	444 36%	496 38%efh	479 36%	-	-	-	-
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	459 35%ef	482 35%def	456 34%ef	426 31%	361 28%	414 30%	460 34%ef	428 32%e	503 39%abcd efgh	485 36%def	469 38%cdef gh	516 40%abcd efgh	459 37%defh	487 39%abcd efgh	507 39%abcd efgh	532 41%	-	-	-	-
Quality / standard of the food	-	67 5%akln	54 4%akn	82 6%aceik lmno	47 4%an	80 6%aceik lmno	77 6%aeklm no	66 5%akno	52 4%akn	61 5%akln	29 2%a	40 3%a	48 4%akn	24 2%a	44 3%an	33 3%	-	-	-	-

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Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base
Ensuring the food you buy is safe to eat	-	-	-	-	-	-	-	-	-	-	-	-
Date labels, such as "best before" and "use by" labels	-	-	-	-	-	-	-	-	-	-	-	-
Nutrition labelling information, such as traffic light labelling	-	-	-	-	-	-	-	-	-	-	-	-
Country of origin labels, which identify where food comes from	-	-	-	-	-	-	-	-	-	-	-	-
Promoting and enabling healthy eating and healthy lifestyles	-	-	-	-	-	-	-	-	-	-	-	-
Promoting food safety in the home	-	-	-	-	-	-	-	-	-	-	-	-
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	-	-	-	-	-	-	-	-	-	-	-
Quality / standard of the food	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
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Unweighted Base	1364	1414	1368	1426	1306	1447	1411	1352	1329	1461	1260	1375	1294	1349	1355	1387	-	-	-	-
Weighted Base	1313	1374	1352	1360	1282	1382	1370	1321	1281	1350	1226	1304	1239	1244	1299	1314	..*	..*	..*	..*
The way food is stored/ transported (correct temperatures etc.)	-	7 1%a	18 1%abkln	16 1%abfkn	18 1%abfkl	7 1%a	14 1%ak	13 1%ak	10 1%a	9 1%a	4 *	7 1%a	8 1%a	6 1%a	8 1%a	8 1%	-	-	-	-
Manufacturing/ production/packaging of food	-	33 2%aglm	29 2%alo	27 2%alo	31 2%aglmo	23 2%alo	16 1%a	19 1%a	22 2%ao	18 1%a	22 2%alo	11 1%a	15 1%a	23 2%alo	9 1%a	12 1%	-	-	-	-
Fat/salt content in food	-	5 1%a	5 1%a	5 1%a	7 1%a	5 1%a	4 1%a	4 *	2 *	3 *	3 *	5 1%a	2 *	2 *	4 1%a	3 *	-	-	-	-
Hygiene	-	55 4%ahk	56 4%ahk	56 4%ahk	39 3%a	48 3%ah	46 3%ah	27 2%a	45 3%ah	51 4%ahk	27 2%a	36 3%a	41 3%a	46 4%ahk	66 5%aeafgh	51 4%	-	-	-	-
Ensuring/inspecting hygiene/cleanliness in food establishments	-	31 2%a	49 4%abefg	39 3%ajlo	26 2%a	26 2%a	26 2%a	33 3%a	28 2%a	22 2%a	26 2%a	22 2%a	26 2%a	22 2%a	21 2%a	35 3%	-	-	-	-
Animal welfare	-	31 2%a	29 2%a	32 2%a	31 2%ai	25 2%a	21 2%a	25 2%a	17 1%a	33 2%ai	18 1%a	28 2%a	21 2%a	18 1%a	24 2%a	24 2%	-	-	-	-
Weight & Measures	-	7 1%acd	-	1 *	5 1%aco	3 *	5 1%aco	5 1%aco	1 *	1 *	3 *	1 *	4 1%aco	2 *	-	2 *	-	-	-	-
Health & Hygiene Certificates	-	2 *	2 *	4 *	2 *	-	4 *	4 *	2 *	2 *	2 *	-	1 *	3 *	3 *	4 *	-	-	-	-
Everything / All food issues	-	16 1%akno	10 1%ano	13 1%ano	11 1%ano	13 1%ano	13 1%ano	14 1%ano	8 1%ano	12 1%ano	5 1%ano	14 1%ano	9 1%ano	2 *	2 *	7 1%	-	-	-	-
Food imports / Exports	-	7 1%an	4 1%a	4 1%an	3 *	6 1%an	6 1%an	5 1%an	5 1%an	3 *	1 *	2 *	1 *	-	4 *	2 *	-	-	-	-

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Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base
The way food is stored/ transported (correct temperatures etc.)	-	-	-	-	-	-	-	-	-	-	-	-
Manufacturing/ production/packaging of food	-	-	-	-	-	-	-	-	-	-	-	-
Fat/salt content in food	-	-	-	-	-	-	-	-	-	-	-	-
Hygiene	-	-	-	-	-	-	-	-	-	-	-	-
Ensuring/inspecting hygiene/cleanliness in food establishments	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-
Weight & Measures	-	-	-	-	-	-	-	-	-	-	-	-
Health & Hygiene Certificates	-	-	-	-	-	-	-	-	-	-	-	-
Everything / All food issues	-	-	-	-	-	-	-	-	-	-	-	-
Food imports / Exports	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	1313	1374	1352	1360	1282	1382	1370	1321	1281	1350	1226	1304	1239	1244	1299	1314	**	**	**	**
Price	-	8	11	5	9	3	6	5	7	5	4	7	5	5	1	-	-	-	-	-
	-	1%ao	1%af	*a	1%ao	*	*a	*a	1%a	*a	*a	1%a	*a	*a	*	-	-	-	-	-
Health	-	4	4	4	3	3	2	1	2	1	*	3	3	4	3	1	-	-	-	-
	-	*	*	*a	*	*	*	*	*	*	*	*	*	*a	*	*	-	-	-	-
Complaints Procedures	-	2	2	4	3	2	2	2	2	1	-	2	1	*	2	-	-	-	-	-
	-	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	-	-	-	-
Maintaining Standards / Regulations	-	24	25	28	16	24	11	8	23	14	19	15	13	16	32	49	-	-	-	-
	-	2%agh	2%agh	2%aghjm	1%a	2%agh	1%a	1%a	2%agh	1%a	2%ah	1%a	1%a	1%a	2%aaghj lmm	4%	-	-	-	-
How food is grown / Farmed	-	6	6	4	6	4	2	9	7	2	3	5	-	2	5	3	-	-	-	-
	-	*am	*am	*a	*am	*	*	1%agjm	1%am	*	*	*am	-	*	*am	*	-	-	-	-
Advertising	-	3	-	7	1	3	2	2	1	1	1	-	3	-	2	2	-	-	-	-
	-	*	-	*acej n	*	*	*	*	*	*	*	-	*	-	*	*	-	-	-	-
Effect on the Environment	-	3	-	1	-	-	1	1	2	-	-	-	-	1	-	-	-	-	-	-
	-	*	-	*	-	-	*	*	*	-	-	-	-	*	-	-	-	-	-	-
What goes into our food (additives/chemicals etc.)	-	19	31	25	16	28	23	20	7	20	12	21	16	14	8	6	-	-	-	-
	-	1%ai	2%aeikn o	2%aio	1%a	2%aiko	2%aio	2%aio	1%a	1%aio	1%a	2%aio	1%a	1%a	1%a	1%a	-	-	-	-
Sales of food in shops/restaurants	-	10	17	12	7	10	6	5	12	6	6	13	8	8	10	17	-	-	-	-
	-	1%a	1%aghjk	1%a	1%a	1%a	*a	*a	1%a	*a	*a	1%a	1%a	1%a	1%a	1%	-	-	-	-
Health and Safety standards	-	5	7	1	5	3	3	2	1	2	3	1	-	2	6	3	-	-	-	-
	-	*am	1%am	*	*am	*	*	*	*	*	*	*	*	*	*am	*	-	-	-	-
Infections/diseases in/contaminated foods	-	2	9	3	6	7	3	2	3	3	3	3	2	2	3	2	-	-	-	-
	-	*	1%abh n	*	*a	1%a	*	*	*	*	*	*	*	*	*	*	-	-	-	-

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Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
Price	-	-	-	-	-	-	-	-	-	-	-	-
Health	-	-	-	-	-	-	-	-	-	-	-	-
Complaints Procedures	-	-	-	-	-	-	-	-	-	-	-	-
Maintaining Standards / Regulations	-	-	-	-	-	-	-	-	-	-	-	-
How food is grown / Farmed	-	-	-	-	-	-	-	-	-	-	-	-
Advertising	-	-	-	-	-	-	-	-	-	-	-	-
Effect on the Environment	-	-	-	-	-	-	-	-	-	-	-	-
What goes into our food (additives/chemicals etc.)	-	-	-	-	-	-	-	-	-	-	-	-
Sales of food in shops/restaurants	-	-	-	-	-	-	-	-	-	-	-	-
Health and Safety standards	-	-	-	-	-	-	-	-	-	-	-	-
Infections/diseases in/contaminated foods	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	1313	1374	1352	1360	1282	1382	1370	1321	1281	1350	1226	1304	1239	1244	1299	1314	..*	..*	..*	..*
Control where food comes from/food origin	-	4	4	9	4	15	12	4	5	12	3	1	7	3	5	6	-	-	-	-
Food labelling	-	2	11	4	5	12	4	10	6	6	2	8	9	2	3	5	-	-	-	-
Freshness of food	-	3	4	4	4	1	7	1	-	3	2	2	1	3	2	1	-	-	-	-
To ensure food products are/contain what they claim	-	-	6	2	5	26	5	10	13	13	11	15	9	12	11	13	-	-	-	-
Food preparation	-	4	4	12	8	3	7	11	11	14	4	11	2	3	5	4	-	-	-	-
Sugar content of food	-	-	-	5	1	3	2	4	1	4	3	-	2	2	1	3	-	-	-	-
Cleanliness (no further detail)	-	-	-	4	10	3	6	6	5	7	5	5	8	3	6	4	-	-	-	-
Training/educating people (in hygiene)	-	-	-	9	6	2	-	1	-	1	3	-	1	-	2	-	-	-	-	-
Public health/consumer advice/information (when food scares/recalls)	-	-	-	4	4	2	-	2	-	1	-	-	-	3	5	3	-	-	-	-
Food handling	-	-	-	1	1	-	-	-	-	2	1	-	-	1	-	-	-	-	-	-

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Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
Control where food comes from/food origin	-	-	-	-	-	-	-	-	-	-	-	-
Food labelling	-	-	-	-	-	-	-	-	-	-	-	-
Freshness of food	-	-	-	-	-	-	-	-	-	-	-	-
To ensure food products are/contain what they claim	-	-	-	-	-	-	-	-	-	-	-	-
Food preparation	-	-	-	-	-	-	-	-	-	-	-	-
Sugar content of food	-	-	-	-	-	-	-	-	-	-	-	-
Cleanliness (no further detail)	-	-	-	-	-	-	-	-	-	-	-	-
Training/educating people (in hygiene)	-	-	-	-	-	-	-	-	-	-	-	-
Public health/consumer advice/information (when food scares/recalls)	-	-	-	-	-	-	-	-	-	-	-	-
Food handling	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	1313	1374	1352	1360	1282	1382	1370	1321	1281	1350	1226	1304	1239	1244	1299	1314	**	**	**	**
(Food) Safety (no further detail)	-	-	-	-	8	1	9	5	6	3	1	7	8	3	8	5	-	-	-	-
					1%abcd	*	1%abcd	*abcd	*abcd	*	*	1%abcd	1%abcd	*	1%abcd	*				
					k		k					k			k					
GM foods	-	-	-	-	5	2	1	1	2	3	2	2	1	-	1	*	-	-	-	-
					*abcdn	*	*	*	*	*	*	*	*	*	*	*				
Horse meat scanal/fraud/ensuring meat is what it claims to be	-	-	-	-	12	5	4	4	5	2	1	-	3	-	2	*	-	-	-	-
					1%abcde	*abcde	*bd	*abcde	*abcde	*	*	*	*	*	*	*				
					kimno	mo	mo	mo	mo											
Processing of food	-	-	-	-	-	-	-	4	3	-	1	3	2	5	1	-	-	-	-	
								*big	*	*	*	*	*	*abcde	*					
														ghk						
Ratings	-	-	-	-	-	-	-	-	-	3	-	3	4	-	3	-	-	-	-	
										*	*	*	*abcd	*	*					
													ghj							
Other	-	33	31	29	23	24	21	23	11	23	18	16	12	9	17	12	-	-	-	-
		2%aim	2%aimn	2%aimn	2%an	2%an	2%a	2%an	1%a	2%an	2%a	1%a	1%a	1%a	1%a	1%				
Don't know	93	65	65	67	78	57	65	53	35	52	60	48	55	54	60	51	-	-	-	-
	7%bcdf	5%i	5%i	5%i	6%hijl	4%	5%i	4%	3%	4%	5%i	4%	4%i	4%i	5%i	4%				
	ghijkl				n															
	mno																			
Average number of mentions	4.04	4.20	4.23af	4.08	4.06	4.05	4.20	4.19	4.44abc	4.23af	4.18	4.39abd	4.26ade	4.29ade	4.31ade	4.23	-	-	-	-
									defghjk			efghjk	f	f	f					
Standard deviation	2.07	2.07	2.14	2.11	2.10	2.08	2.14	2.00	2.00	2.04	2.06	2.01	2.00	2.04	2.02	2.03	-	-	-	-
Standard error	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.05	0.06	0.06	0.06	0.06	0.06	0.06	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
(Food) Safety (no further detail)	-	-	-	-	-	-	-	-	-	-	-	-
GM foods	-	-	-	-	-	-	-	-	-	-	-	-
Horse meat scandal/fraud/ensuring meat is what it claims to be	-	-	-	-	-	-	-	-	-	-	-	-
Processing of food	-	-	-	-	-	-	-	-	-	-	-	-
Ratings	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	90	82	88	92	88	84	78	80	97	96	84	84	92	85	88	84	52	60	44	41
Weighted Base	86*	79*	84*	86*	82*	78*	73*	75*	89*	75*	81*	69*	80*	77*	73*	76*	49*	57*	45*	43*
Ensuring the food you buy is safe to eat	74 86%	68 87%	78 93%	73 85%	75 92%	68 88%	66 90%	66 87%	86 96% ^{akbdj lg}	65 87%	71 89%	59 86%	73 91%	71 92%	64 87%	65 86%	48 97% ^{puw x}	53 94% ^u	39 87%	43 98% ^{puwx}
Date labels, such as "best before" and "use by" labels	58 68% ^c	43 54%	40 48%	55 64% ^c	62 76% ^{bccgl}	53 69% ^c	42 57%	50 67% ^c	77 87% ^{abcd fghijklm no}	49 66% ^c	52 65% ^c	40 50%	50 62%	56 73% ^{bog}	46 63%	46 61%	39 79% ^{pqr uABCD}	31 54%	28 63%	21 48%
Nutrition labelling information, such as traffic light labelling	53 62% ^b	32 40%	41 49%	48 55%	52 64% ^b	45 58% ^b	39 53%	46 61% ^b	66 74% ^{bcd fghlmno}	47 63% ^b	51 64% ^b	36 52%	41 51%	56 72% ^{bcdg lmo}	41 55%	47 62% ^{ru}	34 69% ^{rtu}	25 44%	22 49%	19 44%
Country of origin labels, which identify where food comes from	46 53% ^c	37 47%	29 34%	46 53% ^c	34 42%	51 65% ^{bceo}	36 50%	45 60% ^{ce}	63 71% ^{abcd egimno}	39 52% ^c	47 58% ^{ce}	40 58% ^{ce}	44 55% ^c	48 62% ^{ce}	36 49%	44 57% ^{ru}	28 56% ^r	21 37%	27 60% ^{ru}	19 45%
Promoting and enabling healthy eating and healthy lifestyles	46 53% ^{lm}	31 40%	32 38%	37 43%	38 46%	32 41%	29 40%	32 42%	48 54% ^{cm}	31 42%	33 41%	31 45%	30 37%	38 49%	35 47%	26 34%	29 59% ^{px}	28 49%	22 49%	19 45%
Promoting food safety in the home	39 46% ^b	23 30%	29 35%	41 47% ^b	35 42%	30 39%	25 35%	31 41%	42 47% ^b	29 39%	30 37%	22 33%	29 36%	26 33%	27 37%	28 36%	24 48%	23 40%	23 52%	19 44%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	32 37%	24 30%	24 28%	35 40% ^g	29 35%	22 29%	18 25%	25 34%	48 54% ^{abca fghjkl}	29 37%	31 38%	24 35%	34 42% ^g	30 39%	26 36%	24 31% ^u	16 32% ^u	19 33% ^u	9 20%	14 32% ^u
Quality / standard of the food	-	4 6% ^{aklo}	3 3%	8 9% ^{aklo}	7 9% ^{aklo}	2 3%	4 5% ^a	2 2%	6 7% ^{aklo}	3 4%	-	-	2 3%	7 8% ^{aklo}	-	2 2%	-	2 3%	-	-
The way food is stored/transported (correct temperatures etc.)	-	-	-	1 1%	2 2%	1 2%	1 2%	-	1 1%	2 2%	-	1 1%	-	-	1 1%	-	-	1 1%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	52	103	113	90	97	113	101	105	92	94	83	96
Weighted Base	50*	47*	52	50*	53*	51	48*	49*	85*	86*	81*	89*
Ensuring the food you buy is safe to eat	40 80%	43 90%	45 87%	43 87%	51 95%u	47 92%u	45 94%u	45 92%	79 92%u	80 93%u	76 85%	86 97%
Date labels, such as "best before" and "use by" labels	28 57%	30 64%	37 71%rAB D	35 71%rAD	36 68%t	35 68%t	27 56%	28 57%	52 61%	47 55%	39 49%	31 35%
Nutrition labelling information, such as traffic light labelling	22 43%	26 55%	30 58%	28 55%	29 54%	31 60%ru	27 56%	27 55%	47 56%	44 51%	41 51%	27 30%
Country of origin labels, which identify where food comes from	18 36%	29 61%ru	30 59%ru	26 52%	32 61%ru	29 57%ru	24 50%	26 53%r	45 52%	42 49%	28 35%	31 35%
Promoting and enabling healthy eating and healthy lifestyles	26 52%	25 53%p	26 50%p	19 39%	35 66%prtw xABC	29 58%px	21 44%	24 49%	41 47%	49 57%px	38 47%	39 44%
Promoting food safety in the home	16 32%	23 47%	25 48%	25 49%	35 65%prtu vwxAB	28 55%puA	18 37%	24 49%u	44 52%puA	52 61%pruA	36 45%	50 56%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	6 11%	17 35%u	21 41%lux	11 22%	25 48%psux A	24 46%psux A	14 29%u	20 40%lux	34 40%lux	40 46%luxA	16 20%	16 18%
Quality / standard of the food	-	1 1%	2 3%	1 3%	1 2%	2 3%	1 1%	2 5%	*	5 6%	-	-
The way food is stored/ transported (correct temperatures etc.)	1 2%	-	-	-	1 2%	-	-	1 3%	-	1 1%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	90	82	88	92	88	84	78	80	97	96	84	84	92	85	88	84	52	60	44	41
Weighted Base	86*	79*	84*	86*	82*	78*	73*	75*	89*	75*	81*	69*	80*	77*	73*	76*	49*	57*	45*	43*
Manufacturing/ production/packaging of food	-	3	-	1	1	2	2	-	1	-	-	-	-	2	1	2	-	1	-	-
	-	4%	-	2%	1%	3%	3%	-	1%	-	-	-	-	3%	1%	2%	-	1%	-	-
Fat/salt content in food	-	-	-	1	-	-	-	-	1	-	-	1	-	2	-	1	-	-	-	-
	-	-	-	1%	-	-	-	-	1%	-	-	1%	-	3%	-	1%	-	-	-	-
Hygiene	-	6	2	2	5	4	-	1	5	*	1	2	1	2	4	5	-	1	4	1
	-	8%agj	3%	2%	6%ag	6%ag	-	1%	6%ag	1%	2%	3%	1%	3%	5%a	7%v	-	2%	8%v	3%
	-	m	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ensuring/inspecting hygiene/cleanliness in food establishments	-	5	5	3	2	1	2	4	1	*	3	1	1	1	2	3	-	-	1	2
	-	6%a	7%aj	3%	3%	2%	3%	5%a	1%	1%	4%	1%	2%	1%	2%	4%	-	-	3%	5%
Animal welfare	-	-	1	3	4	-	4	-	3	-	-	-	-	1	*	3	-	-	2	-
	-	-	2%	3%	4%	-	5%am	-	3%	-	-	-	-	2%	1%	4%	-	-	5%D	-
Weight & Measures	-	-	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	5%al	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Health & Hygiene Certificates	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Everything / All food issues	-	-	-	3	2	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-
	-	-	-	4%	3%	1%	-	1%	-	-	2%	-	-	-	-	-	-	-	-	-
Food imports / Exports	-	-	-	-	1	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-
	-	-	-	-	1%	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-	-
Price	-	-	-	2	2	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	2%	2%	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-
Health	-	-	-	1	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	2%	-	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complaints Procedures	-	2	1	1	-	-	-	-	1	*	-	-	-	-	-	-	-	-	-	-
	-	3%	1%	1%	-	-	-	-	1%	1%	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
* small base

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Weighted Base	50*	47*	52	50*	53*	51	48*	49*	85*	86*	81*	89*
Manufacturing/ production/packaging of food	-	-	2%	-	1%	-	1%	2%	2%	1%	-	-
Fat/salt content in food	-	-	*	-	-	-	-	-	-	-	-	-
Hygiene	2	-	4	1	2	5	3	2	3	3	9	1
	5%	-	8%qv	2%	4%	10%qrvxB D	5%v	3%	4%	3%	11%	7%
Ensuring/inspecting hygiene/cleanliness in food establishments	5	-	3	1	1	7	1	1	11	3	2	1
	10%qrv	-	5%rv	2%	3%	14%pqrv wyABD	2%	3%	13%pqrvx yABD	4%	3%	7%
Animal welfare	-	*	1%	1	-	1	-	*	1	-	-	1
	-	1%	1%	2%	-	2%	-	*	2%	-	-	1%
Weight & Measures	-	*	-	-	-	-	-	-	-	-	1	-
	-	1%	-	-	-	-	-	-	-	-	2%	-
Health & Hygiene Certificates	-	-	-	-	-	-	-	-	-	-	-	-
Everything / All food issues	-	*	-	-	*	-	-	1	1	-	-	-
	-	1%	-	-	1%	-	-	2%	1%	-	-	-
Food imports / Exports	-	-	*	-	-	-	-	-	-	-	-	-
	-	-	1%	-	-	-	-	-	-	-	-	-
Price	-	*	*	*	-	1	-	-	-	-	-	-
	-	1%	1%	1%	-	1%	-	-	-	-	-	-
Health	-	-	1	-	-	-	-	-	-	-	-	-
	-	-	1%	-	-	-	-	-	-	-	-	-
Complaints Procedures	-	-	*	-	-	-	-	-	-	-	-	-
	-	-	1%	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
* small base

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	WALES																NI			
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Weighted Base	86*	79*	84*	86*	82*	78*	73*	75*	89*	75*	81*	69*	80*	77*	73*	76*	49*	57*	45*	43*
Maintaining Standards / Regulations	-	2	-	5	1	3	-	-	1	-	-	-	-	2	3	4	-	-	-	-
	-	3%	-	6%acghk lm	2%	4%	-	-	1%	1%	-	-	-	3%	4%	5%CD	-	-	-	-
How food is grown / Farmed	-	-	1	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-
Advertising	-	-	2%	-	-	-	-	-	2%	-	1%	-	-	-	-	-	-	-	-	-
Effect on the Environment	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
What goes into our food (additives/chemicals etc.)	-	-	-	-	-	3	-	-	3	-	-	-	1	-	-	1	-	2	1	3
	-	-	-	-	-	4%	-	-	4%	-	-	-	1%	-	-	2%	-	4%	3%	6%C
Sales of food in shops/restaurants	-	1	-	3	1	-	2	1	1	1	-	-	-	-	1	2	-	-	-	1
	-	1%	-	4%	1%	-	3%	1%	1%	1%	-	-	-	-	1%	2%	-	-	-	3%
Health and Safety standards	-	1	-	-	1	-	1	-	3	-	-	-	-	-	-	-	-	-	-	-
	-	2%	-	-	1%	-	2%	-	3%	-	-	-	-	-	-	-	-	-	-	-
Infections/diseases in/contaminated foods	-	-	1	-	1	-	1	-	-	-	2	-	-	-	-	-	-	-	-	1
	-	-	1%	-	1%	-	2%	-	-	-	3%	-	-	-	-	-	-	-	-	2%
Control where food comes from/food origin	-	-	1%	-	2%	2	1	-	1	-	-	-	1	-	-	-	-	-	-	1
	-	-	1%	-	2%	2%	2%	-	1%	-	-	-	1%	-	-	-	-	-	-	3%
Food labelling	-	-	-	-	-	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	1%	-	-	-	1%	1%	-	-	-	-	-	-	-	-	-
Freshness of food	-	-	1	1	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-
	-	-	1%	1%	1%	-	-	-	1%	-	-	-	-	-	1%	-	-	-	-	-
To ensure food products are/contain what they claim	-	-	-	-	-	1	-	-	-	1	1	-	-	-	-	1	-	-	-	-
	-	-	-	-	-	1%	-	-	-	1%	1%	-	-	-	-	1%	-	-	-	-
Food preparation	-	-	1	-	2	2	-	-	1	2	-	1	-	-	1	1	-	-	-	1
	-	-	1%	-	2%	2%	-	-	1%	2%	-	2%	-	-	1%	2%	-	-	-	3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	52	103	113	90	97	113	101	105	92	94	83	96
Weighted Base	50*	47*	52	50*	53*	51	48*	49*	85*	86*	81*	89*
Maintaining Standards / Regulations	1	-	-	-	-	1	-	-	-	-	-	1
How food is grown / Farmed	3%	-	-	-	-	3%	-	-	-	-	-	1%
Advertising	-	-	1	-	-	-	1	-	2%	-	-	-
Effect on the Environment	-	-	1%	-	-	-	1%	-	-	-	-	-
What goes into our food (additives/chemicals etc.)	-	1%	1%	-	1%	2%	-	2%	-	1%	1%	-
Sales of food in shops/restaurants	-	-	-	-	-	1	-	1	1	2	-	-
Health and Safety standards	-	-	-	-	-	2%	-	1%	1%	3%	-	-
Infections/diseases in/contaminated foods	-	-	-	-	-	-	1	*	-	-	-	*
Control where food comes from/food origin	-	-	-	-	-	1%	-	1%	-	-	1%	-
Food labelling	-	-	1%	-	1%	-	-	*	1	-	-	-
Freshness of food	-	-	-	-	-	-	-	1%	1%	-	-	-
To ensure food products are/contain what they claim	-	-	-	-	-	1	-	-	-	-	-	-
Food preparation	-	-	1%	-	-	1%	-	2%	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	-	2%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
* small base

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Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	90	82	88	92	88	84	78	80	97	96	84	84	92	85	88	84	52	60	44	41
Weighted Base	86*	79*	84*	86*	82*	78*	73*	75*	89*	75*	81*	69*	80*	77*	73*	76*	49*	57*	45*	43*
Sugar content of food	-	-	-	1	-	-	-	-	1	-	-	1	-	1	-	1	-	-	-	-
Cleanliness (no further detail)	-	-	-	1%	-	-	-	-	1%	-	-	1%	-	2%	-	1%	-	-	-	-
Training/educating people (in hygiene)	-	-	-	-	3	-	1	-	-	1	-	1	-	2	2	2	-	-	-	-
Public health/consumer advice/information (when food scares/recalls)	-	-	-	1	-	-	-	-	-	1%	-	-	-	-	1	-	-	-	-	-
Food handling	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
(Food) Safety (no further detail)	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-
GM foods	-	-	-	-	1%	-	1%	-	-	-	-	-	-	-	1%	-	-	-	-	-
Horse meat scandal/fraud/ensuring meat is what it claims to be	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-
Processing of food	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	1%	-	-	-	-	-
Ratings	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	4	1	2	3	1	1	2	2	1	*	2	2	1	2	1	-	1	-	-
Don't know	2	5	4	5	2	1	3	3	-	3	6	4	3	2	5	4	1	-	2	-
	3%	6% _d	5% _d	6% _d	3%	1%	4%	4%	-	4%	7% _d	6% _d	4%	3%	6% _d	6% _{AC}	1%	-	5%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	52	103	113	90	97	113	101	105	92	94	83	96
Weighted Base	50*	47*	52	50*	53*	51	48*	49*	85*	86*	81*	89*
Sugar content of food	-	-	*	-	-	-	-	-	-	-	-	-
Cleanliness (no further detail)	-	-	1%	-	-	-	-	-	-	-	-	-
Training/educating people (in hygiene)	-	-	*	-	*	1	*	1	-	1	1	-
Public health/consumer advice/information (when food scares/recalls)	-	-	1%	-	1%	2%	1%	2%	-	1%	1%	-
Food handling	-	-	-	-	-	-	-	-	-	-	-	-
(Food) Safety (no further detail)	1	-	1	-	-	-	-	-	-	-	-	-
GM foods	3%	-	2%	-	-	-	-	-	-	-	-	-
Horse meat scandal/fraud/ensuring meat is what it claims to be	-	-	-	-	-	-	-	-	-	-	-	-
Processing of food	-	-	-	-	-	-	-	1	-	-	-	-
Ratings	-	-	-	-	1	-	-	2%	-	-	-	-
Other	-	-	-	-	1	-	-	1	1	-	1	-
Don't know	1	-	*	5	-	1	-	-	*	1	-	-
	3%	-	*	9%pqstv wyzABCD	-	2%	-	-	1%	1%	-	-
	2	1	1	1	*	1	-	*	-	2	-	1
	3%	2%	2%	2%	*	1%	-	1%	-	2%	-	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
* small base



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness

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	WALES																NI				
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)	
Unweighted Base	90	82	88	92	88	84	78	80	97	96	84	84	92	85	88	84	52	60	44	41	
Weighted Base	86*	79*	84*	86*	82*	78*	73*	75*	89*	75*	81*	69*	80*	77*	73*	76*	49*	57*	45*	43*	
Average number of mentions	4.55c	3.88	3.66	4.62c	4.60bc	4.35	3.94	4.21	5.24abc	4.21	4.37c	4.05	3.96	4.64bcg	4.28	4.29u	4.82t	3.64	4.19	3.82	
Standard deviation	2.10	2.18	2.03	2.57	2.17	2.33	2.09	1.82	mo	1.85	2.01	2.02	2.16	2.19	2.01	2.07	2.13	2.04	1.77	1.95	1.98
Standard error	0.22	0.25	0.22	0.28	0.23	0.26	0.24	0.21	0.19	0.21	0.23	0.24	0.23	0.22	0.23	0.24	0.29	0.23	0.30	0.31	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness

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	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	52	103	113	90	97	113	101	105	92	94	83	96
Weighted Base	50*	47*	52	50*	53*	51	48*	49*	85*	86*	81*	89*
Average number of mentions	3.48	4.21u	4.54ruA	4.04	4.76rtu xA	4.90rtu vxABC	3.79	4.28u	4.28u	4.42ru	3.61	3.26
Standard deviation	1.89	1.94	2.35	2.04	2.15	2.03	2.09	2.38	2.11	2.39	1.82	1.68
Standard error	0.27	0.19	0.22	0.22	0.22	0.19	0.21	0.23	0.22	0.25	0.20	0.17

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/ef/gh/ij/kl/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
* small base

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564	1478	1528	1526	1567
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421	1405	1408	1453	1479
Ensuring the food you buy is safe to eat	1184 82%	1295 86%ae	1241 84%	1251 84%	1148 81%	1293 86%ae	1298 87%acde	1254 87%acde	1268 89%abcde	1290 87%acde	1164 86%ae	1256 88%abcde	1219 87%acde	1234 88%acde	1280 88%acde	1318 89%
Promoting food safety in the home	555 38%ef	551 37%	573 39%efh	536 36%	472 33%	501 33%	548 37%	503 35%	610 43%abcde	528 36%	490 36%	550 39%efh	541 39%efh	522 37%ef	559 38%efh	556 38%
Promoting and enabling healthy eating and healthy lifestyles	620 43%dfg	656 43%dfg	672 45%defgh	578 39%	582 41%	578 38%	577 39%	579 40%	666 47%adefg	574 39%	545 40%	596 42%	561 40%	590 42%	610 42%	575 39%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	507 35%ef	525 35%ef	488 33%e	474 32%e	395 28%	453 30%	499 33%e	464 32%e	577 41%abcde	536 36%defh	514 38%cdelfg	560 39%abcde	527 37%cdelfg	557 40%abcde	549 38%cdelfg	572 39%
Nutrition labelling information, such as traffic light labelling	783 54%	831 55%	828 56%	841 56%	811 57%	850 56%	886 59%ab	874 60%abcdf	914 64%abcde	914 62%abcde	829 61%abcde	911 64%abcde	843 60%abc	899 64%abcde	868 60%abc	872 59%
Date labels, such as "best before" and "use by" labels	914 63%	965 64%	935 63%	929 62%	938 66% <i>d</i>	956 63%	972 65%	957 66% <i>d</i>	1012 71%abcde	990 67%acdf	866 64%	968 68%abcdf	944 67%acdflo	938 67% <i>d</i>	923 64%	914 62%
Country of origin labels, which identify where food comes from	662 46%	741 49%	717 48%	693 47%	647 46%	804 53%abcde	792 53%abcde	809 56%abcde	833 59%abcde	800 54%abcde	701 52%ade	811 57%abcde	756 54%abcde	791 56%abcde	778 54%abcde	764 52%
Quality / standard of the food	-	73 5%akln	57 4%akn	90 6%aceikl	54 4%ak	83 6%aceikm	82 6%aceikm	69 5%akno	60 4%akn	66 4%akno	30 2%a	42 3%a	51 4%ak	35 3%a	44 3%a	35 2%
The way food is stored/transported (correct temperatures etc.)	-	8 1%a	18 1%abfkn	17 1%akn	20 1%abklm	8 1%a	15 1%ak	13 1%ak	12 1%a	11 1%a	4 -	9 1%a	8 1%a	6 a	9 1%a	8 7%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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	ADDITIONAL COUNTRY															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
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Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421	1405	1408	1453	1479
Manufacturing/ production/packaging of food	-	36 2%agjh lmo	29 2%alo	29 2%alo	32 2%agijmo	26 2%alo	19 1%a	19 1%a	23 2%ao	18 1%a	23 2%alo	12 1%a	16 1%a	26 2%alo	9 1%a	14 1%
Fat/salt content in food	-	5 *a	5 *a	6 *a	7 1%a	5 *a	5 *a	4 *	3 *	3 *	3 *	6 *a	2 *	5 *a	4 *a	4 *
Hygiene	-	62 4%ahk	59 4%ahki	59 4%ahk	46 3%ah	52 3%ah	50 3%ah	29 2%a	52 4%ahk	57 4%ahk	31 2%a	40 3%a	45 3%a	51 4%ahk	79 5%aaefghi jkimn	57 4%
Ensuring/inspecting hygiene/cleanliness in food establishments	-	36 2%a	55 4%cabefgi jkno	44 3%alo	33 2%a	28 2%a	31 2%a	38 3%a	30 2%a	30 2%a	30 2%a	24 2%a	38 3%a	26 2%a	24 2%a	39 3%
Animal welfare	-	31 2%a	33 2%a	34 2%a	35 2%akn	25 2%a	25 2%a	26 2%a	20 1%a	34 2%a	18 1%a	28 2%a	23 2%a	19 1%a	25 2%a	27 2%
Weight & Measures	-	7 *acij l	-	5 *ac	5 *ac	4 *	5 *ac	5 *ac	1 *	1 *	3 *	1 *	4 *ac	2 *	1 *	2 *
Health & Hygiene Certificates	-	2 *	2 *	4 *	2 *	-	4 *	4 *aff	2 *	2 *	2 *	-	1 *	3 *	3 *	4 *
Everything / All food issues	-	16 1%akno	10 1%ano	13 1%ano	14 1%akno	15 1%akno	14 1%akno	14 1%akno	10 1%ano	12 1%ano	5 *a	16 1%akno	10 1%ano	2 *	2 *	7 *
Food imports / Exports	-	7 *a	4 *a	4 *a	3 *ak	7 *a	6 *a	5 *a	5 *a	3 *	1 *	2 *	1 *	1 *	5 *a	2 *
Price	-	8 1%ao	11 1%alo	7 *a	11 1%alo	3 *	7 *a	5 *a	7 1%ao	6 *a	4 *a	7 *a	5 *a	5 *a	1 *	-
Health	-	4 *	4 *a	6 *a	3 *	5 *a	3 *	1 *	2 *	1 *	-	3 *	3 *a	4 *a	3 *	1 *
Complaints Procedures	-	4 *	3 *	5 *aj	3 *	2 *	2 *	2 *	3 *	2 *	1 *	-	2 *	1 *	-	2 *

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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	ADDITIONAL COUNTRY															
	ENGLAND/WALES/NI															
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Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564	1478	1528	1526	1567
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421	1405	1408	1453	1479
Maintaining Standards / Regulations	-	26 2%agh	25 2%agh	33 2%aghjm	19 1%ah	27 2%aghm	11 1%a	8 1%a	24 2%agh	16 1%a	19 1%ah	15 1%a	13 1%a	19 1%ah	35 2%aeghjl mn	53 4%
How food is grown / Farmed	-	6 *a	8 1%a	4 *a	6 *a	4 *	2 *	9 1%agim	9 1%agimn	2 *	4 *	5 *a	1 *	2 *	5 *a	3 *
Advertising	-	3 *	-	7 *acajln	1 *	3 *	3 *	2 *	1 *	1 *	2 *	-	3 *	-	2 *	2 *
Effect on the Environment	-	3 *	-	1 *	-	1 *	1 *	1 *	2 *	-	-	-	-	1 *	-	-
What goes into our food (additives/chemicals etc.)	-	22 1%ao	32 2%aeikno	28 2%aiko	16 1%a	31 2%aeikno	24 2%ao	20 1%a	11 1%a	21 1%ao	12 1%a	22 2%ao	17 1%a	15 1%a	9 1%a	8 1%
Sales of food in shops/restaurants	-	11 1%a	17 1%ahk	17 1%ahk	8 1%a	10 1%a	8 1%a	6 *a	13 1%a	8 1%a	6 *a	13 1%a	9 1%a	10 1%a	11 1%a	19 1%
Health and Safety standards	-	6 *am	7 *am	1 *	6 *am	3 *	4 *	2 *	4 *a	2 *	3 *	2 *	-	2 *	6 *am	3 *
Infections/diseases in/contaminated foods	-	2 *	10 1%abhmn	4 *	6 *a	7 *a	4 *a	2 *	3 *	5 *a	3 *	3 *	2 *	2 *	4 *	2 *
Control where food comes from/food origin	-	4 *	6 *a	11 1%al	6 *al	17 1%abcehi kno	13 o	4 *a	5 *a	13 1%abhkin	3 *	1 *	7 *al	4 *	5 *a	7 1%
Food labelling	-	2 *	11 1%abno	4 *	5 *a	13 1%abdkno	5 *a	10 1%abno	6 *a	6 *a	3 *	9 1%abn	10 1%abno	2 *	3 *	5 *
Freshness of food	-	3 *	5 *a	5 *a	5 *a	1 *	7 *afim	1 *	1 *	3 *	2 *	3 *	1 *	3 *	2 *	1 *
To ensure food products are/contain what they claim	-	-	6 *ab	2 *	5 *ab	27 2%abcdeg hkmo	5 *ab	10 1%abd	13 1%abdg	14 1%abdg	12 1%abd	15 1%abcdeg	9 1%abd	12 1%abd	11 1%abd	14 7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564	1478	1528	1526	1567
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421	1405	1408	1453	1479
Food preparation	-	-	5	14	9	5	7	11	12	16	4	13	2	3	6	7
	-	-	*ab	1%abfkmn	1%abm	*ab	*ab	1%abm	1%abfkmn	1%abcfkm	*b	1%abcfkm	*	*	*ab	*
Sugar content of food	-	-	-	6	1	3	3	4	2	4	3	1	2	3	1	3
	-	-	-	*abcd	*	*	*	*bc	*	*	*	*	*	*	*	*
Cleanliness (no further detail)	-	-	-	4	12	3	7	6	6	9	5	7	8	6	9	7
	-	-	-	*abc	1%abcdff	*	*abc	*abc	*abc	1%abc	*abc	*abc	1%abc	*abc	1%abc	*
Training/educating people (in hygiene)	-	-	-	9	7	2	-	1	-	1	1	3	-	1	-	2
	-	-	-	1%aboghi	*aboghi	*	*	*	*	*	*	*	*	*	*	*
Public health/consumer advice/information (when food scares/recalls)	-	-	-	6	4	2	-	2	-	*	1	-	-	3	6	3
	-	-	-	*abogij	*abogil	*	*	*	*	*	*	*	*	*	*abogij	*
Food handling	-	-	-	-	1	-	-	-	1	2	1	-	-	1	-	-
	-	-	-	-	*	-	-	-	*	*	*	-	-	*	-	-
(Food) Safety (no further detail)	-	-	-	-	11	1	10	6	6	3	1	7	8	3	9	5
	-	-	-	-	1%abcdjf	*	1%abcdfk	*abcd	*abcd	*	*	*abcdf	1%abcdfk	*	1%abcdfk	*
GM foods	-	-	-	-	5	2	1	1	2	3	2	2	1	-	1	*
	-	-	-	-	*abcdn	*	*	*	*	*	*	*	*	*	*	*
Horse meat scandal/fraud/ensuring meat is what it claims to be	-	-	-	-	-	14	6	4	4	5	2	1	-	3	-	3
	-	-	-	-	-	1%abcdelh	*abcdem	*bcd	*abcdem	*abcdem	*	*	*	*	*	*
Processing of food	-	-	-	-	-	-	-	-	4	3	-	2	3	2	5	1
	-	-	-	-	-	-	-	-	*blg	*	*	*	*	*	*abcdef	ghk

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	ADDITIONAL COUNTRY ENGLAND/WALES/N															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564	1478	1528	1526	1567
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421	1405	1408	1453	1479
Ratings	-	-	-	-	-	-	-	-	1	-	3	-	5	4	1	3
	-	-	-	-	-	-	-	-	*	-	*	-	*abdef	*bdgij	*	*
	-	-	-	-	-	-	-	-	-	-	-	-	ghj	-	-	-
Other	-	38	32	31	27	25	22	30	13	24	19	18	14	11	18	13
	-	2%aikl mno	2%aimn	2%aimn	2%aimn	2%ain	2%a	2%aimn	1%a	2%ain	1%a	1%a	1%a	1%a	1%a	1%a
Don't know	96	69	72	72	83	59	69	57	35	56	66	53	58	58	64	56
	7%bcdf ghijkl mno	5%j	5%j	5%j	6%fhijm n	4%j	5%j	4%j	2%	4%	5%j	4%	4%j	4%j	4%j	4%
Average number of mentions	4.10	4.16	4.20	4.10	4.07	4.07	4.20	4.19	4.51abcd efghjkmn o	4.25ef	4.17	4.37abcd efghk	4.24ef	4.32abde f	4.27adef	4.18
Standard deviation	2.07	2.07	2.13	2.14	2.10	2.09	2.14	1.99	2.00	2.04	2.06	2.03	2.02	2.06	2.02	2.03
Standard error	0.06	0.05	0.06	0.06	0.06	0.05	0.05	0.05	0.05	0.05	0.06	0.05	0.05	0.05	0.05	0.05

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



Q.4d_01 To what extent do you agree or disagree that the FSA is the following...
Fighting food fraud, such as selling food which isn't what it says it is
Base: All adults aware of the Food Standards Agency - England/Wales/NI

		WAVE															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1526	1567
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	1453	1479
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	390	401
																27%	27%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	529	547
																36%	37%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	257	280
																18%	19%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	83	67
																6%	5%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	36	23
																2%	2%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	919	948
																63%	64%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	119	90
																8%p	6%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	157	160
																11%	11%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.89	3.94
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.00	0.94
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03

Proportions/Means: All Columns Tested (5% risk level)

**very small base (under 30) ineligible for sig testing



Q.4d_01 To what extent do you agree or disagree that the FSA is the following...
Fighting food fraud, such as selling food which isn't what it says it is
Base: All adults aware of the Food Standards Agency - England/Wales/NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	763	762	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	722	717	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	201	213	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	28%	30%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	273	254	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	38%	35%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	116	136	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	16%	19%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	41	36	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	6%	5%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	17	12	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	474	467	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	66%	65%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	58	48	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	8%	7%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	74	66	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	10%	9%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.93	3.95	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.99	0.96	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.04	0.04	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 **very small base (under 30) ineligible for sig testing



Q.4d_01 To what extent do you agree or disagree that the FSA is the following...

Fighting food fraud, such as selling food which isn't what it says it is

Base: All adults aware of the Food Standards Agency - England/Wales/NI

		FEMALE											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	763	805
Weighted Base		**	**	**	**	**	**	**	**	**	**	731	761
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	189	188
		-	-	-	-	-	-	-	-	-	-	26%	25%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	256	293
		-	-	-	-	-	-	-	-	-	-	35%	39%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	142	144
		-	-	-	-	-	-	-	-	-	-	19%	19%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	42	31
		-	-	-	-	-	-	-	-	-	-	6%	4%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	19	11
		-	-	-	-	-	-	-	-	-	-	3%	1%
Net: Agree		-	-	-	-	-	-	-	-	-	-	445	481
		-	-	-	-	-	-	-	-	-	-	61%	63%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	61	42
		-	-	-	-	-	-	-	-	-	-	8%F	6%
Don't know		-	-	-	-	-	-	-	-	-	-	84	94
		-	-	-	-	-	-	-	-	-	-	11%	12%
Mean score		-	-	-	-	-	-	-	-	-	-	3.86	3.92
Standard deviation		-	-	-	-	-	-	-	-	-	-	1.01	0.91
Standard error		-	-	-	-	-	-	-	-	-	-	0.04	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/vw/x/yz/A/B/C/D/E/F
 **very small base (under 30) ineligible for sig testing



Q.4d_01 To what extent do you agree or disagree that the FSA is the following...
Fighting food fraud, such as selling food which isn't what it says it is
Base: All adults aware of the Food Standards Agency - England/Wales/NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	165	150	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	180	173	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	42	31	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	23%	18%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	55	64	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	31%	37%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	39	48	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	22%	26%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	13	9	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	7%	5%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	97	95	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	54%	55%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	16	9	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	9%	5%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	27	20	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	15%	12%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.78	3.77	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.01	0.85	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.09	0.07	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

**very small base (under 30) ineligible for sig testing



Q.4d_01 To what extent do you agree or disagree that the FSA is the following...

Fighting food fraud, such as selling food which isn't what it says it is

Base: All adults aware of the Food Standards Agency - England/Wales/NI

		26.35											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	247	251
Weighted Base		**	**	**	**	**	**	**	**	**	**	284	286
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	61	87
		-	-	-	-	-	-	-	-	-	-	21%	30%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	118	101
		-	-	-	-	-	-	-	-	-	-	41%	35%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	52	55
		-	-	-	-	-	-	-	-	-	-	18%	19%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	17	6
		-	-	-	-	-	-	-	-	-	-	6%	2%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	5	1
		-	-	-	-	-	-	-	-	-	-	2%	*
Net: Agree		-	-	-	-	-	-	-	-	-	-	178	188
		-	-	-	-	-	-	-	-	-	-	63%	66%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	22	8
		-	-	-	-	-	-	-	-	-	-	8%	3%
Don't know		-	-	-	-	-	-	-	-	-	-	32	36
		-	-	-	-	-	-	-	-	-	-	11%	12%
Mean score		-	-	-	-	-	-	-	-	-	-	3.84	4.06
Standard deviation		-	-	-	-	-	-	-	-	-	-	0.93	0.85
Standard error		-	-	-	-	-	-	-	-	-	-	0.06	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



Q.4d_01 To what extent do you agree or disagree that the FSA is the following...
Fighting food fraud, such as selling food which isn't what it says it is
Base: All adults aware of the Food Standards Agency - England/Wales/NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	302	308	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	343	343	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	101	90	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	29%	26%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	126	141	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	37%	41%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	60	55	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	18%	16%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	17	19	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	5%	6%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	8	7	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	227	231	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	66%	67%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	24	26	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	7%	8%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	32	31	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	9%	9%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.95	3.92	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.97	0.96	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.06	0.06	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



Q.4d_01 To what extent do you agree or disagree that the FSA is the following...

Fighting food fraud, such as selling food which isn't what it says it is

Base: All adults aware of the Food Standards Agency - England/Wales/NI

		50-65											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	357	388
Weighted Base		**	**	**	**	**	**	**	**	**	**	387	411
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	125	114
		-	-	-	-	-	-	-	-	-	-	32%	29%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	138	149
		-	-	-	-	-	-	-	-	-	-	36%	36%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	63	74
		-	-	-	-	-	-	-	-	-	-	16%	18%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	18	23
		-	-	-	-	-	-	-	-	-	-	5%	6%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	12	8
		-	-	-	-	-	-	-	-	-	-	3%	2%
Net: Agree		-	-	-	-	-	-	-	-	-	-	263	262
		-	-	-	-	-	-	-	-	-	-	68%	64%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	30	31
		-	-	-	-	-	-	-	-	-	-	8%	8%
Don't know		-	-	-	-	-	-	-	-	-	-	31	44
		-	-	-	-	-	-	-	-	-	-	8%	11%
Mean score		-	-	-	-	-	-	-	-	-	-	3.97	3.92
Standard deviation		-	-	-	-	-	-	-	-	-	-	1.02	0.97
Standard error		-	-	-	-	-	-	-	-	-	-	0.06	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



Q.4d_01 To what extent do you agree or disagree that the FSA is the following...
Fighting food fraud, such as selling food which isn't what it says it is
Base: All adults aware of the Food Standards Agency - England/Wales/NI

		66+															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	455	470
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	259	265
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	62	79
																24%	30%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	92	93
																38%	35%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	43	47
																17%	16%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18	9
																7%	3%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9	7
																3%	3%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	155	172
																60%	65%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	27	16
																10%	6%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	34	30
																13%	11%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.81	3.97
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.05	0.98
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.05	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

**very small base (under 30) ineligible for sig testing



Q.4d_01 To what extent do you agree or disagree that the FSA is the following...
Fighting food fraud, such as selling food which isn't what it says it is
Base: All adults aware of the Food Standards Agency - England/Wales/NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1355	1387	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1299	1314	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	336	322	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	26%	24%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	478	502	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	37%	36%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	234	253	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	19%	19%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	73	61	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	6%	5%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	33	21	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	2%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	814	823	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	63%	63%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	105	82	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	8%	6%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	145	156	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	71%	72%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.88	3.90	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.99	0.93	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4d_01 To what extent do you agree or disagree that the FSA is the following...

Fighting food fraud, such as selling food which isn't what it says it is

Base: All adults aware of the Food Standards Agency - England/Wales/NI

		SCOTLAND											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4d_01 To what extent do you agree or disagree that the FSA is the following...
Fighting food fraud, such as selling food which isn't what it says it is
Base: All adults aware of the Food Standards Agency - England/Wales/NI

		WALES																NI			
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	88	84	-	-	-	-
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	73*	76*	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	23	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	30%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29	29	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39%	37%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15	15	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	20%	20%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	3	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	4%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	1	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	2%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	39	52	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	54%	68%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	5	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	6%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	11	4	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	75%	6%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.62	3.96	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.04	0.95	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.12	0.11	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4d_01 To what extent do you agree or disagree that the FSA is the following...

Fighting food fraud, such as selling food which isn't what it says it is

Base: All adults aware of the Food Standards Agency - England/Wales/NI

		NI											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	83	96
Weighted Base		**	**	**	**	**	**	**	**	**	**	81*	89*
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	44	56
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	54%	63%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	22	17
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	27%	19%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	8	12
Net: Agree		-	-	-	-	-	-	-	-	-	-	10%	13%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	6	3
Don't know		-	-	-	-	-	-	-	-	-	-	7%	3%
Mean score		-	-	-	-	-	-	-	-	-	-	-	1
Standard deviation		-	-	-	-	-	-	-	-	-	-	1%	1%
Standard error		-	-	-	-	-	-	-	-	-	-	66	73
		-	-	-	-	-	-	-	-	-	-	81%	82%
		-	-	-	-	-	-	-	-	-	-	6	4
		-	-	-	-	-	-	-	-	-	-	7%	4%
		-	-	-	-	-	-	-	-	-	-	1	-
		-	-	-	-	-	-	-	-	-	-	4.30	4.41
		-	-	-	-	-	-	-	-	-	-	0.93	0.91
		-	-	-	-	-	-	-	-	-	-	0.10	0.09

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4d_01 To what extent do you agree or disagree that the FSA is the following...

Fighting food fraud, such as selling food which isn't what it says it is

Base: All adults aware of the Food Standards Agency - England/Wales/NI

	ADDITIONAL COUNTRY																
	ENGLAND/WALES/NI																
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1526	1567
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1453	1479
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	390	401
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27%	27%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	529	547
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	36%	37%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	257	280
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	18%	19%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	83	67
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	5%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	36	23
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	919	948
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	63%	64%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	119	90
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	6%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	157	160
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	71%	71%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.89	3.94
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.00	0.94
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.4d_02 To what extent do you agree or disagree that the FSA is the following...

Working on my behalf

Base: All adults aware of the Food Standards Agency - England/Wales/NI

		WAVE															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1526	1567
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	1453	1479
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	367	380
																25%	26%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	642	623
																44%	42%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	236	275
																16%	19%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	75	61
																5%	4%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28	22
																2%	1%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1009	1003
																69%	68%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	103	83
																7%	6%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	105	118
																7%	8%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.92	3.94
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.92	0.90
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Means: All Columns Tested (5% risk level)

**very small base (under 30) ineligible for sig testing

Q.4d_02 To what extent do you agree or disagree that the FSA is the following...

Working on my behalf

Base: All adults aware of the Food Standards Agency - England/Wales/NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	763	762	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	722	717	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	187	199	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	26%	28%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	328	306	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	46%	43%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	109	136	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	15%	19%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	32	27	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	4%	4%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	16	9	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	516	505	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	71%	70%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	47	36	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	7%	5%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	49	41	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	7%	6%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.95	3.97	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.92	0.88	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F

**very small base (under 30) ineligible for sig testing



Q.4d_02 To what extent do you agree or disagree that the FSA is the following...
Working on my behalf
Base: All adults aware of the Food Standards Agency - England/Wales/NI

		FEMALE											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	763	805
Weighted Base		**	**	**	**	**	**	**	**	**	**	731	761
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	180	181
		-	-	-	-	-	-	-	-	-	-	25%	24%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	314	317
		-	-	-	-	-	-	-	-	-	-	43%	42%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	126	139
		-	-	-	-	-	-	-	-	-	-	17%	18%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	43	33
		-	-	-	-	-	-	-	-	-	-	6%	4%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	12	13
		-	-	-	-	-	-	-	-	-	-	2%	2%
Net: Agree		-	-	-	-	-	-	-	-	-	-	494	498
		-	-	-	-	-	-	-	-	-	-	68%	65%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	55	47
		-	-	-	-	-	-	-	-	-	-	8%	6%
Don't know		-	-	-	-	-	-	-	-	-	-	56	77
		-	-	-	-	-	-	-	-	-	-	8%	10%
Mean score		-	-	-	-	-	-	-	-	-	-	3.90	3.91
Standard deviation		-	-	-	-	-	-	-	-	-	-	0.93	0.91
Standard error		-	-	-	-	-	-	-	-	-	-	0.03	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F

**very small base (under 30) ineligible for sig testing



Q.4d_02 To what extent do you agree or disagree that the FSA is the following...

Working on my behalf

Base: All adults aware of the Food Standards Agency - England/Wales/NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	165	150	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	180	173	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	34	31	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	19%	18%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	42	41%	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	22%	24%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	8	9	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	4%	5%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	104	102	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	59%	59%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	10	10	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	5%	6%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	24	20	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	13%	11%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.82	3.79	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.88	0.85	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.07	0.07	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

**very small base (under 30) ineligible for sig testing



Q.4d_02 To what extent do you agree or disagree that the FSA is the following...

Working on my behalf

Base: All adults aware of the Food Standards Agency - England/Wales/NI

		26-35											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	247	251
Weighted Base		**	**	**	**	**	**	**	**	**	**	284	286
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	60	68
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	133	127
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	47%	44%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	51	53
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	17	4
Net: Agree		-	-	-	-	-	-	-	-	-	-	6%	2%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	5	4
Don't know		-	-	-	-	-	-	-	-	-	-	2%	1%
Mean score		-	-	-	-	-	-	-	-	-	-	193	195
Standard deviation		-	-	-	-	-	-	-	-	-	-	68%	68%
Standard error		-	-	-	-	-	-	-	-	-	-	21	8
		-	-	-	-	-	-	-	-	-	-	8%	3%
		-	-	-	-	-	-	-	-	-	-	19	30
		-	-	-	-	-	-	-	-	-	-	7%	11%
		-	-	-	-	-	-	-	-	-	-	3.86	3.98
		-	-	-	-	-	-	-	-	-	-	0.90	0.82
		-	-	-	-	-	-	-	-	-	-	0.06	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



Q.4d_02 To what extent do you agree or disagree that the FSA is the following...

Working on my behalf

Base: All adults aware of the Food Standards Agency - England/Wales/NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	302	308	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	343	343	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	91	93	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	27%	27%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	46%	44%	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	53	58	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	15%	17%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	12	16	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	4%	5%	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	2	6	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	250	243	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	73%	71%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	14	23	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4%	7%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	26	21	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	8%	6%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.02	3.95	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.82	0.82	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.05	0.05	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



Q.4d_02 To what extent do you agree or disagree that the FSA is the following...

Working on my behalf

Base: All adults aware of the Food Standards Agency - England/Wales/NI

		50-65											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	357	388
Weighted Base		**	**	**	**	**	**	**	**	**	**	387	411
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	122	123
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	31%	30%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	171	160
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	44%	39%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	49	77
Net: Agree		-	-	-	-	-	-	-	-	-	-	13%	19%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	19	21
Don't know		-	-	-	-	-	-	-	-	-	-	5%	5%
Mean score		-	-	-	-	-	-	-	-	-	-	12	5
Standard deviation		-	-	-	-	-	-	-	-	-	-	3%	1%
Standard error		-	-	-	-	-	-	-	-	-	-	283	283
		-	-	-	-	-	-	-	-	-	-	76%	69%
		-	-	-	-	-	-	-	-	-	-	30	26
		-	-	-	-	-	-	-	-	-	-	8%	6%
		-	-	-	-	-	-	-	-	-	-	15	24
		-	-	-	-	-	-	-	-	-	-	4%	6%
		-	-	-	-	-	-	-	-	-	-	4.00	3.97
		-	-	-	-	-	-	-	-	-	-	0.97	0.93
		-	-	-	-	-	-	-	-	-	-	0.05	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



Q.4d_02 To what extent do you agree or disagree that the FSA is the following...

Working on my behalf

Base: All adults aware of the Food Standards Agency - England/Wales/NI

		66+															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	455	470
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	259	265
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	59	66
																23%	25%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	111	115
																43%	43%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41	46
																16%	17%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19	10
																7%	4%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	6
																3%	2%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	170	180
																66%	68%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	27	16
																10%	6%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	21	23
																8%	9%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.82	3.92
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.00	0.92
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.05	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 **very small base (under 30) ineligible for sig testing



Q.4d_02 To what extent do you agree or disagree that the FSA is the following...

Working on my behalf

Base: All adults aware of the Food Standards Agency - England/Wales/NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1355	1387	-	-	-	-
Weighted Base	1299	1314
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	319	305	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	25%	23%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	45%	43%	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	21%	19%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	5%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	89%	87%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	9%	7%	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	9%	11%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	3.92	3.91	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	0.92	0.89	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.02	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4d_02 To what extent do you agree or disagree that the FSA is the following...

Working on my behalf

Base: All adults aware of the Food Standards Agency - England/Wales/NI

		SCOTLAND											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4d_02 To what extent do you agree or disagree that the FSA is the following...

Working on my behalf

Base: All adults aware of the Food Standards Agency - England/Wales/NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	88	84	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	73*	76*	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	8	19	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	71%	24%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	52%	50%	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	11	16	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	21%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	5	3	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	7%	4%	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	4%	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	46	56	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	63%	74%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	8	3	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	11%	4%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	9	1	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	12%	1%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.67	3.95	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.95	0.79	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.11	0.09	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

* small base; ** very small base (under 30) ineligible for sig testing



Q.4d_02 To what extent do you agree or disagree that the FSA is the following...

Working on my behalf

Base: All adults aware of the Food Standards Agency - England/Wales/NI

		NI											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	83	96
Weighted Base		**	**	**	**	**	**	**	**	**	**	81*	89*
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	40	56
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	50%	63%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	24	16
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	29%	18%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	12	11
Net: Agree		-	-	-	-	-	-	-	-	-	-	5	4
Net: Disagree		-	-	-	-	-	-	-	-	-	-	6%	4%
Don't know		-	-	-	-	-	-	-	-	-	-	-	2
Mean score		-	-	-	-	-	-	-	-	-	-	64	72
Standard deviation		-	-	-	-	-	-	-	-	-	-	79%	81%
Standard error		-	-	-	-	-	-	-	-	-	-	5	5
		-	-	-	-	-	-	-	-	-	-	6%	6%
		-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	4.23	4.37
		-	-	-	-	-	-	-	-	-	-	0.92	0.98
		-	-	-	-	-	-	-	-	-	-	0.10	0.10

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

* small base; ** very small base (under 30) ineligible for sig testing

Q.4d_02 To what extent do you agree or disagree that the FSA is the following...

Working on my behalf

Base: All adults aware of the Food Standards Agency - England/Wales/NI

	ADDITIONAL COUNTRY																
	ENGLAND/WALES/NI																
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1526	1557
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1453	1479
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	367	380
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25%	25%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	642	623
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	44%	42%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	236	275
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	16%	19%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	75	61
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	4%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	28	22
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1009	1003
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	69%	68%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	103	83
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	6%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	105	118
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	8%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.92	3.94
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.82	0.80
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.4d_03 To what extent do you agree or disagree that the FSA is the following...

Good at explaining food safety and the science behind it

Base: All adults aware of the Food Standards Agency - England/Wales/NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1526	1567
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1453	1479
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	214	231
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	75%	76%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	471	518
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	32%	35%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	412	381
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	26%	26%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	125	119
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	9%	8%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	51	42
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	685	749
		-	-	-	-	-	-	-	-	-	-	-	-	-	47%	51%
		-	-	-	-	-	-	-	-	-	-	-	-	-	176	161
		-	-	-	-	-	-	-	-	-	-	-	-	-	12%	11%
		-	-	-	-	-	-	-	-	-	-	-	-	-	179	187
		-	-	-	-	-	-	-	-	-	-	-	-	-	12%	13%
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.53	3.60
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.01	0.99
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03

Proportions/Means: All Columns Tested (5% risk level)

**very small base (under 30) ineligible for sig testing

Q.4d_03 To what extent do you agree or disagree that the FSA is the following...
 Good at explaining food safety and the science behind it
 Base: All adults aware of the Food Standards Agency - England/Wales/NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	763	762	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	722	717	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	111	119	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	15%	17%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	245	251	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	34%	35%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	186	180	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	28%	29%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	61	70	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	8%	10%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	29	17	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	4%	2%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	357	370	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	49%	52%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	90	87	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	12%	12%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	89	80	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	12%	11%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.55	3.60	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.03	1.00	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.04	0.04	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 **very small base (under 30) ineligible for sig testing



Q.4d_03 To what extent do you agree or disagree that the FSA is the following...
 Good at explaining food safety and the science behind it
 Base: All adults aware of the Food Standards Agency - England/Wales/NI

		FEMALE											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	763	805
Weighted Base		**	**	**	**	**	**	**	**	**	**	731	761
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	103	112
		-	-	-	-	-	-	-	-	-	-	14%	15%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	226	267
		-	-	-	-	-	-	-	-	-	-	31%	35%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	226	201
		-	-	-	-	-	-	-	-	-	-	31%	26%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	64	49
		-	-	-	-	-	-	-	-	-	-	9%	6%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	22	25
		-	-	-	-	-	-	-	-	-	-	3%	3%
Net: Agree		-	-	-	-	-	-	-	-	-	-	329	379
		-	-	-	-	-	-	-	-	-	-	45%	50%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	86	74
		-	-	-	-	-	-	-	-	-	-	12%	10%
Don't know		-	-	-	-	-	-	-	-	-	-	90	106
		-	-	-	-	-	-	-	-	-	-	12%	14%
Mean score		-	-	-	-	-	-	-	-	-	-	3.51	3.60
Standard deviation		-	-	-	-	-	-	-	-	-	-	0.99	0.98
Standard error		-	-	-	-	-	-	-	-	-	-	0.04	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 **very small base (under 30) ineligible for sig testing



Q.4d_03 To what extent do you agree or disagree that the FSA is the following...
Good at explaining food safety and the science behind it
Base: All adults aware of the Food Standards Agency - England/Wales/NI

		16-25														26-35					
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	165	150	-	-	-	-	
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	180	173	**	**	**	**	
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	26	28	-	-	-	-	
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	75%	76%	-	-	-	-	
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	54	60	-	-	-	-	
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	30%	35%	-	-	-	-	
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	54	49	-	-	-	-	
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	11	15	-	-	-	-	
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	6%	9%	-	-	-	-	
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	4	1	-	-	-	-	
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	80	88	-	-	-	-	
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%	-	-	-	-	
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	16	17	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	9%	10%	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	30	19	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	17%	11%	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.58	3.63	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.96	0.92	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.08	0.08	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

**very small base (under 30) ineligible for sig testing



Q.4d_03 To what extent do you agree or disagree that the FSA is the following...

Good at explaining food safety and the science behind it

Base: All adults aware of the Food Standards Agency - England/Wales/NI

		26-35											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	247	251
Weighted Base		**	**	**	**	**	**	**	**	**	**	284	286
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	39	49
												14%	17%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	95	101
												34%	35%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	86	83
												30%	29%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	19	12
												7%	4%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	7	1
												3%	*
Net: Agree		-	-	-	-	-	-	-	-	-	-	135	151
												47%	53%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	26	13
												9%	5%
Don't know		-	-	-	-	-	-	-	-	-	-	38	40
												13%	14%
Mean score		-	-	-	-	-	-	-	-	-	-	3.57	3.76
Standard deviation		-	-	-	-	-	-	-	-	-	-	0.95	0.84
Standard error		-	-	-	-	-	-	-	-	-	-	0.06	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



Q.4d_03 To what extent do you agree or disagree that the FSA is the following...
Good at explaining food safety and the science behind it
Base: All adults aware of the Food Standards Agency - England/Wales/NI

		36-49														50-65					
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	302	308	-	-	-	-	
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	343	343	**	**	**	**	
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	54	59	-	-	-	-	
															16%	17%					
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	120	128	-	-	-	-	
															35%	37%					
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	104	77	-	-	-	-	
															30%	23%					
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	21	27	-	-	-	-	
															6%	8%					
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	10	15	-	-	-	-	
															3%	4%					
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	174	187	-	-	-	-	
															51%	54%					
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	30	41	-	-	-	-	
															9%	12%					
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	34	38	-	-	-	-	
															10%	11%					
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	3.61	3.62	-	-	-	-	
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	0.96	1.04	-	-	-	-	
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	0.06	0.06	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

**very small base (under 30) ineligible for sig testing



Q.4d_03 To what extent do you agree or disagree that the FSA is the following...

Good at explaining food safety and the science behind it

Base: All adults aware of the Food Standards Agency - England/Wales/NI

		50-65											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	357	388
Weighted Base		**	**	**	**	**	**	**	**	**	**	387	411
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	63	54
												16%	13%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	133	138
												34%	34%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	110	114
												28%	29%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	41	42
												11%	10%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	12	16
												3%	4%
Net: Agree		-	-	-	-	-	-	-	-	-	-	196	193
												51%	47%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	53	58
												14%	14%
Don't know		-	-	-	-	-	-	-	-	-	-	27	46
												7%	11%
Mean score		-	-	-	-	-	-	-	-	-	-	3.54	3.47
Standard deviation		-	-	-	-	-	-	-	-	-	-	1.02	1.02
Standard error		-	-	-	-	-	-	-	-	-	-	0.06	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



Q.4d_03 To what extent do you agree or disagree that the FSA is the following...

Good at explaining food safety and the science behind it

Base: All adults aware of the Food Standards Agency - England/Wales/NI

		66+															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	455	470
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	259	265
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	32	41
																12%	15%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	69	90
																27%	34%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	58	58
																22%	22%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	34	23
																13%	9%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17	9
																7%	3%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	100	131
																39%	49%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	51	32
																20%	12%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	50	44
																19%	16%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.31	3.59
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.15	1.04
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.06	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 **very small base (under 30) ineligible for sig testing



**Q.4d_03 To what extent do you agree or disagree that the FSA is the following...
Good at explaining food safety and the science behind it**
Base: All adults aware of the Food Standards Agency - England/Wales/NI

		ENGLAND														SCOTLAND					
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1355	1387	-	-	-	-
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	1299	1314	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	172	162	-	-	-	-
																73%	72%				
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	430	483	-	-	-	-
																33%	37%				
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	371	343	-	-	-	-
																29%	26%				
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	114	109	-	-	-	-
																9%	8%				
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	45	38	-	-	-	-
																3%	3%				
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	603	645	-	-	-	-
																46%	49%				
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	159	147	-	-	-	-
																12%	11%				
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	165	179	-	-	-	-
																13%	14%				
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.50	3.55	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.00	0.96	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
* small base; ** very small base (under 30) ineligible for sig testing



Q.4d_03 To what extent do you agree or disagree that the FSA is the following...

Good at explaining food safety and the science behind it

Base: All adults aware of the Food Standards Agency - England/Wales/NI

		SCOTLAND											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4d_03 To what extent do you agree or disagree that the FSA is the following...
 Good at explaining food safety and the science behind it
 Base: All adults aware of the Food Standards Agency - England/Wales/NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	88	84	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	73*	76*	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	4	16	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	21%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	18	20	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	25%	27%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	27	23	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	37%	30%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	6	7	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	8%	9%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	6	3	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	8%	4%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	22	36	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	31%	48%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	11	10	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	16%	13%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	12	7	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	17%	9%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.16	3.56	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.02	1.09	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.12	0.13	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4d_03 To what extent do you agree or disagree that the FSA is the following...

Good at explaining food safety and the science behind it

Base: All adults aware of the Food Standards Agency - England/Wales/NI

		NI											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	83	96
Weighted Base		**	**	**	**	**	**	**	**	**	**	81*	89*
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	38	53
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	47%	60%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	22	14
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	28%	16%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	14	16
Net: Agree		-	-	-	-	-	-	-	-	-	-	5	4
Net: Disagree		-	-	-	-	-	-	-	-	-	-	7%	4%
Don't know		-	-	-	-	-	-	-	-	-	-	-	1
Mean score		-	-	-	-	-	-	-	-	-	-	60	68
Standard deviation		-	-	-	-	-	-	-	-	-	-	75%	76%
Standard error		-	-	-	-	-	-	-	-	-	-	5	4
		-	-	-	-	-	-	-	-	-	-	7%	5%
		-	-	-	-	-	-	-	-	-	-	1	1
		-	-	-	-	-	-	-	-	-	-	2%	7%
		-	-	-	-	-	-	-	-	-	-	4.17	4.32
		-	-	-	-	-	-	-	-	-	-	0.95	0.97
		-	-	-	-	-	-	-	-	-	-	0.10	0.10

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4d_03 To what extent do you agree or disagree that the FSA is the following...
Good at explaining food safety and the science behind it
Base: All adults aware of the Food Standards Agency - England/Wales/NI

		ADDITIONAL COUNTRY ENGLAND/WALES/NI																
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1526	1567
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1453	1479
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	214	231	
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15%	16%	
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	471	518	
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	32%	35%	
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	412	381	
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	28%	26%	
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	125	119	
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	8%	
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	51	42	
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%	
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	685	749	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	47%	51%	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	176	161	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	12%	11%	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	179	187	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	12%	13%	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.53	3.60	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.01	0.99	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.4d_04 To what extent do you agree or disagree that the FSA is the following...

Open and honest

Base: All adults aware of the Food Standards Agency - England/Wales/NI

		WAVE															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1526	1567
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	1453	1479
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	286	300
																20%	20%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	468	490
																32%	33%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	393	394
																27%	27%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	93	84
																6%	6%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33	28
																2%	2%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	754	790
																52%	53%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	125	113
																9%	8%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	180	182
																12%	12%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.69	3.73
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.98	0.96
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03

Proportions/Means: All Columns Tested (5% risk level)

**very small base (under 30) ineligible for sig testing

Q.4d_04 To what extent do you agree or disagree that the FSA is the following...

Open and honest

Base: All adults aware of the Food Standards Agency - England/Wales/NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	763	762	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	722	717	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	154	168	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	21%	23%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	247	250	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	34%	35%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	178	184	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	25%	26%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	38	37	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	5%	5%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	18	10	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	401	418	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	56%	58%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	56	47	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	8%	7%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	87	69	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	12%	10%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.76	3.82	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.98	0.93	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.04	0.04	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F

**very small base (under 30) ineligible for sig testing



Q.4d_04 To what extent do you agree or disagree that the FSA is the following...

Open and honest

Base: All adults aware of the Food Standards Agency - England/Wales/NI

		FEMALE											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	763	805
Weighted Base		**	**	**	**	**	**	**	**	**	**	731	761
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	132	133
		-	-	-	-	-	-	-	-	-	-	18%	17%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	221	240
		-	-	-	-	-	-	-	-	-	-	30%	32%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	215	210
		-	-	-	-	-	-	-	-	-	-	29%	28%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	54	47
		-	-	-	-	-	-	-	-	-	-	7%	6%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	15	19
		-	-	-	-	-	-	-	-	-	-	2%	2%
Net: Agree		-	-	-	-	-	-	-	-	-	-	354	373
		-	-	-	-	-	-	-	-	-	-	48%	49%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	69	66
		-	-	-	-	-	-	-	-	-	-	9%	9%
Don't know		-	-	-	-	-	-	-	-	-	-	93	113
		-	-	-	-	-	-	-	-	-	-	13%	15%
Mean score		-	-	-	-	-	-	-	-	-	-	3.63	3.65
Standard deviation		-	-	-	-	-	-	-	-	-	-	0.98	0.98
Standard error		-	-	-	-	-	-	-	-	-	-	0.04	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 **very small base (under 30) ineligible for sig testing



Q.4d_04 To what extent do you agree or disagree that the FSA is the following...

Open and honest

Base: All adults aware of the Food Standards Agency - England/Wales/NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	165	150	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	180	173	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	33	24	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	78%	74%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	20%	36%	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	61	59	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	34%	34%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	8	10	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	5%	6%	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	1	1%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	84	86	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	46%	50%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	8	11	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	5%	6%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	27	17	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	15%	10%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.71	3.62	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.87	0.85	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.07	0.07	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

**very small base (under 30) ineligible for sig testing



Q.4d_04 To what extent do you agree or disagree that the FSA is the following...

Open and honest

Base: All adults aware of the Food Standards Agency - England/Wales/NI

		26-35											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	247	251
Weighted Base		**	**	**	**	**	**	**	**	**	**	284	286
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	49	63
		-	-	-	-	-	-	-	-	-	-	17%	22%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	98	92
		-	-	-	-	-	-	-	-	-	-	35%	32%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	80	78
		-	-	-	-	-	-	-	-	-	-	28%	27%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	13	6
		-	-	-	-	-	-	-	-	-	-	5%	2%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	7	1
		-	-	-	-	-	-	-	-	-	-	2%	*
Net: Agree		-	-	-	-	-	-	-	-	-	-	147	156
		-	-	-	-	-	-	-	-	-	-	52%	54%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	20	7
		-	-	-	-	-	-	-	-	-	-	7%	3%
Don't know		-	-	-	-	-	-	-	-	-	-	37	45
		-	-	-	-	-	-	-	-	-	-	13%	16%
Mean score		-	-	-	-	-	-	-	-	-	-	3.68	3.87
Standard deviation		-	-	-	-	-	-	-	-	-	-	0.95	0.85
Standard error		-	-	-	-	-	-	-	-	-	-	0.06	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



Q.4d_04 To what extent do you agree or disagree that the FSA is the following...

Open and honest

Base: All adults aware of the Food Standards Agency - England/Wales/NI

		36-49														50-65					
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	302	308	-	-	-	-
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	343	343	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	74	73	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22%	21%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	111	127	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	32%	37%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	93	81	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	27%	23%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	20	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	6%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	9	8	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	2%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	196	200	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	54%	58%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	19	28	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	8%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	45	35	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	10%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.78	3.77	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.96	0.97	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.06	0.06	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



Q.4d_04 To what extent do you agree or disagree that the FSA is the following...

Open and honest

Base: All adults aware of the Food Standards Agency - England/Wales/NI

		50-65											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	357	388
Weighted Base		**	**	**	**	**	**	**	**	**	**	387	411
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	86	92
		-	-	-	-	-	-	-	-	-	-	22%	22%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	129	117
		-	-	-	-	-	-	-	-	-	-	33%	28%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	95	111
		-	-	-	-	-	-	-	-	-	-	24%	27%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	37	27
		-	-	-	-	-	-	-	-	-	-	10%	7%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	6	11
		-	-	-	-	-	-	-	-	-	-	2%	3%
Net: Agree		-	-	-	-	-	-	-	-	-	-	215	209
		-	-	-	-	-	-	-	-	-	-	56%	51%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	44	38
		-	-	-	-	-	-	-	-	-	-	11%	9%
Don't know		-	-	-	-	-	-	-	-	-	-	33	52
		-	-	-	-	-	-	-	-	-	-	9%	13%
Mean score		-	-	-	-	-	-	-	-	-	-	3.71	3.70
Standard deviation		-	-	-	-	-	-	-	-	-	-	1.01	1.03
Standard error		-	-	-	-	-	-	-	-	-	-	0.06	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



Q.4d_04 To what extent do you agree or disagree that the FSA is the following...

Open and honest

Base: All adults aware of the Food Standards Agency - England/Wales/NI

		66+															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	455	470
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	259	265
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	44	47
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17%	18%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30%	35%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	65	64
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25%	24%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	24	21
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	8%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	7
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	3%
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	123	140
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	47%	53%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	34	28
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	10%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	38	33
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	15%	13%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.56	3.66
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.07	1.00
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.05	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 **very small base (under 30) ineligible for sig testing



Q.4d_04 To what extent do you agree or disagree that the FSA is the following...

Open and honest

Base: All adults aware of the Food Standards Agency - England/Wales/NI

		ENGLAND														SCOTLAND					
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	1355	1387	-	-	-	-	
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	1299	1314	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	237	233	-	-	-	-	
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	78%	78%	-	-	-	-	
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	420	452	-	-	-	-	
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	32%	34%	-	-	-	-	
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	362	355	-	-	-	-	
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	28%	27%	-	-	-	-	
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	85	78	-	-	-	-	
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	7%	6%	-	-	-	-	
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	24	23	-	-	-	-	
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-	
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	658	685	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	51%	52%	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	109	101	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	8%	8%	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	170	174	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	13%	13%	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.67	3.70	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.96	0.94	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4d_04 To what extent do you agree or disagree that the FSA is the following...

Open and honest

Base: All adults aware of the Food Standards Agency - England/Wales/NI

		SCOTLAND											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4d_04 To what extent do you agree or disagree that the FSA is the following...

Open and honest

Base: All adults aware of the Food Standards Agency - England/Wales/NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	88	84	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	73*	76*	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	11	14	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	75%	78%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	24	24	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	33%	32%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	19	23	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	26%	30%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	4	5	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	7	5	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	9%	6%	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	35	38	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	48%	50%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	10	8	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	14%	11%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	9	7	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	12%	9%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.46	3.56	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.16	1.08	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.13	0.12	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

* small base; ** very small base (under 30) ineligible for sig testing



Q.4d_04 To what extent do you agree or disagree that the FSA is the following...

Open and honest

Base: All adults aware of the Food Standards Agency - England/Wales/NI

		NI											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	83	96
Weighted Base		**	**	**	**	**	**	**	**	**	**	81*	89*
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	38	54
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	47%	67%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	23	14
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	29%	16%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	12	16
Net: Agree		-	-	-	-	-	-	-	-	-	-	15%	18%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	4	3
Don't know		-	-	-	-	-	-	-	-	-	-	5%	3%
Mean score		-	-	-	-	-	-	-	-	-	-	2	1
Standard deviation		-	-	-	-	-	-	-	-	-	-	2%	1%
Standard error		-	-	-	-	-	-	-	-	-	-	61	68
		-	-	-	-	-	-	-	-	-	-	76%	76%
		-	-	-	-	-	-	-	-	-	-	5	3
		-	-	-	-	-	-	-	-	-	-	7%	4%
		-	-	-	-	-	-	-	-	-	-	1	2
		-	-	-	-	-	-	-	-	-	-	2%	2%
		-	-	-	-	-	-	-	-	-	-	4.16	4.35
		-	-	-	-	-	-	-	-	-	-	1.00	0.94
		-	-	-	-	-	-	-	-	-	-	0.11	0.10

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4d_04 To what extent do you agree or disagree that the FSA is the following...

Open and honest

Base: All adults aware of the Food Standards Agency - England/Wales/NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1526
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1453
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	286
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	468
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	32%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	393
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	27%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	93
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	33
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	28
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	754
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	52%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	125
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	180
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	72%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.69
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.96
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.4d_05 To what extent do you agree or disagree that the FSA is the following...

Innovative, efficient and cost effective

Base: All adults aware of the Food Standards Agency - England/Wales/NI

		WAVE															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1526	1567
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	1453	1479
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	142	159
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	70%	77%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	341	333
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23%	22%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	516	577
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	35%	39%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	95	72
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	5%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	31	40
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	483	491
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	33%	33%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	126	112
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	8%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	328	299
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	23%	20%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.42	3.42
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.91	0.92
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03

Proportions/Means: All Columns Tested (5% risk level)

**very small base (under 30) ineligible for sig testing

**Q.4d_05 To what extent do you agree or disagree that the FSA is the following...
Innovative, efficient and cost effective**
Base: All adults aware of the Food Standards Agency - England/Wales/NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	763	762	-	-	-	-
Weighted Base	722	717
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	74	86	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	12%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	181	166	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	25%	23%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	252	279	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	35%	39%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	34	38	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	5%	5%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	20	17	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	2%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	255	253	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	35%	35%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	54	54	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	7%	8%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	162	131	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	22%	18%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.46	3.46	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.92	0.92	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.04	0.04	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 **very small base (under 30) ineligible for sig testing



Q.4d_05 To what extent do you agree or disagree that the FSA is the following...
 Innovative, efficient and cost effective
 Base: All adults aware of the Food Standards Agency - England/Wales/NI

		FEMALE											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	763	805
Weighted Base		**	**	**	**	**	**	**	**	**	**	731	761
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	68	72
												9%	9%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	160	166
												22%	22%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	264	297
												36%	39%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	61	35
												8%F	5%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	11	23
												2%	3%
Net: Agree		-	-	-	-	-	-	-	-	-	-	228	239
												31%	31%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	72	58
												10%	8%
Don't know		-	-	-	-	-	-	-	-	-	-	167	168
												23%	22%
Mean score		-	-	-	-	-	-	-	-	-	-	3.38	3.39
Standard deviation		-	-	-	-	-	-	-	-	-	-	0.90	0.91
Standard error		-	-	-	-	-	-	-	-	-	-	0.04	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 **very small base (under 30) ineligible for sig testing



Q.4d_05 To what extent do you agree or disagree that the FSA is the following...

Innovative, efficient and cost effective

Base: All adults aware of the Food Standards Agency - England/Wales/NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	165	150	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	180	173	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	23	15	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	9%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	21%	26%	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	61	69	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	9	4	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	5%	2%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	2	4	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	61	64	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	34%	37%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	12	8	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	7%	5%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	46	32	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	26%	19%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.52	3.47	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.92	0.83	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.08	0.07	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



Q.4d_05 To what extent do you agree or disagree that the FSA is the following...

Innovative, efficient and cost effective

Base: All adults aware of the Food Standards Agency - England/Wales/NI

		26.35											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	247	251
Weighted Base		**	**	**	**	**	**	**	**	**	**	284	286
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	24	31
												8%	11%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	79	63
												28%	22%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	104	126
												37%	44%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	15	10
												5%	4%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	2	1
												1%	*
Net: Agree		-	-	-	-	-	-	-	-	-	-	103	93
												36%	33%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	18	11
												6%	4%
Don't know		-	-	-	-	-	-	-	-	-	-	59	56
												21%	19%
Mean score		-	-	-	-	-	-	-	-	-	-	3.47	3.48
Standard deviation		-	-	-	-	-	-	-	-	-	-	0.81	0.80
Standard error		-	-	-	-	-	-	-	-	-	-	0.06	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



Q.4d_05 To what extent do you agree or disagree that the FSA is the following...
 Innovative, efficient and cost effective
 Base: All adults aware of the Food Standards Agency - England/Wales/NI

		36-49														50-65					
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	302	308	-	-	-	-
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	343	343	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33	35	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	72	85	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	127	135	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22	15	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9	11	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	106	120	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	31	25	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	80	63	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.38	3.42	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.93	0.91	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.06	0.06	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

**very small base (under 30) ineligible for sig testing



Q.4d_05 To what extent do you agree or disagree that the FSA is the following...

Innovative, efficient and cost effective

Base: All adults aware of the Food Standards Agency - England/Wales/NI

		50-65											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	357	388
Weighted Base		**	**	**	**	**	**	**	**	**	**	387	411
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	40	47
												10%	11%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	97	77
												25%	19%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	146	162
												38%	39%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	21	25
												5%	6%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	11	17
												3%	4%
Net: Agree		-	-	-	-	-	-	-	-	-	-	137	124
												35%	30%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	32	42
												8%	10%
Don't know		-	-	-	-	-	-	-	-	-	-	72	84
												19%	20%
Mean score		-	-	-	-	-	-	-	-	-	-	3.43	3.34
Standard deviation		-	-	-	-	-	-	-	-	-	-	0.92	0.99
Standard error		-	-	-	-	-	-	-	-	-	-	0.05	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



Q.4d_05 To what extent do you agree or disagree that the FSA is the following...
 Innovative, efficient and cost effective
 Base: All adults aware of the Food Standards Agency - England/Wales/NI

		66+															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	455	470
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	259	265
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22	32
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	12%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	55	59
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21%	22%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	77	84
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	30%	32%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	27	19
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	7%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	7
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	77	91
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	30%	34%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	34	25
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	10%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	71	64
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	27%	24%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.31	3.45
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.98	0.98
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.05	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 **very small base (under 30) ineligible for sig testing



**Q.4d_05 To what extent do you agree or disagree that the FSA is the following...
Innovative, efficient and cost effective**
Base: All adults aware of the Food Standards Agency - England/Wales/NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1355	1387	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1299	1314	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	113	109	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	8%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	312	297	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	24%	23%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	461	527	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	35%	40%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	88	65	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	7%	5%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	26	34	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	425	406	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	33%	31%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	114	99	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	9%	8%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	299	282	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	23%	21%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.40	3.37	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.89	0.88	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
* small base; ** very small base (under 30) ineligible for sig testing



Q.4d_05 To what extent do you agree or disagree that the FSA is the following...

Innovative, efficient and cost effective

Base: All adults aware of the Food Standards Agency - England/Wales/NI

		SCOTLAND											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4d_05 To what extent do you agree or disagree that the FSA is the following...

Innovative, efficient and cost effective

Base: All adults aware of the Food Standards Agency - England/Wales/NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	88	84	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	73*	76*	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	1	11	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	14%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	19%	19%	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	32	35	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	44%	46%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	4%	4%	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	15	25	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	20%	33%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	6	6	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	9%	8%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	20	10	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	28%	13%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.11	3.40	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.78	0.98	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.10	0.11	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4d_05 To what extent do you agree or disagree that the FSA is the following...

Innovative, efficient and cost effective

Base: All adults aware of the Food Standards Agency - England/Wales/NI

		NI											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	83	96
Weighted Base		**	**	**	**	**	**	**	**	**	**	81*	89*
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	29	39
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	36%	44%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	15	21
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	19%	24%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	22	15
Net: Agree		-	-	-	-	-	-	-	-	-	-	28%	17%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	4	4
Don't know		-	-	-	-	-	-	-	-	-	-	5%	5%
Mean score		-	-	-	-	-	-	-	-	-	-	2	3
Standard deviation		-	-	-	-	-	-	-	-	-	-	2%	3%
Standard error		-	-	-	-	-	-	-	-	-	-	44	60
		-	-	-	-	-	-	-	-	-	-	54%	68%
		-	-	-	-	-	-	-	-	-	-	6	7
		-	-	-	-	-	-	-	-	-	-	7%	8%
		-	-	-	-	-	-	-	-	-	-	9	7
		-	-	-	-	-	-	-	-	-	-	11%	8%
		-	-	-	-	-	-	-	-	-	-	3.91	4.10
		-	-	-	-	-	-	-	-	-	-	1.08	1.07
		-	-	-	-	-	-	-	-	-	-	0.12	0.11

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.4d_05 To what extent do you agree or disagree that the FSA is the following...

Innovative, efficient and cost effective

Base: All adults aware of the Food Standards Agency - England/Wales/NI

	ADDITIONAL COUNTRY																
	ENGLAND/WALES/NI																
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1526	1567
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1453	1479
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	142	159
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	341	333
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23%	22%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	516	577
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	35%	39%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	95	72
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	5%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	31	40
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	483	491
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	33%	33%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	126	112
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	8%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	328	299
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	23%	20%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.42	3.42
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.91	0.92
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



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

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	778	758	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564	1478	1528	1526	1567
Weighted Base	753	737	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421	1405	1408	1453	1479
I trust it a lot	(5) 83 11%	76 10%	148 10%	133 9%	148 10%	131 9%	136 9%	157 11%	187 13%cdelfg	174 12%dtfg	164 12%dtfg	173 12%dtfg	197 14%bdefgh	182 13%cdelfg	185 13%cdelfg	191 13%cdelfg
I trust it	(4) 384 51%	397 54%fg	823 56%atgghi km	815 55%fgh	750 53%fg	703 47%	724 48%	718 50%	731 51%f	782 53%fg	696 51%f	764 54%fgh	728 52%f	754 54%fgh	826 57%aefgh ijkm	823 56%atghikm
I neither trust nor distrust it	(3) 228 30%bjk lmop	186 25%o	397 27%o	431 29%lmop	392 28%op	497 33%bcdei jklmnop	480 32%bcdej klmnop	430 30%bjklm nop	377 27%o	381 26%o	352 26%o	362 25%o	354 25%o	372 26%o	311 21%	356 24%
I distrust it	(2) 32 4%	35 5%	71 5%p	55 4%	67 5%p	108 7%abcdem nop	87 6%dnop	96 7%acdenn op	77 5%dp	81 5%dp	77 6%dnop	78 6%dp	62 4%	57 4%	59 4%	46 3%
I distrust it a lot	(1) 9 1%	19 3%cdjn p	18 1%	19 1%	20 1%	49 3%acdehi jlnop	32 2%np	24 2%	24 2%	20 1%	29 2%np	25 2%	32 2%cdnp	15 1%	24 2%	14 1%
Net: Trust	467 62%fg	473 64%fg	971 66%fgh	948 64%fg	897 63%fg	834 55%	860 58%	875 61%f	918 65%fgh	956 65%fgh	860 64%fg	937 66%fgh	925 66%fgh	936 67%afgh	1011 70%abcde fghijklm	1014 69%abdefghijk
Net: Distrust	41 5%	53 7%dnop	90 6%p	74 5%	88 6%p	157 10%abcddeg ijklmnop	119 8%acdnp	121 8%acdenn p	101 7%dnop	101 7%dp	107 8%adnp	103 7%dnop	94 7%p	72 5%	83 6%p	60 4%
Don't know	16 2%	25 3%cfhi i	22 1%	36 2%fhi	36 3%cfhi	19 1%	35 2%f	20 1%	27 2%	39 3%cfhi	35 3%cfhi	20 1%	32 2%f	28 2%	48 3%cfhln	48 3%cfhln
Mean score	3.68fg	3.67fg	3.69fgh	3.68fg	3.68fg	3.51	3.58f	3.62f	3.70fgh	3.70fgh	3.67fg	3.70fgh	3.72fgh	3.75bdef	3.78abcd	3.79abcdefghijklm
Standard deviation	0.78	0.83	0.77	0.74	0.79	0.88	0.83	0.83	0.80	0.85	0.82	0.85	0.85	0.77	0.79	0.75
Standard error	0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02

Proportions/Means: All Columns Tested (5% risk level)



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

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	366	351	726	751	668	791	792	690	753	821	682	757	708	772	763	762	412	407	774	808
Weighted Base	371	363	718	712	682	720	718	694	695	707	651	689	691	700	722	717	382	374	762	777
I trust it a lot	(5) 38 10%	40 11%	80 11%	71 10%	72 10%	72 10%	62 9%	79 11%	101 15%defg	81 12%	88 14%cdfg	79 12%	92 13%g	92 13%g	100 14%cdfg	96 13%g	44 12%iv	36 10%	68 9%	62 8%
I trust it	(4) 190 51%	190 52%	406 57%hij	387 54%f	366 54%f	342 48%	378 53%	350 50%	345 50%	372 53%	337 52%	378 55%f	365 53%	386 55%hij	412 57%hij	400 56%hij	194 51%w	207 55%vw	417 55%vw	428 55%vw
I neither trust nor distrust it	(3) 113 31%k	88 24%	182 25%	196 28%o	178 26%o	224 31%bcdej	210 29%op	201 29%op	187 27%o	185 26%o	160 25%	173 25%	173 25%	175 25%	151 21%	167 23%	115 30%E	98 26%	215 28%E	235 30%zCEF
I distrust it	(2) 17 5%	20 6%	33 5%	30 4%	38 5%	52 7%cdmno	40 6%p	43 6%op	41 6%op	42 6%op	33 5%	38 5%	26 4%	28 4%	25 3%	24 3%	15 4%	15 4%	39 5%F	25 3%
I distrust it a lot	(1) 8 2%	12 3%cn	8 1%	12 2%	12 2%	25 3%cdj	16 2%	12 2%	13 2%	10 1%	21 3%cn	11 2%	21 3%cn	9 1%	13 2%	9 1%	2 *	7 2%	11 1%	7 1%
Net: Trust	228 62%	230 63%	487 68%fgh	458 64%f	438 64%f	414 57%	440 61%	429 62%	446 64%f	453 64%f	425 65%f	457 66%fg	457 66%f	478 68%fgh	511 71%abde	496 69%afg	239 62%vw	243 65%vw	485 64%vw	490 63%vw
Net: Distrust	25 7%	32 9%nop	40 6%	42 6%	49 7%p	76 11%acdej	56 8%np	55 8%p	53 8%p	52 7%p	54 8%nop	49 7%p	47 7%	36 5%	38 5%	33 5%	16 4%	22 6%	50 7%tF	32 4%
Don't know	4 1%	13 4%acfg	9 1%	16 2%f	17 2%f	6 1%	12 2%	9 1%	9 1%	17 2%f	12 2%	9 1%	14 2%	10 1%	22 3%chil	22 3%chil	12 3%xB	11 3%	13 2%	20 3%
Mean score	3.64	3.65	3.73fg	3.68f	3.67f	3.54	3.61	3.64f	3.70fg	3.68f	3.69f	3.70fg	3.71fg	3.76abe	3.80abd	3.79ab	3.72vw	3.69vw	3.66vw	3.68vw
Standard deviation	0.82	0.88	0.76	0.78	0.81	0.90	0.82	0.83	0.86	0.81	0.89	0.81	0.86	0.78	0.79	0.77	0.74	0.78	0.77	0.71

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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

		FEMALE											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		778	843	810	832	770	849	763	807	770	756	763	805
Weighted Base		731	787	776	752	728	769	703	732	714	708	731	761
I trust it a lot	(5)	76 10%	59 8%	75 10%	78 10%	86 12%tv	93 12%stv	75 11%v	94 13%stv	105 15%rstu vwxA	91 13%stv	86 12%tv	96 13%stv
I trust it	(4)	383 52%vw	361 46%	346 45%	368 49%	386 53%vw	410 53%vw	359 51%vw	386 53%vw	363 51%w	368 52%vw	414 57%vwxA C	422 55%vw
I neither trust nor distrust it	(3)	214 29%E	273 35%rsuy zABCDEF	270 35%rsuy zABCDEF	230 31%zBCE F	191 26%	196 26%	193 27%E	189 26%	180 25%	197 28%E	161 22%	190 25%
I distrust it	(2)	30 4%	56 7%qtuD EF	47 6%tF	54 7%qtuD EF	36 5%F	39 5%F	45 6%tF	41 6%tF	36 5%F	29 4%	34 5%	22 3%
I distrust it a lot	(1)	9 1%	24 3%qstuz ADEF	16 2%qF	12 2%	11 2%	9 1%	8 1%	13 2%q	11 2%	6 1%	11 2%	5 1%
Net: Trust		459 63%vw	421 53%	421 54%	446 59%vw	472 65%vw	503 65%vw	435 62%vw	480 65%vw	467 65%vw	458 65%vw	500 68%tuvw xA	518 68%tuvwxA
Net: Distrust		38 5%	80 10%qrstu yzCDEF	63 8%qtuDF	66 9%qtuDF	47 7%tF	49 6%F	53 7%qDF	54 7%qF	47 7%tF	35 5%	45 6%F	27 4%
Don't know		19 3%	13 2%	22 3%B	11 1%	17 2%	21 3%	23 3%svxB	10 1%	19 3%	18 2%	26 4%svxB	26 3%svxB
Mean score		3.69vw	3.48	3.55	3.60v	3.70vw	3.72vw	3.66vw	3.70vw	3.74vw	3.74vw	3.75svw xA	3.79rstuvwxyAB
Standard deviation		0.77	0.86	0.84	0.83	0.81	0.79	0.81	0.83	0.84	0.77	0.79	0.73

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	366	351	726	751	668	791	792	690	753	821	682	757	708	772	763	762	412	407	774	808
Weighted Base	371	363	718	712	682	720	718	694	695	707	651	689	691	700	722	717	382	374	762	777
Standard error	0.04	0.05	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.04	0.04	0.03	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F



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

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	778	843	810	832	770	849	763	807	770	756	763	805
Weighted Base	731	787	776	752	728	769	703	732	714	708	731	761
Standard error	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F

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

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	99	88	203	200	190	206	168	199	186	196	200	186	165	161	165	150	117	111	232	263
Weighted Base	100*	98*	201	208	196	211	190	201	183	199	183	165	164	194	180	173	128	108	240	274
I trust it a lot	(5) 18	13	27	29	30	22	28	25	31	27	25	22	34	29	28	18	15	13	31	21
	78%	14%	13%	14%	15%	10%	15%	12%	17%	14%	14%	13%	21% ^h	15%	16%	10%	12%	12%	13%	8%
I trust it	(4) 48	63	125	121	111	102	107	111	108	107	107	94	82	105	103	96	65	58	136	157
	48%	64% ^{af}	62% ^{afm}	58%	57%	48%	50%	55%	59%	54%	59%	57%	50%	54%	57%	56%	51%	54%	57%	57%
I neither trust nor distrust it	(3) 29	17	42	44	44	66	40	56	35	45	36	36	36	38	33	47	41	29	56	80
	29%	17%	21%	21%	22%	31% ^{bodg}	21%	28% ^o	19%	23%	20%	23%	22%	20%	18%	27%	32% ^B	27%	23%	29%
I distrust it	(2) 2	2	2	2	4	15	6	7	9	8	8	4	2	12	9	7	4	3	7	6
	2%	2%	1%	1%	2%	7% ^{cdem}	3%	3%	5% ^{cd}	4%	4% ^c	3%	1%	6% ^{cdm}	5% ^{cd}	4%	3%	3%	3%	2%
I distrust it a lot	(1) 1	1	3	1	1	2	4	1	1	3	-	3	5	1	-	-	1	1	3	3
	1%	1%	2%	1%	*	1%	2%	*	*	2%	-	2%	3% ^{ko}	1%	-	-	1%	1%	1%	1%
Net: Trust	66	76	152	150	141	124	135	136	138	134	133	116	116	133	131	114	80	71	168	178
	66%	77% ^f	76% ^f	72% ^f	72% ^f	59%	71% ^f	68%	75% ^f	68%	72% ^f	70% ^f	71% ^f	69%	73% ^f	66%	63%	66%	70% ^w	65%
Net: Distrust	3	4	5	4	5	17	11	7	10	11	8	7	7	13	9	7	5	4	11	9
	3%	4%	3%	2%	3%	8% ^{cd}	6%	4%	5%	6%	4%	4%	4%	7% ^d	5%	4%	4%	4%	4%	3%
Don't know	3	2	1	11	6	5	5	2	1	8	7	3	5	9	7	5	2	3	6	7
	3%	2%	*	5% ^{chi}	3%	2%	2%	1%	-	4% ^{ci}	4% ^{ci}	2%	3%	5% ^{chi}	4% ^{ci}	3% ^{vB}	2%	3% ^v	3% ^v	3% ^v
Mean score	3.82f	3.88f	3.85f	3.88f	3.87f	3.61	3.80f	3.77	3.87f	3.77	3.85f	3.79f	3.87f	3.80f	3.87f	3.74	3.71	3.76	3.79	3.70
Standard deviation	0.77	0.72	0.72	0.68	0.71	0.81	0.82	0.72	0.76	0.81	0.71	0.77	0.86	0.80	0.74	0.70	0.74	0.76	0.76	0.69
Standard error	0.08	0.08	0.05	0.05	0.05	0.06	0.06	0.05	0.06	0.06	0.05	0.06	0.07	0.06	0.06	0.06	0.07	0.07	0.05	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
* small base



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

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

		26-35											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		215	260	225	238	231	236	221	216	260	240	247	251
Weighted Base		234	264	252	245	246	254	234	232	264	263	284	286
I trust it a lot	(5)	34 15%t	36 13%t	26 70%	29 72%	33 14%t	30 72%	26 71%	26 71%	42 16%t	38 14%t	31 71%	44 75%
I trust it	(4)	132 57%	135 51%	123 49%	122 50%	133 54%	135 53%	128 54%	140 51%wx	142 54%	139 53%	164 58%	160 56%
I neither trust nor distrust it	(3)	51 22%	74 28%	82 33%usyB	72 29%	57 23%	69 27%	62 26%	49 21%	67 25%	71 27%	68 24%	60 21%
I distrust it	(2)	8 4%	14 5%	14 6%	18 7%tD	15 6%	13 5%	13 5%	13 5%	9 3%	8 3%	6 2%	4 1%
I distrust it a lot	(1)	2 1%	5 2%w	-	3 1%	2 1%	1 *	4 2%w	2 1%	2 1%	2 1%	6 2%	1 *
Net: Trust		167 71%wx	171 65%	150 59%	151 62%	167 68%	165 65%	154 65%	166 72%wx	184 70%w	178 67%	194 68%	204 71%
Net: Distrust		10 4%	19 7%	14 6%	21 9%tD	17 7%	14 5%	17 7%	15 7%	11 4%	10 4%	12 4%	6 2%
Don't know		6 2%v	1 *	6 3%v	1 *	5 2%	7 3%v	2 1%	1 *	2 1%	5 2%	10 4%	17 6%
Mean score		3.83wx	3.69	3.66	3.64	3.75	3.73	3.68	3.76	3.81wx	3.79	3.76	3.89
Standard deviation		0.76	0.84	0.74	0.83	0.80	0.75	0.82	0.76	0.77	0.75	0.76	0.70
Standard error		0.05	0.05	0.05	0.05	0.05	0.05	0.06	0.05	0.05	0.05	0.05	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
* small base



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

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	174	210	373	353	328	368	385	333	331	346	288	353	326	291	302	308	211	199	386	428
Weighted Base	167	210	396	372	353	378	396	344	350	360	299	381	340	308	343	343	215	201	400	413
I trust it a lot	(5) 18 9%	20 10%	37 9%	31 8%	36 10%	36 9%	37 9%	42 12% ^{kd}	48 14%	40 11%	31 10%	40 11%	48 14% ^{dg}	39 13%	42 12%	46 13% ^{tuv}	25 12% ^{uv}	21 10% ^{vw}	37 9% ^{vw}	33 8%
I trust it	(4) 107 57% ^{fd}	118 56% ^{fd}	223 56% ^{fg}	209 56% ^{fg}	199 56% ^{fg}	169 45%	189 48%	167 49%	172 49%	194 54% ^{fd}	153 51%	210 55% ^{fd}	180 53% ^{fd}	180 58% ^{fghi}	200 58% ^{fghi}	199 58% ^{quv} wxyABC D	97 45%	102 51%	218 54% ^{qvw}	218 53% ^{vw}
I neither trust nor distrust it	(3) 53 28%	47 22%	117 30% ^o	107 29%	100 28%	129 34% ^{bjlm} no	137 35% ^{bjlm} no	98 28%	106 30% ^o	91 25%	87 29%	97 26%	88 26%	74 24%	77 22%	75 22%	69 32% ^p	57 28%	102 26%	134 32% ^{psyZAC}
I distrust it	(2) 4 2%	10 5%	14 4%	15 4%	12 3%	22 6%	21 5%	25 7% ^{acein} o	12 4%	25 7% ^{aceno}	13 4%	25 7% ^{ano}	13 4%	9 3%	9 3%	8 2%	14 6% ^p	10 5%	32 8% ^{pz}	21 5%
I distrust it a lot	(1) 3 2%	8 4% ^{cejl}	1 *	6 1%	3 1%	15 4% ^{cdelj} no	7 2%	6 2% ^c	8 2% ^c	3 1%	9 3% ^{cej}	4 1%	6 2%	4 1%	4 1%	4 1%	3 2%	8 4% ^t	6 1%	4 1%
Net: Trust	124 66% ^{fg}	138 66% ^{fg}	260 66% ^{fg}	240 65% ^{fg}	235 67% ^{fg}	204 54%	226 57%	209 61%	220 63% ^{fd}	234 65% ^{fg}	184 62%	251 66% ^{fg}	228 67% ^{fg}	219 71% ^{fghi} k	243 71% ^{fghi} k	245 71% ^{qrs} tuvwxyz ACD	123 57%	123 61% ^{vw}	255 64% ^{uwv}	250 61% ^{vw}
Net: Distrust	7 4%	18 8% ^{ceo}	15 4%	20 5%	15 4%	37 10% ^{acdem} no	28 7%	31 9% ^{aceno}	20 6%	29 8% ^{ceo}	23 8% ^{co}	30 8% ^{co}	19 5%	13 4%	13 4%	12 4%	17 8% ^p	18 9% ^p	38 9% ^p	25 6%
Don't know	3 2%	7 3% ^{celn}	4 1%	5 1%	3 1%	7 2%	5 1%	6 2%	4 1%	7 2%	5 1%	4 1%	6 2%	2 1%	10 3% ^{lv}	11 3% ^{lv}	6 3% ^v	3 1%	5 1%	4 1%
Mean score	3.71 ^{ff}	3.65	3.71 ^{fg}	3.67 ^{fg}	3.73 ^{fg}	3.50	3.58	3.64	3.69 ^{ff}	3.69 ^{ff}	3.62	3.68 ^{ff}	3.75 ^{fg}	3.78 ^{fgh} k	3.80 ^{bdf} ghk	3.83 ^{qr} stuvwxy ACD	3.61 ^v	3.60 ^v	3.65 ^{vw}	3.62 ^{vw}
Standard deviation	0.74	0.87	0.70	0.75	0.72	0.90	0.80	0.86	0.84	0.80	0.86	0.80	0.81	0.75	0.74	0.74	0.84	0.89	0.82	0.75
Standard error	0.06	0.06	0.04	0.04	0.04	0.05	0.04	0.05	0.05	0.04	0.05	0.04	0.05	0.04	0.04	0.04	0.06	0.06	0.04	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

		50-65											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		393	412	446	402	385	440	372	416	354	416	357	388
Weighted Base		395	391	399	403	395	400	392	388	398	399	387	411
I trust it a lot		(5) 27 7%	20 5%	29 7%	39 10%v	55 14%tuwv	55 14%tuwv	56 14%stuv w	61 16%stuv wx	55 14%tuwv	53 13%tuwv	56 14%	49 12%
I trust it		(4) 193 49%	178 45%	191 48%	194 48%	194 49%	214 54%v	193 49%	189 49%	198 50%	198 50%	223 58%	231 56%
I neither trust nor distrust it		(3) 134 34%psyz ABC	136 35%psyz ABC	132 33%psyz ABC	129 32%pzA	102 26%	101 25%	97 25%	103 27%	102 26%	116 29%p	75 19%	100 24%
I distrust it		(2) 22 6%p	34 9%ptzBC D	23 6%p	27 7%p	25 6%p	17 4%	23 6%p	19 5%	19 5%	18 5%	16 4%	18 4%
I distrust it a lot		(1) 10 2%	21 5%pqstu xyzD	15 4%pt	9 2%	9 2%	6 2%	10 3%	10 3%	15 4%t	7 2%	9 2%	4 1%
Net: Trust		220 56%	198 51%	220 55%	233 58%v	249 63%uuv	270 67%qtuv wx	249 63%uuv	251 65%uuv	253 63%uuv	252 63%uuv	279 72%	280 68%
Net: Distrust		32 8%p	55 14%pqtu wxyzABC D	38 10%sp	36 9%p	34 9%p	24 6%	33 8%p	29 8%p	34 8%p	25 6%	25 7%	22 5%
Don't know		9 2%v	2 1%	9 2%v	5 1%	10 3%v	7 2%	14 3%stvx	5 1%	10 3%v	6 1%	8 2%	8 2%
Mean score		3.53v	3.37	3.50v	3.57v	3.68uuv	3.75rst uvwx	3.68uuv	3.71uuv x	3.67uuv	3.70uuv x	3.79	3.75
Standard deviation		0.81	0.91	0.86	0.84	0.88	0.81	0.89	0.89	0.91	0.82	0.83	0.76
Standard error		0.04	0.05	0.04	0.04	0.05	0.04	0.05	0.04	0.05	0.04	0.04	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

		66+															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		177	150	306	315	320	388	378	350	390	452	364	393	373	420	455	470
Weighted Base		123	120	243	221	236	262	258	253	249	263	245	255	239	244	259	265
I trust it a lot	(5)	7	8	15	19	20	17	17	22	21	22	25	23	18	23	28	34
		6%	7%	6%	8%	8%	7%	6%	9%	8%	8%	10%	9%	8%	10%	11%cdg	13%
I trust it	(4)	67	55	121	111	114	120	114	124	124	131	116	130	126	132	136	137
		54%g	46%	50%	50%	48%	46%	44%	49%	50%	50%	47%	51%	53%g	54%fg	53%g	52%
I neither trust nor distrust it	(3)	38	37	80	66	63	92	89	76	77	76	71	74	61	72	59	74
		31%o	31%	33%mo	30%o	27%	35%emo	34%emo	30%o	31%o	29%o	29%o	25%o	25%	30%o	23%	29%
I distrust it	(2)	7	9	16	11	20	22	23	19	16	18	21	17	19	10	18	8
		6%	7%	7%	5%	9% _n	8% _n	9% _n	8% _n	6%	7%	8% _n	7%	8% _n	4%	7%	3%
I distrust it a lot	(1)	1	1	4	5	5	6	7	4	6	5	5	5	1	5	5	5
		1%	1%	2%	2% _n	2% _n	2% _n	3% _n	2%	2% _n	2% _n	2% _n	2% _n	2% _n	*	2% _n	2%
Net: Trust		74	63	136	130	134	137	130	146	145	153	141	153	144	155	165	171
		60%g	53%	56%	59%g	57%	52%	51%	58%	58%g	58%g	57%	60%fg	60%fg	64%bcfg	64%bcfg	64%
Net: Distrust		9	10	21	17	25	28	29	26	20	24	26	22	24	11	23	13
		7%	8%	8% _n	7%	11% _n	11% _n	11% _n	10% _n	8% _n	9% _n	11% _n	9% _n	10% _n	4%	9% _n	5%
Don't know		2	10	6	9	13	4	10	6	8	10	7	7	10	6	12	7
		2%	9% _{acd} 9% _{hij} 3% _{klm}	3%	4%	5% _{fhn}	2%	4%	2%	3%	4%	3%	3%	4%	2%	5% _f	3%
Mean score		3.59	3.56	3.54	3.60g	3.55	3.47	3.45	3.55	3.58g	3.57g	3.56	3.60fg	3.58g	3.70cefg	3.67cfg	3.73
Standard deviation		0.75	0.77	0.79	0.82	0.87	0.83	0.85	0.86	0.81	0.84	0.88	0.83	0.84	0.72	0.85	0.80
Standard error		0.06	0.07	0.05	0.05	0.05	0.04	0.04	0.05	0.04	0.04	0.05	0.04	0.04	0.04	0.04	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



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

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	697	689	1368	1426	1306	1447	1411	1352	1329	1461	1260	1375	1294	1349	1355	1387	-	-	-	-
Weighted Base	676	671	1352	1360	1282	1382	1370	1321	1281	1350	1226	1304	1239	1244	1299	1314	**	**	**	**
I trust it a lot	(5) 72 11%	64 9%	136 10%	117 9%	126 10%	116 8%	114 8%	137 10%	151 12% ^d	150 11% ^d	142 12% ^d	143 11% ^d	142 11% ^d	137 11% ^d	156 12% ^d	146 11%	-	-	-	-
I trust it	(4) 345 51% ^f	362 54% ^{fg}	741 55% ^{fgh}	749 55% ^{fghk}	686 54% ^{fgh}	638 46%	666 49%	650 49%	663 52% ^f	714 53% ^{fg}	626 51% ^f	706 54% ^{fgh}	663 53% ^{fgh}	684 55% ^{fgh}	735 57% ^l ^{fgh}	738 56%	-	-	-	-
I neither trust nor distrust it	(3) 206 30% ^{klmo}	177 26% ^o	377 28% ^o	390 29% ^o	364 28% ^o	461 33% ^{bcde}	449 33% ^{bcde}	404 31% ^{ijklm}	347 27% ^o	355 26% ^o	329 27% ^o	339 26% ^o	319 26% ^o	332 27% ^o	288 22%	287 25%	-	-	-	-
I distrust it	(2) 29 4%	30 4%	61 5%	53 4%	60 5%	102 7% ^{abcde}	80 6% ^d	89 7% ^{abcde}	73 6% ^d	77 6% ^d	73 6% ^{dno}	73 6% ^d	59 5%	52 4%	54 4%	41 3%	-	-	-	-
I distrust it a lot	(1) 9 1%	15 2%	17 1%	17 1%	18 1%	46 3% ^{acdeg}	27 2%	21 2%	21 2%	20 1%	22 2%	25 2%	30 2% ^{cdn}	15 1%	21 2%	14 1%	-	-	-	-
Net: Trust	417 62% ^f	426 63% ^{fg}	877 65% ^{fgh}	866 64% ^{fgh}	812 63% ^{fg}	755 55%	781 57%	788 60% ^f	814 64% ^{fgh}	864 64% ^{fgh}	767 63% ^{fg}	849 65% ^{fgh}	805 65% ^{fgh}	820 66% ^{fgh}	891 69% ^{abcde}	884 67%	-	-	-	-
Net: Distrust	37 6%	45 7%	78 6%	70 5%	77 6%	148 11% ^{abcde}	107 8% ^{cdn}	110 8% ^{acden}	94 7% ^{dn}	97 7% ^d	95 8% ^{den}	97 7% ^{dn}	88 7% ^d	67 5%	76 6%	55 4%	-	-	-	-
Don't know	16 2%	23 3% ^{cfhi}	19 1%	34 3% ^{cfh}	28 2%	18 1%	34 2% ^{cfh}	18 1%	25 2%	34 3% ^{cfh}	34 3% ^{cfhi}	19 1%	27 2%	26 2%	45 3% ^{cfchil}	48 4%	-	-	-	-
Mean score	3.67 ^{fg}	3.66 ^{fg}	3.69 ^{fgh}	3.68 ^{fgh}	3.67 ^{fg}	3.50	3.57 ^f	3.61 ^f	3.68 ^{fgh}	3.68 ^{fgh}	3.66 ^{fg}	3.68 ^{fgh}	3.68 ^{fgh}	3.72 ^{fgh}	3.76 ^{abc}	3.76	-	-	-	-
Standard deviation	0.78	0.81	0.77	0.74	0.78	0.88	0.81	0.83	0.82	0.81	0.83	0.82	0.83	0.76	0.79	0.74	-	-	-	-
Standard error	0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

		SCOTLAND											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	
I trust it a lot	(5)	-	-	-	-	-	-	-	-	-	-	-	-
I trust it	(4)	-	-	-	-	-	-	-	-	-	-	-	-
I neither trust nor distrust it	(3)	-	-	-	-	-	-	-	-	-	-	-	-
I distrust it	(2)	-	-	-	-	-	-	-	-	-	-	-	-
I distrust it a lot	(1)	-	-	-	-	-	-	-	-	-	-	-	-
Net: Trust		-	-	-	-	-	-	-	-	-	-	-	-
Net: Distrust		-	-	-	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/November 2016/May 2017/November 2017/May 2018



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

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	49	44	88	92	88	84	78	80	97	96	84	84	92	85	88	84	32	25	44	41
Weighted Base	47*	42*	84*	86*	82*	78*	73*	75*	89*	75*	81*	69*	80*	77*	73*	76*	30**	24**	45*	43*
I trust it a lot	(5) 5	8	5	13	14	6	9	11	16	8	9	9	6	18	5	14	6	4	7	4
I trust it	(4) 23	21	55	44	38	40	37	41	46	43	47	42	41	31	45	41	16	13	27	23
I neither trust nor distrust it	(3) 16	9	18	25	18	25	20	17	25	18	15	14	23	26	15	18	7	1	4	15
I distrust it	(2) 33%	21%	19%	30%	22%	33%	27%	22%	29%	24%	19%	21%	29%	34%	20%	24%	23%	4%	10%	35%
I distrust it a lot	(1) 3	2	5	1	5	4	4	2	1	3	3	3	3	-	3	3	-	2	5	2
Net: Trust	28	29	60	56	52	46	46	52	62	51	56	51	47	49	50	55	22	17	34	27
Net: Distrust	60%	70%	71%	65%	64%	60%	63%	70%	70%	68%	70%	74%	58%	63%	68%	72%	75%	71%	77%	62%
Don't know	3	2	5	3	7	6	7	5	2	1	9	3	6	-	6	3	1	6	6	2
Mean score	3.65	3.88	3.73	3.76	3.75	3.58	3.62	3.77	3.86	3.81	3.63	3.83	3.60	3.88	3.65	3.86	3.90	3.49	3.77	3.67
Standard deviation	0.76	0.81	0.68	0.80	0.91	0.82	0.90	0.86	0.73	0.65	0.98	0.71	0.85	0.76	0.83	0.75	0.80	1.31	0.93	0.70
Standard error	0.11	0.13	0.07	0.08	0.10	0.09	0.10	0.10	0.07	0.07	0.11	0.08	0.09	0.08	0.09	0.08	0.14	0.26	0.14	0.11

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



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

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

		NI											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		52	103	113	90	97	113	101	105	92	94	83	96
Weighted Base		50*	47*	52	50*	53*	51	48*	49*	85*	86*	81*	89*
I trust it a lot		(5) 7	8	13	8	20	17	13	21	48	28	24	32
		14%	17%	26%t	17%	37%pstu	33%pstu	27%t	43%pstu	56%pstu	33%pstu	30%	36%
I trust it		(4) 26	25	20	26	22	24	23	17	25	39	46	44
		51%BC	53%BC	39%	53%BC	41%	48%BC	48%BC	34%	29%	45%C	57%	50%
I neither trust nor distrust it		(3) 10	11	11	10	5	8	9	13	14	14	9	12
		20%	22%y	22%y	19%	10%	14%	17%	18%	15%	16%	11%	13%
I distrust it		(2) 3	2	3	5	2	2	3	-	-	5	1	1
		5%C	5%C	6%C	9%AC	4%C	5%C	2%	5%C	-	6%C	1%	1%
I distrust it a lot		(1) 1	1	3	1	3	-	2	-	-	-	-	-
		2%	2%	5%pzBCD	2%	5%pzBCD	-	4%pzCD	-	-	-	-	-
Net: Trust		33	33	34	35	42	41	36	37	73	67	71	76
		65%	70%	65%	70%	78%w	82%tuw	76%	77%	85%ptuv	78%w	88%	85%
Net: Distrust		4	3	6	6	5	2	3	3	-	5	1	1
		7%C	7%C	11%C	11%C	10%C	5%C	5%C	5%C	-	6%C	1%	1%
Don't know		4	*	1	-	1	-	1	-	-	-	-	-
		7%pxBC	1%	2%	-	2%	-	2%	-	-	-	-	-
Mean score		3.76	3.79	3.76	3.74	4.03t	4.10pst	3.96	4.15pst	4.42pst	4.05tw	4.17	4.20
							uwvx		uwvx	uwvxyzA	x		
Standard deviation		0.86	0.87	1.07	0.92	1.08	0.81	0.95	0.90	0.74	0.85	0.67	0.71
Standard error		0.12	0.09	0.10	0.10	0.11	0.08	0.10	0.09	0.08	0.09	0.07	0.07

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



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

Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

		ADDITIONAL COUNTRY ENGLAND/WALES/NI															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		778	758	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564	1478	1528	1526	1567
Weighted Base		753	737	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421	1405	1408	1453	1479
I trust it a lot	(5)	83 11%	76 10%	148 10%	133 9%	148 10%	131 9%	136 9%	157 11%	187 13%cddefg	174 12%dfg	164 12%dfg	173 12%dfg	197 14%bcdefgh	182 13%cddefg	185 13%cdfg	191 13%
I trust it	(4)	384 51%	397 54%fg	823 56%atghi km	815 55%fgh	750 53%fg	703 47%	724 48%	718 50%	731 51%f	782 53%fg	696 51%f	764 54%fgh	728 52%f	754 54%fgh	826 57%aefgh ijkm	823 56%
I neither trust nor distrust it	(3)	228 30%bjk lmo	186 25%o	397 27%o	431 29%lmo	392 28%o	497 33%bcdei ijkmno	480 32%bcdej klmno	430 30%bjklm no	377 27%o	381 26%o	352 26%o	362 25%o	354 25%o	372 26%o	311 21%	356 24%
I distrust it	(2)	32 4%	35 5%	71 5%	55 4%	67 5%	108 7%abcdem no	87 6%dno	96 7%acdemn o	77 5%d	81 5%d	77 6%dno	78 6%d	62 4%	57 4%	49 4%	46 3%
I distrust it a lot	(1)	9 1%	19 3%cdjn	18 1%	19 1%	20 1%	49 3%acdehi jino	32 2%n	24 2%	24 2%	20 1%	29 2%n	25 2%	32 2%cdn	15 1%	24 2%	14 1%
Net: Trust		467 62%fg	473 64%fg	971 66%fgh	948 64%fg	897 63%fg	834 55%	860 58%	875 61%f	918 65%fgh	956 65%fgh	860 64%fg	937 66%fgh	925 66%fgh	936 67%afgh	1011 70%abcde fghijkm	1014 69%
Net: Distrust		41 5%	53 7%dn	90 6%	74 5%	88 6%	157 10%abcddeg ijkimno	119 8%acdno	121 8%acdno	101 7%dn	101 7%dn	107 8%adno	103 7%dn	94 7%	72 5%	83 6%	60 4%
Don't know		16 2%	25 3%cfh i	22 1%	36 2%fhi	36 3%cfhi	19 1%	35 2%f	20 1%	27 2%	39 3%cfhi	35 3%cfhi	20 1%	32 2%f	28 2%	48 3%cfh in	48 3%
Mean score		3.68fg	3.67fg	3.69fgh	3.68fg	3.68fg	3.51	3.58f	3.62f	3.70fgh	3.70fgh	3.67fg	3.70fgh	3.72fgh	3.75bdef	3.78abcd	3.79
Standard deviation		0.78	0.83	0.77	0.74	0.79	0.88	0.83	0.83	0.83	0.80	0.85	0.82	0.85	ghk	elghijk	0.75
Standard error		0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o



Q.6b_01 To what extent do you agree or disagree with the following statements...
I trust that the FSA tell the truth in the information they provide
Base: All adults in England, Wales and NI

		WAVE															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	495	449
																26%	24%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	761	747
																41%	40%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	341	401
																18%	21%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	101	76
																5%	4%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30	31
																2%	2%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1256	1196
																67%	64%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	132	108
																7%	6%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	146	172
																8%	9%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.92	3.88
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.93	0.91
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Means: All Columns Tested (5% risk level)

**very small base (under 30) ineligible for sig testing



Q.6b_01 To what extent do you agree or disagree with the following statements...

I trust that the FSA tell the truth in the information they provide

Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	921	910
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	267	233	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	29%	26%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	41%	39%	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	154	167	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	17%	21% ^o	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	4%	4%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	15	15	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	649	584	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	70%p	64%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	56	53	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	6%	6%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	62	85	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	7%	9% ^o	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.98	3.91	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.92	0.92	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.6b_01 To what extent do you agree or disagree with the following statements...

I trust that the FSA tell the truth in the information they provide

Base: All adults in England, Wales and NI

		FEMALE											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base		**	**	**	**	**	**	**	**	**	**	953	966
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	228	216
		-	-	-	-	-	-	-	-	-	-	24%	22%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	379	395
		-	-	-	-	-	-	-	-	-	-	40%	41%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	186	214
		-	-	-	-	-	-	-	-	-	-	20%	22%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	60	39
		-	-	-	-	-	-	-	-	-	-	6%F	4%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	15	16
		-	-	-	-	-	-	-	-	-	-	2%	2%
Net: Agree		-	-	-	-	-	-	-	-	-	-	607	611
		-	-	-	-	-	-	-	-	-	-	64%	63%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	75	55
		-	-	-	-	-	-	-	-	-	-	8%	6%
Don't know		-	-	-	-	-	-	-	-	-	-	84	86
		-	-	-	-	-	-	-	-	-	-	9%	9%
Mean score		-	-	-	-	-	-	-	-	-	-	3.86	3.86
Standard deviation		-	-	-	-	-	-	-	-	-	-	0.94	0.90
Standard error		-	-	-	-	-	-	-	-	-	-	0.03	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.6b_01 To what extent do you agree or disagree with the following statements...

I trust that the FSA tell the truth in the information they provide

Base: All adults in England, Wales and NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	242	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	288	278	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	76	52	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	26%	19%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	101	96	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	35%	34%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	60	66	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	21%	24%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	17	15	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	6%	5%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	1	3	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	*	1%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	177	148	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	61%	53%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	19	17	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	6%	6%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	33	47	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	11%	17%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.91	3.78	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.92	0.91	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.06	0.06	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

**very small base (under 30) ineligible for sig testing



Q.6b_01 To what extent do you agree or disagree with the following statements...

I trust that the FSA tell the truth in the information they provide

Base: All adults in England, Wales and NI

		26-35											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	333	328
Weighted Base		**	**	**	**	**	**	**	**	**	**	373	369
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	91	94
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	24%	26%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	44%	39%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	73	78
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	19%	21%
Net: Agree		-	-	-	-	-	-	-	-	-	-	20	9
Net: Disagree		-	-	-	-	-	-	-	-	-	-	5%	2%
Don't know		-	-	-	-	-	-	-	-	-	-	1	6
Mean score		-	-	-	-	-	-	-	-	-	-	*	2%
Standard deviation		-	-	-	-	-	-	-	-	-	-	256	239
Standard error		-	-	-	-	-	-	-	-	-	-	68%	65%
		-	-	-	-	-	-	-	-	-	-	21	15
		-	-	-	-	-	-	-	-	-	-	6%	4%
		-	-	-	-	-	-	-	-	-	-	24	37
		-	-	-	-	-	-	-	-	-	-	6%	10%
		-	-	-	-	-	-	-	-	-	-	3.93	3.94
		-	-	-	-	-	-	-	-	-	-	0.85	0.88
		-	-	-	-	-	-	-	-	-	-	0.05	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



Q.6b_01 To what extent do you agree or disagree with the following statements...

I trust that the FSA tell the truth in the information they provide

Base: All adults in England, Wales and NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	372	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	417	414	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	124	99	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	30%	24%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	175	183	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	42%	44%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	72	77	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	17%	19%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	12	22	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	5%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	8	6	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	299	282	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	72%	68%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	20	27	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	5%	7%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	26	27	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	6%	7%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.01	3.90	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.90	0.90	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.05	0.05	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

**very small base (under 30) ineligible for sig testing



Q.6b_01 To what extent do you agree or disagree with the following statements...

I trust that the FSA tell the truth in the information they provide

Base: All adults in England, Wales and NI

		50-65											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	431	443
Weighted Base		**	**	**	**	**	**	**	**	**	**	457	467
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	126	129
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	28%	28%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	196	189
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	43%	40%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	76	93
Net: Agree		-	-	-	-	-	-	-	-	-	-	29	17
Net: Disagree		-	-	-	-	-	-	-	-	-	-	6%	4%
Don't know		-	-	-	-	-	-	-	-	-	-	10	10
Mean score		-	-	-	-	-	-	-	-	-	-	323	318
Standard deviation		-	-	-	-	-	-	-	-	-	-	71%	68%
Standard error		-	-	-	-	-	-	-	-	-	-	39	27
		-	-	-	-	-	-	-	-	-	-	9%	6%
		-	-	-	-	-	-	-	-	-	-	18	29
		-	-	-	-	-	-	-	-	-	-	4%	6%
		-	-	-	-	-	-	-	-	-	-	3.91	3.94
		-	-	-	-	-	-	-	-	-	-	0.96	0.93
		-	-	-	-	-	-	-	-	-	-	0.05	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



Q.6b_01 To what extent do you agree or disagree with the following statements...

I trust that the FSA tell the truth in the information they provide

Base: All adults in England, Wales and NI

		66+															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	584	619
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	339	348
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	78	75
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23%	21%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	124	135
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	37%	39%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	59	86
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	18%	25%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	23	14
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	4%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	9	7
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	2%
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	202	209
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	60%	60%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	32	21
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	6%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	45	31
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	9%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.81	3.80
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.01	0.93
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.04	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 **very small base (under 30) ineligible for sig testing



Q.6b_01 To what extent do you agree or disagree with the following statements...

I trust that the FSA tell the truth in the information they provide

Base: All adults in England, Wales and NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1771	1775	-	-	-	-
Weighted Base	1678	1672
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	422	362	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	25%	22%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	699	692	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	42%	41%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	305	360	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	18%	21%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	89	67	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	5%	4%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	26	25	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	1121	1054	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	67%	63%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	115	92	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	7%	5%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	138	167	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	8%	10%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.91	3.86	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.92	0.89	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

* small base; ** very small base (under 30) ineligible for sig testing



Q.6b_01 To what extent do you agree or disagree with the following statements...

I trust that the FSA tell the truth in the information they provide

Base: All adults in England, Wales and NI

		SCOTLAND											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.6b_01 To what extent do you agree or disagree with the following statements...

I trust that the FSA tell the truth in the information they provide

Base: All adults in England, Wales and NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109	105	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	90*	94*	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	17	22	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	18%	24%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	35	39	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	39%	41%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	19	16	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	22%	17%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	9	6	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	10%	6%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	3	7	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	4%	7%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	51	61	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	57%	65%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	12	13	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	13%	13%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	7	4	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	8%	4%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.63	3.71	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.05	1.14	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.11	0.11	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

* small base; ** very small base (under 30) ineligible for sig testing



Q.6b_01 To what extent do you agree or disagree with the following statements...

I trust that the FSA tell the truth in the information they provide

Base: All adults in England, Wales and NI

		NI											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	109	124
Weighted Base		**	**	**	**	**	**	**	**	**	**	106	110
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	56	65
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	53%	59%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	28	16
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	26%	15%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	16	25
Net: Agree		-	-	-	-	-	-	-	-	-	-	15%	23%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	4	3
Don't know		-	-	-	-	-	-	-	-	-	-	1	-
Mean score		-	-	-	-	-	-	-	-	-	-	1	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	1%	-
Standard error		-	-	-	-	-	-	-	-	-	-	84	81
		-	-	-	-	-	-	-	-	-	-	79%	74%
		-	-	-	-	-	-	-	-	-	-	5	3
		-	-	-	-	-	-	-	-	-	-	5%	3%
		-	-	-	-	-	-	-	-	-	-	1	-
		-	-	-	-	-	-	-	-	-	-	1%	-
		-	-	-	-	-	-	-	-	-	-	4.27	4.30
		-	-	-	-	-	-	-	-	-	-	0.93	0.93
		-	-	-	-	-	-	-	-	-	-	0.09	0.08

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.6b_01 To what extent do you agree or disagree with the following statements...

I trust that the FSA tell the truth in the information they provide

Base: All adults in England, Wales and NI

	ADDITIONAL COUNTRY																
	ENGLAND/WALES/NI																
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	495	449
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26%	24%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	761	747
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41%	40%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	341	401
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	18%	21%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	101	76
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	4%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	30	31
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1256	1196
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	67%	64%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	132	108
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	6%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	146	172
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	9%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.92	3.88
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.83	0.81
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.6b_02 To what extent do you agree or disagree with the following statements...

I trust that the food industry is regulated fairly

Base: All adults in England, Wales and NI

		WAVE															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	403	370
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21%	20%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	774	753
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41%	40%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	351	398
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	19%	21%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	152	125
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	7%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	39	51
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1177	1123
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	63%	60%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	192	176
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	9%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	154	179
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	10%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.78	3.75
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.98	0.98
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Means: All Columns Tested (5% risk level)

**very small base (under 30) ineligible for sig testing

Q.6b_02 To what extent do you agree or disagree with the following statements...

I trust that the food industry is regulated fairly

Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	921	910	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	211	183	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	23%	20%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	385	358	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	42%	39%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	168	189	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	18%	21%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	67	58	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	7%	6%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	24	29	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	596	542	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	65%p	60%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	91	87	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	10%	10%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	67	92	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	7%	10% ^o	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.81	3.74	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.99	1.00	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.6b_02 To what extent do you agree or disagree with the following statements...

I trust that the food industry is regulated fairly

Base: All adults in England, Wales and NI

		FEMALE											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base		**	**	**	**	**	**	**	**	**	**	953	966
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	191	186
		-	-	-	-	-	-	-	-	-	-	20%	19%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	390	395
		-	-	-	-	-	-	-	-	-	-	41%	41%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	183	209
		-	-	-	-	-	-	-	-	-	-	19%	22%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	85	68
		-	-	-	-	-	-	-	-	-	-	9%	7%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	15	22
		-	-	-	-	-	-	-	-	-	-	2%	2%
Net: Agree		-	-	-	-	-	-	-	-	-	-	581	581
		-	-	-	-	-	-	-	-	-	-	61%	60%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	100	89
		-	-	-	-	-	-	-	-	-	-	11%	9%
Don't know		-	-	-	-	-	-	-	-	-	-	88	87
		-	-	-	-	-	-	-	-	-	-	9%	9%
Mean score		-	-	-	-	-	-	-	-	-	-	3.76	3.75
Standard deviation		-	-	-	-	-	-	-	-	-	-	0.96	0.96
Standard error		-	-	-	-	-	-	-	-	-	-	0.03	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.6b_02 To what extent do you agree or disagree with the following statements...

I trust that the food industry is regulated fairly

Base: All adults in England, Wales and NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	242	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	288	278	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	54	45	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	79%	76%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	103	106	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	36%	38%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	62	68	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	21%	24%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	32	14	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	11%	5%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	3	6	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	157	151	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	55%	54%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	35	21	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	12%	7%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	35	39	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	12%	14%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.69	3.70	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.98	0.93	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.06	0.06	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



Q.6b_02 To what extent do you agree or disagree with the following statements...

I trust that the food industry is regulated fairly

Base: All adults in England, Wales and NI

		26.35											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	333	328
Weighted Base		**	**	**	**	**	**	**	**	**	**	373	369
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	79	76
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	21%	21%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	43%	40%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	76	80
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	20%	22%
Net: Agree		-	-	-	-	-	-	-	-	-	-	27	18
Net: Disagree		-	-	-	-	-	-	-	-	-	-	7%	5%
Don't know		-	-	-	-	-	-	-	-	-	-	7	9
Mean score		-	-	-	-	-	-	-	-	-	-	2%	2%
Standard deviation		-	-	-	-	-	-	-	-	-	-	240	223
Standard error		-	-	-	-	-	-	-	-	-	-	64%	61%
		-	-	-	-	-	-	-	-	-	-	34	26
		-	-	-	-	-	-	-	-	-	-	9%	7%
		-	-	-	-	-	-	-	-	-	-	24	39
		-	-	-	-	-	-	-	-	-	-	6%	11%
		-	-	-	-	-	-	-	-	-	-	3.80	3.80
		-	-	-	-	-	-	-	-	-	-	0.94	0.94
		-	-	-	-	-	-	-	-	-	-	0.05	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

**very small base (under 30) ineligible for sig testing



Q.6b_02 To what extent do you agree or disagree with the following statements...

I trust that the food industry is regulated fairly

Base: All adults in England, Wales and NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	372	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	417	414	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	100	80	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	24%	19%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	184	178	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	44%	43%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	78	85	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	19%	20%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	21	27	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	5%	7%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	7	8	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	285	258	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	68%	62%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	29	36	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	7%	9%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	26	35	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	6%	9%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.89	3.78	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.91	0.93	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.05	0.05	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



Q.6b_02 To what extent do you agree or disagree with the following statements...

I trust that the food industry is regulated fairly

Base: All adults in England, Wales and NI

		50-65											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	431	443
Weighted Base		**	**	**	**	**	**	**	**	**	**	457	467
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	101	96
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	22%	20%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	192	187
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	42%	40%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	76	92
Net: Agree		-	-	-	-	-	-	-	-	-	-	17%	20%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	49	43
Don't know		-	-	-	-	-	-	-	-	-	-	11%	9%
Mean score		-	-	-	-	-	-	-	-	-	-	15	18
Standard deviation		-	-	-	-	-	-	-	-	-	-	3%	4%
Standard error		-	-	-	-	-	-	-	-	-	-	283	283
		-	-	-	-	-	-	-	-	-	-	64%	61%
		-	-	-	-	-	-	-	-	-	-	63	61
		-	-	-	-	-	-	-	-	-	-	14%	13%
		-	-	-	-	-	-	-	-	-	-	24	31
		-	-	-	-	-	-	-	-	-	-	5%	7%
		-	-	-	-	-	-	-	-	-	-	3.73	3.69
		-	-	-	-	-	-	-	-	-	-	1.05	1.05
		-	-	-	-	-	-	-	-	-	-	0.05	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



Q.6b_02 To what extent do you agree or disagree with the following statements...

I trust that the food industry is regulated fairly

Base: All adults in England, Wales and NI

		66+															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	584	619
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	339	348
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	68	74
																20%	21%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	134	135
																40%	39%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	59	72
																18%	21%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23	23
																7%	7%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	10
																2%	3%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	202	208
																60%	60%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	31	33
																9%	10%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	46	34
																14%	10%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.79	3.76
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.98	1.00
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.04	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

**very small base (under 30) ineligible for sig testing

Q.6b_02 To what extent do you agree or disagree with the following statements...

I trust that the food industry is regulated fairly

Base: All adults in England, Wales and NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1771	1775	-	-	-	-
Weighted Base	1678	1672
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	345	286	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	21%	17%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	703	700	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	42%	42%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	312	357	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	19%	21%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	134	113	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	8%	7%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	37	44	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	1048	986	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	62%	59%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	171	157	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	10%	9%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	148	172	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	9%	10%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.77	3.71	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.97	0.96	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

* small base; ** very small base (under 30) ineligible for sig testing



Q.6b_02 To what extent do you agree or disagree with the following statements...

I trust that the food industry is regulated fairly

Base: All adults in England, Wales and NI

		SCOTLAND											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.6b_02 To what extent do you agree or disagree with the following statements...

I trust that the food industry is regulated fairly

Base: All adults in England, Wales and NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109	105	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	90*	94*	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	8	24	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	25%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	36	29	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	40%	31%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	29	19	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	33%	20%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	6	9	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	7%	9%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	2	7	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	7%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	45	53	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	50%	57%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	9	15	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	10%	16%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	7	7	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	8%	7%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.51	3.63	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.89	1.20	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.09	0.12	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

* small base; ** very small base (under 30) ineligible for sig testing



Q.6b_02 To what extent do you agree or disagree with the following statements...

I trust that the food industry is regulated fairly

Base: All adults in England, Wales and NI

		NI											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	109	124
Weighted Base		**	**	**	**	**	**	**	**	**	**	106	110
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	49	60
		-	-	-	-	-	-	-	-	-	-	46%	55%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	36	24
		-	-	-	-	-	-	-	-	-	-	33%	22%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	9	22
		-	-	-	-	-	-	-	-	-	-	9%	20%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	12	4
		-	-	-	-	-	-	-	-	-	-	11%	3%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	85	84
		-	-	-	-	-	-	-	-	-	-	80%	77%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	12	4
		-	-	-	-	-	-	-	-	-	-	11%	3%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	4.15	4.28
Standard deviation		-	-	-	-	-	-	-	-	-	-	1.00	0.90
Standard error		-	-	-	-	-	-	-	-	-	-	0.10	0.08

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.6b_02 To what extent do you agree or disagree with the following statements...

I trust that the food industry is regulated fairly

Base: All adults in England, Wales and NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	403	370
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	21%	20%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	774	753
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	41%	40%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	351	398
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	19%	21%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	152	125
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	8%	7%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	39	51
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	1177	1123
		-	-	-	-	-	-	-	-	-	-	-	-	-	63%	60%
		-	-	-	-	-	-	-	-	-	-	-	-	-	192	176
		-	-	-	-	-	-	-	-	-	-	-	-	-	10%	9%
		-	-	-	-	-	-	-	-	-	-	-	-	-	154	179
		-	-	-	-	-	-	-	-	-	-	-	-	-	8%	10%
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.78	3.75
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.98	0.98
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.6b_03 To what extent do you agree or disagree with the following statements...

I trust that the people who produce and sell food in the food industry have my best interests at heart

Base: All adults in England, Wales and NI

		WAVE															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	271	239
																74%	73%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	553	536
																30%	29%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	409	447
																22%	24%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	345	337
																18%	18%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	175	168
																9%	9%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	824	775
																44%	41%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	520	505
																28%	27%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	121	149
																6%	8%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.23	3.20
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.22	1.19
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03

Proportions/Means: All Columns Tested (5% risk level)

**very small base (under 30) ineligible for sig testing

Q.6b_03 To what extent do you agree or disagree with the following statements...
I trust that the people who produce and sell food in the food industry have my best interests at heart
Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	921	910
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	136	121	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	15%	13%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	263	256	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	29%	29%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	206	207	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	22%	23%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	172	169	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	19%	17%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	93	88	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	10%	10%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	399	377	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	43%	41%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	265	247	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	29%	27%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	51	80	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	6%	9%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.20	3.20	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.23	1.21	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.04	0.04	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 **very small base (under 30) ineligible for sig testing



Q.6b_03 To what extent do you agree or disagree with the following statements...
I trust that the people who produce and sell food in the food industry have my best interests at heart
 Base: All adults in England, Wales and NI

		FEMALE											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base		**	**	**	**	**	**	**	**	**	**	953	966
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	135	118
		-	-	-	-	-	-	-	-	-	-	14%	12%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	290	280
		-	-	-	-	-	-	-	-	-	-	30%	29%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	203	241
		-	-	-	-	-	-	-	-	-	-	21%	25%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	173	178
		-	-	-	-	-	-	-	-	-	-	18%	18%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	82	80
		-	-	-	-	-	-	-	-	-	-	9%	8%
Net: Agree		-	-	-	-	-	-	-	-	-	-	425	398
		-	-	-	-	-	-	-	-	-	-	45%	41%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	255	258
		-	-	-	-	-	-	-	-	-	-	27%	27%
Don't know		-	-	-	-	-	-	-	-	-	-	70	69
		-	-	-	-	-	-	-	-	-	-	7%	7%
Mean score		-	-	-	-	-	-	-	-	-	-	3.25	3.20
Standard deviation		-	-	-	-	-	-	-	-	-	-	1.20	1.16
Standard error		-	-	-	-	-	-	-	-	-	-	0.04	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/vw/x/yz/A/B/C/D/E/F
 **very small base (under 30) ineligible for sig testing



Q.6b_03 To what extent do you agree or disagree with the following statements...
I trust that the people who produce and sell food in the food industry have my best interests at heart
Base: All adults in England, Wales and NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	242	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	288	278	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	43	38	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	15%	14%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	82	71	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	28%	25%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	62	80	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	22%	29%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	55	39	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	19%	14%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	17	18	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	6%	7%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	125	109	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	43%	39%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	72	58	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	25%	21%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	28	32	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	10%	12%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.30	3.29	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.17	1.13	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.08	0.08	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

**very small base (under 30) ineligible for sig testing



Q.6b_03 To what extent do you agree or disagree with the following statements...
I trust that the people who produce and sell food in the food industry have my best interests at heart
Base: All adults in England, Wales and NI

		26-35											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	333	328
Weighted Base		**	**	**	**	**	**	**	**	**	**	373	369
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	41	53
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	71%	74%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	125	109
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	30%	29%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	91	88
Net: Agree		-	-	-	-	-	-	-	-	-	-	24%	24%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	68	58
Don't know		-	-	-	-	-	-	-	-	-	-	18%	16%
Mean score		-	-	-	-	-	-	-	-	-	-	28	29
Standard deviation		-	-	-	-	-	-	-	-	-	-	7%	8%
Standard error		-	-	-	-	-	-	-	-	-	-	166	162
		-	-	-	-	-	-	-	-	-	-	44%	44%
		-	-	-	-	-	-	-	-	-	-	96	87
		-	-	-	-	-	-	-	-	-	-	26%	24%
		-	-	-	-	-	-	-	-	-	-	21	32
		-	-	-	-	-	-	-	-	-	-	6%	9%
		-	-	-	-	-	-	-	-	-	-	3.24	3.29
		-	-	-	-	-	-	-	-	-	-	1.13	1.18
		-	-	-	-	-	-	-	-	-	-	0.06	0.07

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



Q.6b_03 To what extent do you agree or disagree with the following statements...
I trust that the people who produce and sell food in the food industry have my best interests at heart
 Base: All adults in England, Wales and NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	372	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	417	414	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	73	47	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	18%	11%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	123	126	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	29%	31%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	93	88	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	22%	21%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	72	84	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	17%	20%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	35	42	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	8%	10%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	196	173	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	47%	42%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	106	126	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	26%	30%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	22	27	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	5%	6%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.32	3.14	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.22	1.20	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.06	0.06	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

**very small base (under 30) ineligible for sig testing



Q.6b_03 To what extent do you agree or disagree with the following statements...
I trust that the people who produce and sell food in the food industry have my best interests at heart
 Base: All adults in England, Wales and NI

		50-65											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	431	443
Weighted Base		**	**	**	**	**	**	**	**	**	**	457	467
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	71	52
												15%	11%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	124	124
												27%	27%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	97	108
												19%	23%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	97	107
												21%	23%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	58	49
												13%	10%
Net: Agree		-	-	-	-	-	-	-	-	-	-	194	176
												43%	38%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	155	156
												34%	33%
Don't know		-	-	-	-	-	-	-	-	-	-	20	27
												4%	6%
Mean score		-	-	-	-	-	-	-	-	-	-	3.12	3.05
Standard deviation		-	-	-	-	-	-	-	-	-	-	1.30	1.20
Standard error		-	-	-	-	-	-	-	-	-	-	0.06	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



Q.6b_03 To what extent do you agree or disagree with the following statements...
I trust that the people who produce and sell food in the food industry have my best interests at heart
Base: All adults in England, Wales and NI

		66+															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	584	619
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	339	348
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	43	50
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	14%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100	106
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30%	30%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	76	83
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	22%	24%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	53	49
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	16%	14%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	37	30
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	8%
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	143	156
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	42%	45%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	90	78
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	27%	23%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	30	31
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	9%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.19	3.31
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.22	1.18
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.05	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

**very small base (under 30) ineligible for sig testing



Q.6b_03 To what extent do you agree or disagree with the following statements...
I trust that the people who produce and sell food in the food industry have my best interests at heart
Base: All adults in England, Wales and NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1771	1775	-	-	-	-
Weighted Base	1678	1672
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	223	171	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	10%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	495	483	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	29%	29%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	373	405	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	22%	24%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	313	323	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	18%	19%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	161	146	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	10%	9%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	717	655	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	43%	39%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	474	469	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	28%	28%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	114	144	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	7%	9%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.20	3.14	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.21	1.16	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.6b_03 To what extent do you agree or disagree with the following statements...
I trust that the people who produce and sell food in the food industry have my best interests at heart
Base: All adults in England, Wales and NI

		SCOTLAND											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.6b_03 To what extent do you agree or disagree with the following statements...
I trust that the people who produce and sell food in the food industry have my best interests at heart
Base: All adults in England, Wales and NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109	105	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	90*	94*	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	11	16	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	72%	77%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	25	28	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	28%	30%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	22	15	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	24%	16%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	13	12	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	15%	13%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	11	17	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	13%	19%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	36	44	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	40%	47%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	25	29	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	28%	31%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	7	5	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	8%	6%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.13	3.15	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.25	1.40	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.12	0.14	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.6b_03 To what extent do you agree or disagree with the following statements...
I trust that the people who produce and sell food in the food industry have my best interests at heart
Base: All adults in England, Wales and NI

		NI											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	109	124
Weighted Base		**	**	**	**	**	**	**	**	**	**	106	110
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	38	52
		-	-	-	-	-	-	-	-	-	-	35%	47%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	33	25
		-	-	-	-	-	-	-	-	-	-	31%	23%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	15	27
		-	-	-	-	-	-	-	-	-	-	14%	25%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	18	2
		-	-	-	-	-	-	-	-	-	-	17%	2%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	2	5
		-	-	-	-	-	-	-	-	-	-	2%	4%
Net: Agree		-	-	-	-	-	-	-	-	-	-	71	76
		-	-	-	-	-	-	-	-	-	-	67%	70%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	21	6
		-	-	-	-	-	-	-	-	-	-	19%	6%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	3.80	4.06
Standard deviation		-	-	-	-	-	-	-	-	-	-	1.16	1.08
Standard error		-	-	-	-	-	-	-	-	-	-	0.11	0.10

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.6b_03 To what extent do you agree or disagree with the following statements...

I trust that the people who produce and sell food in the food industry have my best interests at heart

Base: All adults in England, Wales and NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	271
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	553
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	409
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	22%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	345
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	18%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	175
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	824
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	44%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	520
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	28%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	121
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.23
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.22
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.7a In general, when buying or eating food, how often do you feel confident that it is what it says it is on the label or the menu?

Base: All adults in England, Wales and NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	1874	1876
Always	-	-	-	-	-	-	-	-	-	-	-	-	-	-	512	531
Most of the time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27%	28%
Some of the time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	872	879
Rarely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47%	47%
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	350	303
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19%	16%
Net: Not always confident	-	-	-	-	-	-	-	-	-	-	-	-	-	-	59	71
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	4%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21	22
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	61	70
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	4%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1362	1345
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	73%	72%

Proportions/Means: All Columns Tested (5% risk level)
 ** very small base (under 30) ineligible for sig testing



Q.7a In general, when buying or eating food, how often do you feel confident that it is what it says it is on the label or the menu?
 Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	921	910
Always	-	-	-	-	-	-	-	-	-	-	-	-	-	-	279	272	-	-	-	-
Most of the time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30%	30%	-	-	-	-
Some of the time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	415	416	-	-	-	-
Rarely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	45%	46%	-	-	-	-
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	151	133	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16%	15%	-	-	-	-
Net: Not always confident	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30	40	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	4%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13	10	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33	39	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	4%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	642	638	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	70%	70%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.7a In general, when buying or eating food, how often do you feel confident that it is what it says it is on the label or the menu?

Base: All adults in England, Wales and NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	953	966
Always	-	-	-	-	-	-	-	-	-	-	233	259
											24%	27%
Most of the time	-	-	-	-	-	-	-	-	-	-	457	463
											48%	48%
Some of the time	-	-	-	-	-	-	-	-	-	-	199	171
											21%	18%
Rarely	-	-	-	-	-	-	-	-	-	-	29	31
											3%	3%
Never	-	-	-	-	-	-	-	-	-	-	8	12
											1%	1%
Don't know	-	-	-	-	-	-	-	-	-	-	27	31
											3%	3%
Net: Not always confident	-	-	-	-	-	-	-	-	-	-	720	707
											76%	73%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.7a In general, when buying or eating food, how often do you feel confident that it is what it says it is on the label or the menu?

Base: All adults in England, Wales and NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	242	-	-	-	-
Weighted Base	288	278
Always	-	-	-	-	-	-	-	-	-	-	-	-	-	-	77	75	-	-	-	-
Most of the time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27%	27%	-	-	-	-
Some of the time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	127	130	-	-	-	-
Rarely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	44%	47%	-	-	-	-
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	59	45	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21%	16%	-	-	-	-
Net: Not always confident	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	15	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	5%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	1	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	*	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	12	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	4%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	211	203	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	73%	73%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.7a In general, when buying or eating food, how often do you feel confident that it is what it says it is on the label or the menu?

Base: All adults in England, Wales and NI

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	333	328
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	373	369
Always	-	-	-	-	-	-	-	-	-	-	97	114
	-	-	-	-	-	-	-	-	-	-	26%	31%
Most of the time	-	-	-	-	-	-	-	-	-	-	186	168
	-	-	-	-	-	-	-	-	-	-	50%	45%
Some of the time	-	-	-	-	-	-	-	-	-	-	68	55
	-	-	-	-	-	-	-	-	-	-	18%	15%
Rarely	-	-	-	-	-	-	-	-	-	-	10	9
	-	-	-	-	-	-	-	-	-	-	3%	2%
Never	-	-	-	-	-	-	-	-	-	-	3	3
	-	-	-	-	-	-	-	-	-	-	1%	1%
Don't know	-	-	-	-	-	-	-	-	-	-	11	20
	-	-	-	-	-	-	-	-	-	-	3%	5%
Net: Not always confident	-	-	-	-	-	-	-	-	-	-	277	255
	-	-	-	-	-	-	-	-	-	-	74%	69%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.7a In general, when buying or eating food, how often do you feel confident that it is what it says it is on the label or the menu?
 Base: All adults in England, Wales and NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	372	-	-	-	-
Weighted Base	417	414
Always	-	-	-	-	-	-	-	-	-	-	-	-	-	-	112	108	-	-	-	-
Most of the time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27%	26%	-	-	-	-
Some of the time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	199	200	-	-	-	-
Rarely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	48%	48%	-	-	-	-
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	76	73	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18%	18%	-	-	-	-
Net: Not always confident	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11	16	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	4%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	8	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16	9	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	2%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	305	306	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	73%	74%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.7a In general, when buying or eating food, how often do you feel confident that it is what it says it is on the label or the menu?
 Base: All adults in England, Wales and NI

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	431	443
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	457	467
Always	-	-	-	-	-	-	-	-	-	-	131	114
Most of the time	-	-	-	-	-	-	-	-	-	-	29%	24%
Some of the time	-	-	-	-	-	-	-	-	-	-	215	244
Rarely	-	-	-	-	-	-	-	-	-	-	47%	52%
Never	-	-	-	-	-	-	-	-	-	-	86	75
Don't know	-	-	-	-	-	-	-	-	-	-	19%	16%
Net: Not always confident	-	-	-	-	-	-	-	-	-	-	12	16
	-	-	-	-	-	-	-	-	-	-	3%	3%
	-	-	-	-	-	-	-	-	-	-	4	7
	-	-	-	-	-	-	-	-	-	-	1%	1%
	-	-	-	-	-	-	-	-	-	-	9	12
	-	-	-	-	-	-	-	-	-	-	2%	3%
	-	-	-	-	-	-	-	-	-	-	326	353
	-	-	-	-	-	-	-	-	-	-	71%	76%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.7a In general, when buying or eating food, how often do you feel confident that it is what it says it is on the label or the menu?

Base: All adults in England, Wales and NI

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	584	619
Weighted Base	339	348
Always	-	-	-	-	-	-	-	-	-	-	-	-	-	-	96	119
Most of the time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28%	34%
Some of the time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	43%	39%
Rarely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15%	16%
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	5%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	2
Net: Not always confident	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16	17
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	5%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	243	229
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	72%	66%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.7a In general, when buying or eating food, how often do you feel confident that it is what it says it is on the label or the menu?
 Base: All adults in England, Wales and NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1771	1775	-	-	-	-
Weighted Base	1678	1672
Always	-	-	-	-	-	-	-	-	-	-	-	-	-	-	436	433	-	-	-	-
Most of the time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26%	26%	-	-	-	-
Some of the time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	801	814	-	-	-	-
Rarely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	48%	49%	-	-	-	-
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19%	16%	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	51	64	-	-	-	-
Net: Not always confident	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	4%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21	21	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	56	66	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	4%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1242	1239	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	74%	74%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.7a In general, when buying or eating food, how often do you feel confident that it is what it says it is on the label or the menu?
 Base: All adults in England, Wales and NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base
Always	-	-	-	-	-	-	-	-	-	-	-	-
Most of the time	-	-	-	-	-	-	-	-	-	-	-	-
Some of the time	-	-	-	-	-	-	-	-	-	-	-	-
Rarely	-	-	-	-	-	-	-	-	-	-	-	-
Never	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
Net: Not always confident	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.7a In general, when buying or eating food, how often do you feel confident that it is what it says it is on the label or the menu?
 Base: All adults in England, Wales and NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109	105	-	-	-	-
Weighted Base	90*	94*
Always	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14	24	-	-	-	-
Most of the time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16%	25%	-	-	-	-
Some of the time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39	40	-	-	-	-
Rarely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	44%	43%	-	-	-	-
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23	23	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20%	24%	-	-	-	-
Net: Not always confident	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	3	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	3%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	1	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	2%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	3	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	3%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	75	70	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	84%	75%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.7a In general, when buying or eating food, how often do you feel confident that it is what it says it is on the label or the menu?

Base: All adults in England, Wales and NI

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	109	124
Weighted Base	106	110
Always	-	-	-	-	-	-	-	-	-	-	62	74
	-	-	-	-	-	-	-	-	-	-	58%	67%
Most of the time	-	-	-	-	-	-	-	-	-	-	31	25
	-	-	-	-	-	-	-	-	-	-	30%	23%
Some of the time	-	-	-	-	-	-	-	-	-	-	13	6
	-	-	-	-	-	-	-	-	-	-	12%	5%
Rarely	-	-	-	-	-	-	-	-	-	-	*	5
	-	-	-	-	-	-	-	-	-	-	*	4%
Never	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	-	1%
Net: Not always confident	-	-	-	-	-	-	-	-	-	-	45	36
	-	-	-	-	-	-	-	-	-	-	42%	33%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.7a In general, when buying or eating food, how often do you feel confident that it is what it says it is on the label or the menu?

Base: All adults in England, Wales and NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Always	-	-	-	-	-	-	-	-	-	-	-	-	-	-	512	531
Most of the time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27%	28%
Some of the time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47%	47%
Rarely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	350	303
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19%	16%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	59	71
Net: Not always confident	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	4%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21	22
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	61	70
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	4%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1362	1345
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	73%	72%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.7b You indicated that you are not always confident that food is what it says it is on the label or menu. What specific issues were you thinking of, if any?

Base: All adults not always confident when buying or eating food

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1441	1416
Weighted Base	1362	1345
Meat (general mentions)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23	46
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%
Horse Meat scandal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	94	70
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	5%
Percentage of ingredients may not be accurate ie sugar levels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	40	18
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3% ^p	1%
Dates on product labels incorrect/misleading	-	-	-	-	-	-	-	-	-	-	-	-	-	-	44	23
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3% ^p	2%
Deliberately mislead ie cheaper/different ingredients to label	-	-	-	-	-	-	-	-	-	-	-	-	-	-	82	61
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	5%
Labels are confusing/too much to read	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20	27
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%
Too little information in labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14	14
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
Don't believe ingredient information on labels/ menus is correct	-	-	-	-	-	-	-	-	-	-	-	-	-	-	161	132
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12%	10%
Labels are misleading/ inaccurate (no further detail)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47	31
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	2%
Food scares i.e. chicken quality egg quality	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26	18
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%
Contamination concerns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	6
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	+	+
Hygiene concerns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18	11
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%

Proportions/Means: All Columns Tested (5% risk level)
 ** very small base (under 30) ineligible for sig testing



Q.7b You indicated that you are not always confident that food is what it says it is on the label or menu. What specific issues were you thinking of, if any?

Base: All adults not always confident when buying or eating food

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1441	1416
Weighted Base	1362	1345
Have to be careful/have been ill/food poisoning	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	1
Quality of items	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16	19
Standards inconsistent/ some places below standard	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9	3
Can't see/know how food prepared	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	10
Correct storage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
Unskilled workers in food industry	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	3
Organisations only interested in profit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-
Concern over additives	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	33
Products have water added	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%
Concern over high levels of fat/sugar/salt	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23	23
GM foods	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%
Food allergy concerns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	3
Takeaway/street/fast food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20	29
Country of/food origin/ source	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	5
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27	20
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19	37
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	3%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42	34
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	2%

Proportions/Mean: All Columns Tested (5% risk level)

** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/November 2016/May 2017/November 2017/May 2018



Q.7b You indicated that you are not always confident that food is what it says it is on the label or menu. What specific issues were you thinking of, if any?

Base: All adults not always confident when buying or eating food

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1441	1416
Weighted Base	1362	1345
Media reports (general mentions)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	37	30
Human error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	8
I buy fresh food/produce	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	2
I do trust them/believe establish/trusted supplier	-	-	-	-	-	-	-	-	-	-	-	-	-	-	34	26
You don't know/can't be sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16	43
I don't trust/believe everything (no detail)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23	16
I'm suspicious by nature	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9	9
Not bothered/concerned	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22	5
Rarely/never eat out/cook own food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	5
Can't tell the ingredients if home made	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	3
Depends where you buy it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13	27
Use my own judgement/experience	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25	20
Generally/just in general	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	18

Proportions/Means: All Columns Tested (5% risk level)
 ** very small base (under 30) ineligible for sig testing



Q.7b You indicated that you are not always confident that food is what it says it is on the label or menu. What specific issues were you thinking of, if any?

Base: All adults not always confident when buying or eating food

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1441	1416
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1362	1345
Packaging/plastics issue	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6
Labels are/can change	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9
Ready meals/pre cooked meals	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1% ^o
Pricing issues	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6
Organic food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6
Halal concerns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7
Lamb	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1% ^o
Cooked food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3
Restaurants/eating out	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9
Tesco	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1% ^o
Honesty/if they are honest	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7
Not well regulated/policed enough	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11
Others	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13
Nothing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	107	87
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	6%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	303	350
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22%	26% ^o

Proportions/Mean: All Columns Tested (5% risk level)
 ** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/November 2016/May 2017/November 2017/May 2018



Q.7b You indicated that you are not always confident that food is what it says it is on the label or menu. What specific issues were you thinking of, if any?

Base: All adults not always confident when buying or eating food

	WAVE																
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1441	1416
Weighted Base	1362	1345
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	127	113
																9%	8%

Proportions/Means: All Columns Tested (5% risk level)
 ** very small base (under 30) ineligible for sig testing



Q.7b You indicated that you are not always confident that food is what it says it is on the label or menu. What specific issues were you thinking of, if any?

Base: All adults not always confident when buying or eating food

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	687	678	-	-	-	-
Weighted Base	642	638
Meat (general mentions)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	26	-	-	-	-
Horse Meat scandal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	4%o	-	-	-	-
Percentage of ingredients may not be accurate ie sugar levels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	53	42	-	-	-	-
Dates on product labels incorrect/misleading	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	7%	-	-	-	-
Deliberately mislead ie cheaper/different ingredients to label	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16	7	-	-	-	-
Labels are confusing/too much to read	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	1%	-	-	-	-
Too little information In labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24	8	-	-	-	-
Don't believe ingredient information on labels/ menus is correct	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%p	1%	-	-	-	-
Labels are misleading/ inaccurate (no further detail)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42	32	-	-	-	-
Food scares i.e. chicken quality egg quality	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	5%	-	-	-	-
Contamination concerns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	11	-	-	-	-
Hygiene concerns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	9	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	74	46	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%p	7%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24	20	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	3%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14	6	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	4	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	5	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
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Base: All adults not always confident when buying or eating food

	FEMALE											
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Unweighted Base	-	-	-	-	-	-	-	-	-	-	754	738
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	720	707
Meat (general mentions)	-	-	-	-	-	-	-	-	-	-	17	20
Horse Meat scandal	-	-	-	-	-	-	-	-	-	-	2%	3%
Percentage of ingredients may not be accurate ie sugar levels	-	-	-	-	-	-	-	-	-	-	41	27
Dates on product labels incorrect/misleading	-	-	-	-	-	-	-	-	-	-	6%	4%
Deliberately mislead ie cheaper/different ingredients to label	-	-	-	-	-	-	-	-	-	-	24	12
Labels are confusing/too much to read	-	-	-	-	-	-	-	-	-	-	3%F	2%
Too little information In labels	-	-	-	-	-	-	-	-	-	-	20	15
Don't believe ingredient information on labels/ menus is correct	-	-	-	-	-	-	-	-	-	-	3%	2%
Labels are misleading/ inaccurate (no further detail)	-	-	-	-	-	-	-	-	-	-	40	29
Food scares i.e. chicken quality egg quality	-	-	-	-	-	-	-	-	-	-	6%	4%
Contamination concerns	-	-	-	-	-	-	-	-	-	-	9	16
Hygiene concerns	-	-	-	-	-	-	-	-	-	-	1%	2%
	-	-	-	-	-	-	-	-	-	-	9	6
	-	-	-	-	-	-	-	-	-	-	1%	1%
	-	-	-	-	-	-	-	-	-	-	87	86
	-	-	-	-	-	-	-	-	-	-	12%	12%
	-	-	-	-	-	-	-	-	-	-	23	11
	-	-	-	-	-	-	-	-	-	-	3%F	2%
	-	-	-	-	-	-	-	-	-	-	12	12
	-	-	-	-	-	-	-	-	-	-	2%	2%
	-	-	-	-	-	-	-	-	-	-	2	2
	-	-	-	-	-	-	-	-	-	-	+	+
	-	-	-	-	-	-	-	-	-	-	10	6
	-	-	-	-	-	-	-	-	-	-	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F

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Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	687	678	-	-	-	-
Weighted Base	642	638
Have to be careful/have been ill/food poisoning	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	-	-	-	-
Quality of items	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	7	-	-	-	-
Standards inconsistent/ some places below standard	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
Can't see/know how food prepared	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	2	-	-	-	-
Correct storage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	*	-	-	-	-
Unskilled workers in food industry	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	6	-	-	-	-
Organisations only interested in profit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
Concern over additives	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-
Products have water added	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-
Concern over high levels of fat/sugar/salt	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-
GM foods	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	22	-	-	-	-
Food allergy concerns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	3% ^o	-	-	-	-
Takeaway/street/fast food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	12	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	1	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	7	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	3	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	*	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	6	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9	22	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	3% ^o	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
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Unweighted Base	-	-	-	-	-	-	-	-	-	-	754	738
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	720	707
Have to be careful/have been ill/food poisoning	-	-	-	-	-	-	-	-	-	-	3	-
Quality of items	-	-	-	-	-	-	-	-	-	-	8	12
Standards inconsistent/ some places below standard	-	-	-	-	-	-	-	-	-	-	1%	2%
Can't see/know how food prepared	-	-	-	-	-	-	-	-	-	-	4	1
Correct storage	-	-	-	-	-	-	-	-	-	-	1%	-
Unskilled workers in food industry	-	-	-	-	-	-	-	-	-	-	6	5
Organisations only interested in profit	-	-	-	-	-	-	-	-	-	-	1%	1%
Concern over additives	-	-	-	-	-	-	-	-	-	-	3	2
Products have water added	-	-	-	-	-	-	-	-	-	-	*	*
Concern over high levels of fat/sugar/salt	-	-	-	-	-	-	-	-	-	-	8	11
GM foods	-	-	-	-	-	-	-	-	-	-	1%	2%
Food allergy concerns	-	-	-	-	-	-	-	-	-	-	14	11
Takeaway/street/fast food	-	-	-	-	-	-	-	-	-	-	2%	2%
	-	-	-	-	-	-	-	-	-	-	4	2
	-	-	-	-	-	-	-	-	-	-	1%	*
	-	-	-	-	-	-	-	-	-	-	14	22
	-	-	-	-	-	-	-	-	-	-	2%	3%
	-	-	-	-	-	-	-	-	-	-	1	2
	-	-	-	-	-	-	-	-	-	-	*	*
	-	-	-	-	-	-	-	-	-	-	19	14
	-	-	-	-	-	-	-	-	-	-	3%	2%
	-	-	-	-	-	-	-	-	-	-	9	15
	-	-	-	-	-	-	-	-	-	-	1%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
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Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	687	678	-	-	-	-
Weighted Base	642	638
Country of/food origin/ source	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19	16	-	-	-	-
Media reports (general mentions)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%	-	-	-	-
Human error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	8	-	-	-	-
I buy fresh food/produce	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%	-	-	-	-
I do trust them/believe establish/trusted supplier	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-	-
You don't know/can't be sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	1%	-	-	-	-
I don't trust/believe everything (no detail)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	1	-	-	-	-
I'm suspicious by nature	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16	8	-	-	-	-
Not bothered/concerned	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%	-	-	-	-
Rarely/never eat out/ cook own food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	24	-	-	-	-
Can't tell the ingredients if home made	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	4%o	-	-	-	-
Depends where you buy it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14	12	-	-	-	-
Use my own judgement/ experience	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	7	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11	4	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	3	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	13	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	2%o	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	8	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%	-	-	-	-

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Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	720	707
Country of/food origin/ source	-	-	-	-	-	-	-	-	-	-	22	17
Media reports (general mentions)	-	-	-	-	-	-	-	-	-	-	3%	2%
Human error	-	-	-	-	-	-	-	-	-	-	25	22
I buy fresh food/produce	-	-	-	-	-	-	-	-	-	-	4%	3%
I do trust them/believe establish/trusted supplier	-	-	-	-	-	-	-	-	-	-	2	5
You don't know/can't be sure	-	-	-	-	-	-	-	-	-	-	*	1%
I don't trust/believe everything (no detail)	-	-	-	-	-	-	-	-	-	-	3	1
I'm suspicious by nature	-	-	-	-	-	-	-	-	-	-	*	*
Not bothered/concerned	-	-	-	-	-	-	-	-	-	-	18	18
Rarely/never eat out/ cook own food	-	-	-	-	-	-	-	-	-	-	2%	3%
Can't tell the ingredients if home made	-	-	-	-	-	-	-	-	-	-	13	20
Depends where you buy it	-	-	-	-	-	-	-	-	-	-	2%	3%
Use my own judgement/ experience	-	-	-	-	-	-	-	-	-	-	8	5
	-	-	-	-	-	-	-	-	-	-	1%	7%
	-	-	-	-	-	-	-	-	-	-	5	2
	-	-	-	-	-	-	-	-	-	-	1%	*
	-	-	-	-	-	-	-	-	-	-	11	1
	-	-	-	-	-	-	-	-	-	-	1%F	*
	-	-	-	-	-	-	-	-	-	-	2	2
	-	-	-	-	-	-	-	-	-	-	*	*
	-	-	-	-	-	-	-	-	-	-	1	3
	-	-	-	-	-	-	-	-	-	-	*	*
	-	-	-	-	-	-	-	-	-	-	11	14
	-	-	-	-	-	-	-	-	-	-	1%	2%
	-	-	-	-	-	-	-	-	-	-	13	12
	-	-	-	-	-	-	-	-	-	-	2%	2%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
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Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	687	678	-	-	-	-
Weighted Base	642	638
Generally/just in general	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	11	-	-	-	-
Packaging/plastics issue	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	2%o	-	-	-	-
Labels are/can change	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	3	-	-	-	-
Ready meals/pre cooked meals	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	3	-	-	-	-
Pricing issues	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	1%	-	-	-	-
Organic food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	5	-	-	-	-
Halal concerns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	1%o	-	-	-	-
Lamb	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	2	-	-	-	-
Cooked food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	1%	-	-	-	-
Restaurants/eating out	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	9	-	-	-	-
Tesco	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	1%o	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	3	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.7b You indicated that you are not always confident that food is what it says it is on the label or menu. What specific issues were you thinking of, if any?

Base: All adults not always confident when buying or eating food

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	754	738
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	720	707
Generally/just in general	-	-	-	-	-	-	-	-	-	-	1	6 1%
Packaging/plastics issue	-	-	-	-	-	-	-	-	-	-	-	3
Labels are/can change	-	-	-	-	-	-	-	-	-	-	-	5 1%E
Ready meals/pre cooked meals	-	-	-	-	-	-	-	-	-	-	-	1
Pricing issues	-	-	-	-	-	-	-	-	-	-	-	4 1%E
Organic food	-	-	-	-	-	-	-	-	-	-	-	6 1%E
Halal concerns	-	-	-	-	-	-	-	-	-	-	-	-
Lamb	-	-	-	-	-	-	-	-	-	-	-	7 1%E
Cooked food	-	-	-	-	-	-	-	-	-	-	-	6 1%E
Restaurants/eating out	-	-	-	-	-	-	-	-	-	-	-	10 1%E
Tesco	-	-	-	-	-	-	-	-	-	-	-	5 1%E

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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Base: All adults not always confident when buying or eating food

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	687	678	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	642	638	..*	..*	..*	..*
Honesty/if they are honest	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	1%o	-	-	-	-
Not well regulated/policed enough	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	1%o	-	-	-	-
Others	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46	44	-	-	-	-
Nothing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	7%	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	147	151	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23%	24%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	65	56	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	9%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
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	FEMALE											
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Unweighted Base	-	-	-	-	-	-	-	-	-	-	754	738
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	720	707
Honesty/if they are honest	-	-	-	-	-	-	-	-	-	-	-	5
Not well regulated/policed enough	-	-	-	-	-	-	-	-	-	-	-	4
Others	-	-	-	-	-	-	-	-	-	-	61	44
Nothing	-	-	-	-	-	-	-	-	-	-	8%	6%
Don't know	-	-	-	-	-	-	-	-	-	-	156	199
	-	-	-	-	-	-	-	-	-	-	22%	28%E
	-	-	-	-	-	-	-	-	-	-	62	57
	-	-	-	-	-	-	-	-	-	-	9%	8%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
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Q.7b You indicated that you are not always confident that food is what it says it is on the label or menu. What specific issues were you thinking of, if any?

Base: All adults not always confident when buying or eating food

	16-25															26-35				
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	195	180	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	211	203	..*	..*	..*	..*
Meat (general mentions)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	7	-	-	-	-
Horse Meat scandal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	4%	-	-	-	-
Percentage of ingredients may not be accurate ie sugar levels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	20	-	-	-	-
Dates on product labels incorrect/misleading	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	10%	-	-	-	-
Deliberately mislead ie cheaper/different ingredients to label	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-
Labels are confusing/too much to read	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-
Too little information In labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	6	-	-	-	-
Don't believe ingredient information on labels/ menus is correct	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	3%	-	-	-	-
Labels are misleading/ inaccurate (no further detail)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13	5	-	-	-	-
Food scares i.e. chicken quality egg quality	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	2%	-	-	-	-
Contamination concerns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
Hygiene concerns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
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Base: All adults not always confident when buying or eating food

	26,35											
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Unweighted Base	-	-	-	-	-	-	-	-	-	-	249	222
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	277	255
Meat (general mentions)	-	-	-	-	-	-	-	-	-	-	4	8
Horse Meat scandal	-	-	-	-	-	-	-	-	-	-	2%	3%
Percentage of ingredients may not be accurate ie sugar levels	-	-	-	-	-	-	-	-	-	-	24	14
Dates on product labels incorrect/misleading	-	-	-	-	-	-	-	-	-	-	9%	6%
Deliberately mislead ie cheaper/different ingredients to label	-	-	-	-	-	-	-	-	-	-	8	4
Labels are confusing/too much to read	-	-	-	-	-	-	-	-	-	-	3%	2%
Too little information in labels	-	-	-	-	-	-	-	-	-	-	7	3
Don't believe ingredient information on labels/ menus is correct	-	-	-	-	-	-	-	-	-	-	3%	1%
Labels are misleading/ inaccurate (no further detail)	-	-	-	-	-	-	-	-	-	-	20	4
Food scares i.e. chicken quality egg quality	-	-	-	-	-	-	-	-	-	-	7%	2%
Contamination concerns	-	-	-	-	-	-	-	-	-	-	1	4
Hygiene concerns	-	-	-	-	-	-	-	-	-	-	*	2%
	-	-	-	-	-	-	-	-	-	-	3	4
	-	-	-	-	-	-	-	-	-	-	1%	1%
	-	-	-	-	-	-	-	-	-	-	28	33
	-	-	-	-	-	-	-	-	-	-	10%	13%
	-	-	-	-	-	-	-	-	-	-	7	6
	-	-	-	-	-	-	-	-	-	-	3%	2%
	-	-	-	-	-	-	-	-	-	-	6	1
	-	-	-	-	-	-	-	-	-	-	2%	*
	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	4	-
	-	-	-	-	-	-	-	-	-	-	1%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
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Base: All adults not always confident when buying or eating food

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	195	180	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	211	203	..*	..*	..*	..*
Have to be careful/have been ill/food poisoning	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
Quality of items	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	-	-	-	-	-
Standards inconsistent/ some places below standard	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	4	-	-	-	-
Can't see/know how food prepared	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
Correct storage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unskilled workers in food industry	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	1	-	-	-	-
Organisations only interested in profit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	*	-	-	-	-
Concern over additives	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
Products have water added	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	4	-	-	-	-
Concern over high levels of fat/sugar/salt	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
GM foods	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	5	-	-	-	-
Food allergy concerns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	3%	-	-	-	-
Takeaway/street/fast food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-
Country of food origin/ source	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	1%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
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	26,35											
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Unweighted Base	-	-	-	-	-	-	-	-	-	-	249	222
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	277	255
Have to be careful/have been ill/food poisoning	-	-	-	-	-	-	-	-	-	-	1	-
Quality of items	-	-	-	-	-	-	-	-	-	-	5	3
Standards inconsistent/ some places below standard	-	-	-	-	-	-	-	-	-	-	2%	1%
Can't see/know how food prepared	-	-	-	-	-	-	-	-	-	-	3	-
Correct storage	-	-	-	-	-	-	-	-	-	-	1%	-
Unskilled workers in food industry	-	-	-	-	-	-	-	-	-	-	1	2
Organisations only interested in profit	-	-	-	-	-	-	-	-	-	-	*	1%
Concern over additives	-	-	-	-	-	-	-	-	-	-	3	14
Products have water added	-	-	-	-	-	-	-	-	-	-	5	3
Concern over high levels of fat/sugar/salt	-	-	-	-	-	-	-	-	-	-	2%	1%
GM foods	-	-	-	-	-	-	-	-	-	-	1	-
Food allergy concerns	-	-	-	-	-	-	-	-	-	-	*	-
Takeaway/street/fast food	-	-	-	-	-	-	-	-	-	-	6	6
Country of/food origin/ source	-	-	-	-	-	-	-	-	-	-	2%	2%
	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	14	6
	-	-	-	-	-	-	-	-	-	-	5%	2%
	-	-	-	-	-	-	-	-	-	-	2	5
	-	-	-	-	-	-	-	-	-	-	1%	2%
	-	-	-	-	-	-	-	-	-	-	4	7
	-	-	-	-	-	-	-	-	-	-	1%	3%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
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	16-25																26-35			
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Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	195	180	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	211	203	..*	..*	..*	..*
Media reports (general mentions)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-	-
Human error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
I buy fresh food/produce	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
I do trust them/believe establish/trusted supplier	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	5	-	-	-	-
You don't know/can't be sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	2%	-	-	-	-
I don't trust/believe everything (no detail)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	8	-	-	-	-
I'm suspicious by nature	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	4%	-	-	-	-
Not bothered/concerned	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	3	-	-	-	-
Rarely/never eat out/cook own food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%	-	-	-	-
Can't tell the ingredients if home made	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	3	-	-	-	-
Depends where you buy it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%	-	-	-	-
Use my own judgement/experience	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	3	-	-	-	-
Generally/just in general	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
Packaging/plastics issue	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9	3	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	1%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/November 2016/May 2017/November 2017/May 2018



Q.7b You indicated that you are not always confident that food is what it says it is on the label or menu. What specific issues were you thinking of, if any?

Base: All adults not always confident when buying or eating food

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	249	222
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	277	255
Media reports (general mentions)	-	-	-	-	-	-	-	-	-	-	9	3
Human error	-	-	-	-	-	-	-	-	-	-	3%	1%
I buy fresh food/produce	-	-	-	-	-	-	-	-	-	-	2	1
I do trust them/believe establish/trusted supplier	-	-	-	-	-	-	-	-	-	-	1%	1%
You don't know/can't be sure	-	-	-	-	-	-	-	-	-	-	5	4
I don't trust/believe everything (no detail)	-	-	-	-	-	-	-	-	-	-	2%	2%
I'm suspicious by nature	-	-	-	-	-	-	-	-	-	-	4	10
Not bothered/concerned	-	-	-	-	-	-	-	-	-	-	1%	4%
Rarely/never eat out/cook own food	-	-	-	-	-	-	-	-	-	-	7	3
Can't tell the ingredients if home made	-	-	-	-	-	-	-	-	-	-	3%	1%
Depends where you buy it	-	-	-	-	-	-	-	-	-	-	2	2
Use my own judgement/experience	-	-	-	-	-	-	-	-	-	-	1%	1%
Generally/just in general	-	-	-	-	-	-	-	-	-	-	1	-
Packaging/plastics issue	-	-	-	-	-	-	-	-	-	-	2	8
	-	-	-	-	-	-	-	-	-	-	1%	3%
	-	-	-	-	-	-	-	-	-	-	1	7
	-	-	-	-	-	-	-	-	-	-	+	3%
	-	-	-	-	-	-	-	-	-	-	-	3
	-	-	-	-	-	-	-	-	-	-	-	1%
	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
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 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.7b You indicated that you are not always confident that food is what it says it is on the label or menu. What specific issues were you thinking of, if any?

Base: All adults not always confident when buying or eating food

	16-25															26-35				
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	195	180	-	-	-	-
Weighted Base	211	203
Labels are/can change	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ready meals/pre cooked meals	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
Pricing issues	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-
Organic food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-
Halal concerns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-
Lamb	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-
Cooked food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
Restaurants/eating out	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-
Tesco	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
Honesty/if they are honest	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-
Not well regulated/policed enough	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
Others	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	11	-	-	-	-
Nothing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	5%	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	48	53	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23%	26%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16	19	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	9%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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	26,35											
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Unweighted Base	-	-	-	-	-	-	-	-	-	-	249	222
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	277	255
Labels are/can change	-	-	-	-	-	-	-	-	-	-	-	1
Ready meals/pre cooked meals	-	-	-	-	-	-	-	-	-	-	-	1%
Pricing issues	-	-	-	-	-	-	-	-	-	-	-	1
Organic food	-	-	-	-	-	-	-	-	-	-	-	1
Halal concerns	-	-	-	-	-	-	-	-	-	-	-	1
Lamb	-	-	-	-	-	-	-	-	-	-	-	1
Cooked food	-	-	-	-	-	-	-	-	-	-	-	1
Restaurants/eating out	-	-	-	-	-	-	-	-	-	-	-	4
Tesco	-	-	-	-	-	-	-	-	-	-	-	7%
Honesty/if they are honest	-	-	-	-	-	-	-	-	-	-	-	2
Not well regulated/policed enough	-	-	-	-	-	-	-	-	-	-	-	1%
Others	-	-	-	-	-	-	-	-	-	-	13	20
Nothing	-	-	-	-	-	-	-	-	-	-	62	65
Don't know	-	-	-	-	-	-	-	-	-	-	22%	25%
	-	-	-	-	-	-	-	-	-	-	32	19
	-	-	-	-	-	-	-	-	-	-	12%	7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
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Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.7b You indicated that you are not always confident that food is what it says it is on the label or menu. What specific issues were you thinking of, if any?

Base: All adults not always confident when buying or eating food

	36-49														50-65					
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	271	276	-	-	-	-
Weighted Base	305	306
Meat (general mentions)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	11	-	-	-	-
Horse Meat scandal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	4%	-	-	-	-
Percentage of ingredients may not be accurate ie sugar levels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23	7	-	-	-	-
Dates on product labels incorrect/misleading	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	2%	-	-	-	-
Deliberately mislead ie cheaper/different ingredients to label	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	6	-	-	-	-
Labels are confusing/too much to read	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	2%	-	-	-	-
Too little information in labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	3	-	-	-	-
Don't believe ingredient information on labels/ menus is correct	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	1%	-	-	-	-
Labels are misleading/ inaccurate (no further detail)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16	18	-	-	-	-
Food scares i.e. chicken quality egg quality	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	6%	-	-	-	-
Contamination concerns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	7	-	-	-	-
Hygiene concerns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	2%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
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Q.7b You indicated that you are not always confident that food is what it says it is on the label or menu. What specific issues were you thinking of, if any?

Base: All adults not always confident when buying or eating food

	50,65											
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Unweighted Base	-	-	-	-	-	-	-	-	-	-	306	329
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	326	353
Meat (general mentions)	-	-	-	-	-	-	-	-	-	-	4	15
Horse Meat scandal	-	-	-	-	-	-	-	-	-	-	1%	4%
Percentage of ingredients may not be accurate ie sugar levels	-	-	-	-	-	-	-	-	-	-	23	23
Dates on product labels incorrect/misleading	-	-	-	-	-	-	-	-	-	-	7%	7%
Deliberately mislead ie cheaper/different ingredients to label	-	-	-	-	-	-	-	-	-	-	10	5
Labels are confusing/too much to read	-	-	-	-	-	-	-	-	-	-	3%	1%
Too little information in labels	-	-	-	-	-	-	-	-	-	-	13	5
Don't believe ingredient information on labels/ menus is correct	-	-	-	-	-	-	-	-	-	-	4%	1%
Labels are misleading/ inaccurate (no further detail)	-	-	-	-	-	-	-	-	-	-	20	27
Food scares i.e. chicken quality egg quality	-	-	-	-	-	-	-	-	-	-	6%	6%
Contamination concerns	-	-	-	-	-	-	-	-	-	-	5	12
Hygiene concerns	-	-	-	-	-	-	-	-	-	-	2%	3%
	-	-	-	-	-	-	-	-	-	-	3	5
	-	-	-	-	-	-	-	-	-	-	1%	1%
	-	-	-	-	-	-	-	-	-	-	39	34
	-	-	-	-	-	-	-	-	-	-	12%	10%
	-	-	-	-	-	-	-	-	-	-	8	6
	-	-	-	-	-	-	-	-	-	-	3%	2%
	-	-	-	-	-	-	-	-	-	-	8	9
	-	-	-	-	-	-	-	-	-	-	3%	3%
	-	-	-	-	-	-	-	-	-	-	1	3
	-	-	-	-	-	-	-	-	-	-	*	1%
	-	-	-	-	-	-	-	-	-	-	4	2
	-	-	-	-	-	-	-	-	-	-	1%	*

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
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Q.7b You indicated that you are not always confident that food is what it says it is on the label or menu. What specific issues were you thinking of, if any?

Base: All adults not always confident when buying or eating food

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	271	276	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	305	306	..*	..*	..*	..*
Have to be careful/have been ill/food poisoning	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
Quality of items	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	3	-	-	-	-
Standards inconsistent/ some places below standard	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
Can't see/know how food prepared	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	-	-	-	-
Correct storage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	*	-	-	-	-
Unskilled workers in food industry	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	6	-	-	-	-
Organisations only interested in profit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
Concern over additives	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
Products have water added	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-
Concern over high levels of fat/sugar/salt	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
GM foods	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9	3%	-	-	-	-
Food allergy concerns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	6	-	-	-	-
Takeaway/street/fast food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
Country of food origin/ source	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	10	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	3%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	3	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	15	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	5%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	4	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	1%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z A/B/C/D
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 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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Base: All adults not always confident when buying or eating food

	50,65											
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Unweighted Base	-	-	-	-	-	-	-	-	-	-	306	329
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	326	353
Have to be careful/have been ill/food poisoning	-	-	-	-	-	-	-	-	-	-	1	-
Quality of items	-	-	-	-	-	-	-	-	-	-	3	6
Standards inconsistent/ some places below standard	-	-	-	-	-	-	-	-	-	-	1%	2%
Can't see/know how food prepared	-	-	-	-	-	-	-	-	-	-	3	1
Correct storage	-	-	-	-	-	-	-	-	-	-	1%	*
Unskilled workers in food industry	-	-	-	-	-	-	-	-	-	-	1	-
Organisations only interested in profit	-	-	-	-	-	-	-	-	-	-	4	4
Concern over additives	-	-	-	-	-	-	-	-	-	-	1%	1%
Products have water added	-	-	-	-	-	-	-	-	-	-	6	6
Concern over high levels of fat/sugar/salt	-	-	-	-	-	-	-	-	-	-	2%	2%
GM foods	-	-	-	-	-	-	-	-	-	-	3	2
Food allergy concerns	-	-	-	-	-	-	-	-	-	-	1%	1%
Takeaway/street/fast food	-	-	-	-	-	-	-	-	-	-	4	6
Country of/food origin/ source	-	-	-	-	-	-	-	-	-	-	1%	2%
	-	-	-	-	-	-	-	-	-	-	1	8
	-	-	-	-	-	-	-	-	-	-	*	2%
	-	-	-	-	-	-	-	-	-	-	16	14
	-	-	-	-	-	-	-	-	-	-	5%	4%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.7b You indicated that you are not always confident that food is what it says it is on the label or menu. What specific issues were you thinking of, if any?

Base: All adults not always confident when buying or eating food

	36-45																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	271	276	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	305	306	..*	..*	..*	..*
Media reports (general mentions)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	6	-	-	-	-
Human error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	2%	-	-	-	-
I buy fresh food/produce	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-	-
I do trust them/believe establish/trusted supplier	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
You don't know/can't be sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-
I don't trust/believe everything (no detail)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	2	-	-	-	-
I'm suspicious by nature	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	1%	-	-	-	-
Not bothered/concerned	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	6	-	-	-	-
Rarely/never eat out/cook own food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
Can't tell the ingredients if home made	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	3	-	-	-	-
Depends where you buy it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
Use my own judgement/experience	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-	-
Generally/just in general	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
Packaging/plastics issue	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	4	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/November 2016/May 2017/November 2017/May 2018



Q.7b You indicated that you are not always confident that food is what it says it is on the label or menu. What specific issues were you thinking of, if any?

Base: All adults not always confident when buying or eating food

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	306	329
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	326	353
Media reports (general mentions)	-	-	-	-	-	-	-	-	-	-	9	13
Human error	-	-	-	-	-	-	-	-	-	-	3%	4%
I buy fresh food/produce	-	-	-	-	-	-	-	-	-	-	2	1
I do trust them/believe establish/trusted supplier	-	-	-	-	-	-	-	-	-	-	1%	*
You don't know/can't be sure	-	-	-	-	-	-	-	-	-	-	2	-
I don't trust/believe everything (no detail)	-	-	-	-	-	-	-	-	-	-	1%	-
I'm suspicious by nature	-	-	-	-	-	-	-	-	-	-	3	10
Not bothered/concerned	-	-	-	-	-	-	-	-	-	-	1%	3%
Rarely/never eat out/cook own food	-	-	-	-	-	-	-	-	-	-	3	13
Can't tell the ingredients if home made	-	-	-	-	-	-	-	-	-	-	1%	4%
Depends where you buy it	-	-	-	-	-	-	-	-	-	-	4	4
Use my own judgement/experience	-	-	-	-	-	-	-	-	-	-	1%	7%
Generally/just in general	-	-	-	-	-	-	-	-	-	-	1	3
Packaging/plastics issue	-	-	-	-	-	-	-	-	-	-	*	7%
	-	-	-	-	-	-	-	-	-	-	4	-
	-	-	-	-	-	-	-	-	-	-	1%	-
	-	-	-	-	-	-	-	-	-	-	3	3
	-	-	-	-	-	-	-	-	-	-	1%	-
	-	-	-	-	-	-	-	-	-	-	4	-
	-	-	-	-	-	-	-	-	-	-	1%	-
	-	-	-	-	-	-	-	-	-	-	6	7
	-	-	-	-	-	-	-	-	-	-	2%	2%
	-	-	-	-	-	-	-	-	-	-	6	4
	-	-	-	-	-	-	-	-	-	-	2%	1%
	-	-	-	-	-	-	-	-	-	-	1	4
	-	-	-	-	-	-	-	-	-	-	*	1%
	-	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	-	*

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.7b You indicated that you are not always confident that food is what it says it is on the label or menu. What specific issues were you thinking of, if any?

Base: All adults not always confident when buying or eating food

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	271	276	-	-	-	-
Weighted Base	305	306
Labels are/can change	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	-	-	-
Ready meals/pre cooked meals	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-
Pricing issues	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-
Organic food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-
Halal concerns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-
Lamb	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-
Cooked food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
Restaurants/eating out	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	-	-	-	-
Tesco	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	-	-
Honesty/if they are honest	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	-	-	-
Not well regulated/policed enough	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-
Others	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
Nothing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	51	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.7b You indicated that you are not always confident that food is what it says it is on the label or menu. What specific issues were you thinking of, if any?

Base: All adults not always confident when buying or eating food

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	306	329
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	326	353
Labels are/can change	-	-	-	-	-	-	-	-	-	-	-	2
Ready meals/pre cooked meals	-	-	-	-	-	-	-	-	-	-	-	1%
Pricing issues	-	-	-	-	-	-	-	-	-	-	-	1
Organic food	-	-	-	-	-	-	-	-	-	-	-	*
Halal concerns	-	-	-	-	-	-	-	-	-	-	-	-
Lamb	-	-	-	-	-	-	-	-	-	-	-	2
Cooked food	-	-	-	-	-	-	-	-	-	-	-	1%
Restaurants/eating out	-	-	-	-	-	-	-	-	-	-	-	2%
Tesco	-	-	-	-	-	-	-	-	-	-	-	-
Honesty/if they are honest	-	-	-	-	-	-	-	-	-	-	-	1
Not well regulated/policed enough	-	-	-	-	-	-	-	-	-	-	-	5
Others	-	-	-	-	-	-	-	-	-	-	35	20
Nothing	-	-	-	-	-	-	-	-	-	-	11%	6%
Don't know	-	-	-	-	-	-	-	-	-	-	75	81
	-	-	-	-	-	-	-	-	-	-	23%	23%
	-	-	-	-	-	-	-	-	-	-	24	22
	-	-	-	-	-	-	-	-	-	-	7%	6%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.7b You indicated that you are not always confident that food is what it says it is on the label or menu. What specific issues were you thinking of, if any?

Base: All adults not always confident when buying or eating food

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	420	409
Weighted Base	243	229
Meat (general mentions)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	4
Horse Meat scandal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%
Percentage of ingredients may not be accurate ie sugar levels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	5
Dates on product labels incorrect/misleading	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	2%
Deliberately mislead ie cheaper/different ingredients to label	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	3
Labels are confusing/too much to read	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	1%
Too little information in labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9	7
Don't believe ingredient information on labels/ menus is correct	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	3%
Labels are misleading/ inaccurate (no further detail)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13	7
Food scares i.e. chicken quality egg quality	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	3%
Contamination concerns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	3
Hygiene concerns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	2
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20	14
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	6%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	4
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	2%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	3
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	1
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.7b You indicated that you are not always confident that food is what it says it is on the label or menu. What specific issues were you thinking of, if any?

Base: All adults not always confident when buying or eating food

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	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	420	409
Weighted Base	243	229
Have to be careful/have been ill/food poisoning	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Quality of items	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	3
Standards inconsistent/ some places below standard	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
Can't see/know how food prepared	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	1
Correct storage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	*
Unskilled workers in food industry	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1
Organisations only interested in profit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*
Concern over additives	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	3
Products have water added	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
Concern over high levels of fat/sugar/salt	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	3
GM foods	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
Food allergy concerns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Takeaway/street/fast food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	6
Country of/food origin/ source	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	2%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9	6
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.7b You indicated that you are not always confident that food is what it says it is on the label or menu. What specific issues were you thinking of, if any?

Base: All adults not always confident when buying or eating food

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	420	409
Weighted Base	243	229
Media reports (general mentions)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	5
Human error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%
I buy fresh food/produce	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	2
I do trust them/believe establish/trusted supplier	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
You don't know/can't be sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	1
I don't trust/believe everything (no detail)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
I'm suspicious by nature	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	5
Not bothered/concerned	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%
Rarely/never eat out/cook own food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	7
Can't tell the ingredients if home made	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%
Depends where you buy it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	3
Use my own judgement/experience	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
Generally/just in general	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	1
Packaging/plastics issue	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	1
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	1
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	2
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	2
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
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Base: All adults not always confident when buying or eating food

	66+															
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Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	420	409
Weighted Base	243	229
Labels are/can change	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Ready meals/pre cooked meals	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Pricing issues	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%
Organic food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Halal concerns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lamb	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2
Cooked food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%
Restaurants/eating out	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4
Tesco	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%
Honesty/if they are honest	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Not well regulated/policed enough	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Others	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21	18
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	8%
Nothing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	67	73
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28%	32%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24	30
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	70%	73%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
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Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1309	1299	-	-	-	-
Weighted Base	1242	1239
Meat (general mentions)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21	44	-	-	-	-
Horse Meat scandal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	4%	-	-	-	-
Percentage of ingredients may not be accurate ie sugar levels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	85	59	-	-	-	-
Dates on product labels incorrect/misleading	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	5%	-	-	-	-
Deliberately mislead ie cheaper/different ingredients to label	-	-	-	-	-	-	-	-	-	-	-	-	-	-	38	18	-	-	-	-
Labels are confusing/too much to read	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	1%	-	-	-	-
Too little information in labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39	22	-	-	-	-
Don't believe ingredient information on labels/ menus is correct	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	2%	-	-	-	-
Labels are misleading/ inaccurate (no further detail)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	77	54	-	-	-	-
Food scares i.e. chicken quality egg quality	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	4%	-	-	-	-
Contamination concerns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18	22	-	-	-	-
Hygiene concerns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
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Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base
Meat (general mentions)	-	-	-	-	-	-	-	-	-	-	-	-
Horse Meat scandal	-	-	-	-	-	-	-	-	-	-	-	-
Percentage of ingredients may not be accurate ie sugar levels	-	-	-	-	-	-	-	-	-	-	-	-
Dates on product labels incorrect/misleading	-	-	-	-	-	-	-	-	-	-	-	-
Deliberately mislead ie cheaper/different ingredients to label	-	-	-	-	-	-	-	-	-	-	-	-
Labels are confusing/too much to read	-	-	-	-	-	-	-	-	-	-	-	-
Too little information in labels	-	-	-	-	-	-	-	-	-	-	-	-
Don't believe ingredient information on labels/ menus is correct	-	-	-	-	-	-	-	-	-	-	-	-
Labels are misleading/ inaccurate (no further detail)	-	-	-	-	-	-	-	-	-	-	-	-
Food scares i.e. chicken quality egg quality	-	-	-	-	-	-	-	-	-	-	-	-
Contamination concerns	-	-	-	-	-	-	-	-	-	-	-	-
Hygiene concerns	-	-	-	-	-	-	-	-	-	-	-	-

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Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1309	1299	-	-	-	-
Weighted Base	1242	1239
Have to be careful/have been ill/food poisoning	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	1	-	-	-	-
Quality of items	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14	17	-	-	-	-
Standards inconsistent/ some places below standard	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
Can't see/know how food prepared	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9	3	-	-	-	-
Correct storage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	*	-	-	-	-
Unskilled workers in food industry	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	*	-	-	-	-
Organisations only interested in profit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	33	-	-	-	-
Concern over additives	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%	-	-	-	-
Products have water added	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20	21	-	-	-	-
Concern over high levels of fat/sugar/salt	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
GM foods	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	3	-	-	-	-
Food allergy concerns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19	28	-	-	-	-
Takeaway/street/fast food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
Country of food origin/ source	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	4	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22	20	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14	35	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	3%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	36	32	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z A/B/C/D

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Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base
Have to be careful/have been ill/food poisoning	-	-	-	-	-	-	-	-	-	-	-	-
Quality of items	-	-	-	-	-	-	-	-	-	-	-	-
Standards inconsistent/ some places below standard	-	-	-	-	-	-	-	-	-	-	-	-
Can't see/know how food prepared	-	-	-	-	-	-	-	-	-	-	-	-
Correct storage	-	-	-	-	-	-	-	-	-	-	-	-
Unskilled workers in food industry	-	-	-	-	-	-	-	-	-	-	-	-
Organisations only interested in profit	-	-	-	-	-	-	-	-	-	-	-	-
Concern over additives	-	-	-	-	-	-	-	-	-	-	-	-
Products have water added	-	-	-	-	-	-	-	-	-	-	-	-
Concern over high levels of fat/sugar/salt	-	-	-	-	-	-	-	-	-	-	-	-
GM foods	-	-	-	-	-	-	-	-	-	-	-	-
Food allergy concerns	-	-	-	-	-	-	-	-	-	-	-	-
Takeaway/street/fast food	-	-	-	-	-	-	-	-	-	-	-	-
Country of/food origin/ source	-	-	-	-	-	-	-	-	-	-	-	-

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Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1309	1299	-	-	-	-
Weighted Base	1242	1239
Media reports (general mentions)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	36	25	-	-	-	-
Human error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	8	-	-	-	-
I buy fresh food/produce	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	2	-	-	-	-
I do trust them/believe establish/trusted supplier	-	-	-	-	-	-	-	-	-	-	-	-	-	-	32	26	-	-	-	-
You don't know/can't be sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14	40	-	-	-	-
I don't trust/believe everything (no detail)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21	16	-	-	-	-
I'm suspicious by nature	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	9	-	-	-	-
Not bothered/concerned	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19	5	-	-	-	-
Rarely/never eat out/cook own food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	5	-	-	-	-
Can't tell the ingredients if home made	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	3	-	-	-	-
Depends where you buy it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	26	-	-	-	-
Use my own judgement/experience	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20	20	-	-	-	-
Generally/just in general	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	18	-	-	-	-
Packaging/plastics issue	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	6	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

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Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base
Media reports (general mentions)	-	-	-	-	-	-	-	-	-	-	-	-
Human error	-	-	-	-	-	-	-	-	-	-	-	-
I buy fresh food/produce	-	-	-	-	-	-	-	-	-	-	-	-
I do trust them/believe establish/trusted supplier	-	-	-	-	-	-	-	-	-	-	-	-
You don't know/can't be sure	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust/believe everything (no detail)	-	-	-	-	-	-	-	-	-	-	-	-
I'm suspicious by nature	-	-	-	-	-	-	-	-	-	-	-	-
Not bothered/concerned	-	-	-	-	-	-	-	-	-	-	-	-
Rarely/never eat out/cook own food	-	-	-	-	-	-	-	-	-	-	-	-
Can't tell the ingredients if home made	-	-	-	-	-	-	-	-	-	-	-	-
Depends where you buy it	-	-	-	-	-	-	-	-	-	-	-	-
Use my own judgement/experience	-	-	-	-	-	-	-	-	-	-	-	-
Generally/just in general	-	-	-	-	-	-	-	-	-	-	-	-
Packaging/plastics issue	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

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	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)	
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1309	-	-	-	-		
Weighted Base	1242	1299	1239
Labels are/can change	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	-	-	-	-	
Ready meals/pre cooked meals	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	
Pricing issues	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	-	-	-	-	
Organic food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	-	-	-	-	
Halal concerns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	
Lamb	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	-	-	-	-	
Cooked food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	
Restaurants/eating out	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	-	-	-	-	
Tesco	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	
Honesty/if they are honest	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	-	-	-	-	
Not well regulated/policed enough	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11	-	-	-	-	
Others	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	
Nothing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	-	-	-	-	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	97	83	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	7%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	277	316	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22%	26%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	113	107	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	9%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



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Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
Labels are/can change	-	-	-	-	-	-	-	-	-	-	-	-
Ready meals/pre cooked meals	-	-	-	-	-	-	-	-	-	-	-	-
Pricing issues	-	-	-	-	-	-	-	-	-	-	-	-
Organic food	-	-	-	-	-	-	-	-	-	-	-	-
Halal concerns	-	-	-	-	-	-	-	-	-	-	-	-
Lamb	-	-	-	-	-	-	-	-	-	-	-	-
Cooked food	-	-	-	-	-	-	-	-	-	-	-	-
Restaurants/eating out	-	-	-	-	-	-	-	-	-	-	-	-
Tesco	-	-	-	-	-	-	-	-	-	-	-	-
Honesty/if they are honest	-	-	-	-	-	-	-	-	-	-	-	-
Not well regulated/policed enough	-	-	-	-	-	-	-	-	-	-	-	-
Others	-	-	-	-	-	-	-	-	-	-	-	-
Nothing	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
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Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	89	81	-	-	-	-
Weighted Base	75*	70*
Meat (general mentions)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	2	-	-	-	-
Horse Meat scandal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%	-	-	-	-
Percentage of ingredients may not be accurate ie sugar levels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	7	-	-	-	-
Dates on product labels incorrect/misleading	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	10%	-	-	-	-
Deliberately mislead ie cheaper/different ingredients to label	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
Labels are confusing/too much to read	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	-	-	-	-	-
Too little information in labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
Don't believe ingredient information on labels/ menus is correct	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
Labels are misleading/ inaccurate (no further detail)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	7	-	-	-	-
Food scares i.e. chicken quality egg quality	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	10%	-	-	-	-
Contamination concerns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hygiene concerns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
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Unweighted Base	-	-	-	-	-	-	-	-	-	-	43	36
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	45*	36*
Meat (general mentions)	-	-	-	-	-	-	-	-	-	-	1	-
Horse Meat scandal	-	-	-	-	-	-	-	-	-	-	2%	-
Percentage of ingredients may not be accurate ie sugar levels	-	-	-	-	-	-	-	-	-	-	3	4
Dates on product labels incorrect/misleading	-	-	-	-	-	-	-	-	-	-	8%	10%
Deliberately mislead ie cheaper/different ingredients to label	-	-	-	-	-	-	-	-	-	-	-	-
Labels are confusing/too much to read	-	-	-	-	-	-	-	-	-	-	5	1
Too little information in labels	-	-	-	-	-	-	-	-	-	-	10%	2%
Don't believe ingredient information on labels/ menus is correct	-	-	-	-	-	-	-	-	-	-	2	-
Labels are misleading/ inaccurate (no further detail)	-	-	-	-	-	-	-	-	-	-	4%	-
Food scares i.e. chicken quality egg quality	-	-	-	-	-	-	-	-	-	-	1	3
Contamination concerns	-	-	-	-	-	-	-	-	-	-	2%	9%
Hygiene concerns	-	-	-	-	-	-	-	-	-	-	1	-
	-	-	-	-	-	-	-	-	-	-	2%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
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Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	89	81	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	75*	70*	..*	..*	..*	..*
Have to be careful/have been ill/food poisoning	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quality of items	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
Standards inconsistent/ some places below standard	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-
Can't see/know how food prepared	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Correct storage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
Unskilled workers in food industry	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-
Organisations only interested in profit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Concern over additives	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
Products have water added	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-
Concern over high levels of fat/sugar/salt	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
GM foods	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-
Food allergy concerns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	1	-	-	-	-
Takeaway/street/fast food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	1%	-	-	-	-
Country of/food origin/ source	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	2	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	1	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	2%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

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Unweighted Base	-	-	-	-	-	-	-	-	-	-	43	36
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	45*	36*
Have to be careful/have been ill/food poisoning	-	-	-	-	-	-	-	-	-	-	-	-
Quality of items	-	-	-	-	-	-	-	-	-	-	2	1
Standards inconsistent/ some places below standard	-	-	-	-	-	-	-	-	-	-	4%	3%
Can't see/know how food prepared	-	-	-	-	-	-	-	-	-	-	-	-
Correct storage	-	-	-	-	-	-	-	-	-	-	-	-
Unskilled workers in food industry	-	-	-	-	-	-	-	-	-	-	-	-
Organisations only interested in profit	-	-	-	-	-	-	-	-	-	-	1	-
Concern over additives	-	-	-	-	-	-	-	-	-	-	2%	-
Products have water added	-	-	-	-	-	-	-	-	-	-	2	2
Concern over high levels of fat/sugar/salt	-	-	-	-	-	-	-	-	-	-	5%	7%
GM foods	-	-	-	-	-	-	-	-	-	-	-	-
Food allergy concerns	-	-	-	-	-	-	-	-	-	-	-	1
Takeaway/street/fast food	-	-	-	-	-	-	-	-	-	-	2%	-
Country of/food origin/ source	-	-	-	-	-	-	-	-	-	-	4	-
	-	-	-	-	-	-	-	-	-	-	8%	-
	-	-	-	-	-	-	-	-	-	-	2	-
	-	-	-	-	-	-	-	-	-	-	5%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

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Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	89	81	-	-	-	-
Weighted Base	75*	70*
Media reports (general mentions)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	4	-	-	-	-
Human error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	6%	-	-	-	-
I buy fresh food/produce	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-
I do trust them/believe establish/trusted supplier	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	-	-	-	-	-
You don't know/can't be sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust/believe everything (no detail)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
I'm suspicious by nature	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	-	-	-
Not bothered/concerned	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	-	-	-	-
Rarely/never eat out/ cook own food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	-	-	-	-	-
Can't tell the ingredients if home made	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
Depends where you buy it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	-	-	-
Use my own judgement/ experience	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
Generally/just in general	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	-	-	-
Packaging/plastics issue	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
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Unweighted Base	-	-	-	-	-	-	-	-	-	-	43	36
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	45*	36*
Media reports (general mentions)	-	-	-	-	-	-	-	-	-	-	-	1 2%
Human error	-	-	-	-	-	-	-	-	-	-	-	-
I buy fresh food/produce	-	-	-	-	-	-	-	-	-	-	-	-
I do trust them/believe establish/trusted supplier	-	-	-	-	-	-	-	-	-	-	-	1 2%
You don't know/can't be sure	-	-	-	-	-	-	-	-	-	-	2 4%	4 10%
I don't trust/believe everything (no detail)	-	-	-	-	-	-	-	-	-	-	-	-
I'm suspicious by nature	-	-	-	-	-	-	-	-	-	-	-	-
Not bothered/concerned	-	-	-	-	-	-	-	-	-	-	1 2%	-
Rarely/never eat out/cook own food	-	-	-	-	-	-	-	-	-	-	-	-
Can't tell the ingredients if home made	-	-	-	-	-	-	-	-	-	-	-	-
Depends where you buy it	-	-	-	-	-	-	-	-	-	-	1 2%	1 2%
Use my own judgement/experience	-	-	-	-	-	-	-	-	-	-	3 7%	1%
Generally/just in general	-	-	-	-	-	-	-	-	-	-	-	-
Packaging/plastics issue	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

* small base; ** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.7b You indicated that you are not always confident that food is what it says it is on the label or menu. What specific issues were you thinking of, if any?

Base: All adults not always confident when buying or eating food

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	89	81	-	-	-	-
Weighted Base	75*	70*
Labels are/can change	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
Ready meals/pre cooked meals	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-
Pricing issues	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-
Organic food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
Halal concerns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-
Lamb	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
Cooked food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	-	-
Restaurants/eating out	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	-	-	-	-
Tesco	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Honesty/if they are honest	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well regulated/policed enough	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Others	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	3	-	-	-	-
Nothing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19	31	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26%	44%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13	4	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17%	6%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.7b You indicated that you are not always confident that food is what it says it is on the label or menu. What specific issues were you thinking of, if any?

Base: All adults not always confident when buying or eating food

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	43	36
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	45*	36*
Labels are/can change	-	-	-	-	-	-	-	-	-	-	-	-
Ready meals/pre cooked meals	-	-	-	-	-	-	-	-	-	-	-	-
Pricing issues	-	-	-	-	-	-	-	-	-	-	-	-
Organic food	-	-	-	-	-	-	-	-	-	-	-	1
Halal concerns	-	-	-	-	-	-	-	-	-	-	-	4%
Lamb	-	-	-	-	-	-	-	-	-	-	-	-
Cooked food	-	-	-	-	-	-	-	-	-	-	-	-
Restaurants/eating out	-	-	-	-	-	-	-	-	-	-	-	1
Tesco	-	-	-	-	-	-	-	-	-	-	-	3%
Honesty/if they are honest	-	-	-	-	-	-	-	-	-	-	-	-
Not well regulated/policed enough	-	-	-	-	-	-	-	-	-	-	-	1
Others	-	-	-	-	-	-	-	-	-	-	3	2
Nothing	-	-	-	-	-	-	-	-	-	-	8%	4%
Don't know	-	-	-	-	-	-	-	-	-	-	7	3
	-	-	-	-	-	-	-	-	-	-	15%	8%
	-	-	-	-	-	-	-	-	-	-	1	2
	-	-	-	-	-	-	-	-	-	-	2%	7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.7b You indicated that you are not always confident that food is what it says it is on the label or menu. What specific issues were you thinking of, if any?

Base: All adults not always confident when buying or eating food

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1441	1416
Weighted Base	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	1362	1345
Meat (general mentions)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23	46
Horse Meat scandal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%
Percentage of ingredients may not be accurate ie sugar levels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	94	70
Dates on product labels incorrect/misleading	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	5%
Deliberately mislead ie cheaper/different ingredients to label	-	-	-	-	-	-	-	-	-	-	-	-	-	-	40	18
Labels are confusing/too much to read	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	1%
Too little information In labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	44	23
Don't believe ingredient information on labels/ menus is correct	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	2%
Labels are misleading/ inaccurate (no further detail)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	82	61
Food scares i.e. chicken quality egg quality	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	5%
Contamination concerns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20	27
Hygiene concerns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47	31
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	2%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26	18
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	6
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	.	.
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18	11
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.7b You indicated that you are not always confident that food is what it says it is on the label or menu. What specific issues were you thinking of, if any?

Base: All adults not always confident when buying or eating food

	ADDITIONAL COUNTRY ENGLAND/WALES/N															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	1441	1416
Weighted Base	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	1362	1345
Have to be careful/have been ill/food poisoning	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	1
Quality of items	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16	19
Standards inconsistent/ some places below standard	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
Can't see/know how food prepared	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9	3
Correct storage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	*
Unskilled workers in food industry	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	10
Organisations only interested in profit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
Concern over additives	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	3
Products have water added	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*
Concern over high levels of fat/sugar/salt	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-
GM foods	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	33
Food allergy concerns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	2%
Takeaway/street/fast food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23	23
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	5
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27	20
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19	37
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	3%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.7b You indicated that you are not always confident that food is what it says it is on the label or menu. What specific issues were you thinking of, if any?

Base: All adults not always confident when buying or eating food

	ADDITIONAL COUNTRY ENGLAND/WALES/N															Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)			
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1441	1416
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1362	1345
Country of/food origin/ source	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42	34
Media reports (general mentions)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	2%
Human error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	37	30
I buy fresh food/produce	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	2%
I do trust them/believe establish/trusted supplier	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	8
You don't know/can't be sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	1%
I don't trust/believe everything (no detail)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	2
I'm suspicious by nature	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*
Not bothered/concerned	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	34	26
Rarely/never eat out/ cook own food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%
Can't tell the ingredients if home made	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16	43
Depends where you buy it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	3%
Use my own judgement/ experience	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23	16
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	7%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9	9
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	7%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22	5
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	*
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	5
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	3
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13	27
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25	20
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.7b You indicated that you are not always confident that food is what it says it is on the label or menu. What specific issues were you thinking of, if any?

Base: All adults not always confident when buying or eating food

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1441	1416
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1362	1345
Generally/just in general	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	18
Packaging/plastics issue	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	1%
Labels are/can change	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6
Ready meals/pre cooked meals	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9
Pricing issues	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%
Organic food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6
Halal concerns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*
Lamb	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7
Cooked food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%
Restaurants/eating out	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6
Tesco	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*
Honesty/if they are honest	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19
Not well regulated/policed enough	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.7b You indicated that you are not always confident that food is what it says it is on the label or menu. What specific issues were you thinking of, if any?

Base: All adults not always confident when buying or eating food

	ADDITIONAL COUNTRY															
	ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1441	1416
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1362	1345
Others	-	-	-	-	-	-	-	-	-	-	-	-	-	-	107	87
															8%	6%
Nothing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	303	350
															22%	26%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	127	113
															9%	8%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.7c Over the past year, have you ever done any of the following because you were not confident that food was what it says it was on the label or menu?

Base: All adults not always confident when buying or eating food

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1441	1416
Weighted Base	1362	1345
Tried to get more information about the issue	-	-	-	-	-	-	-	-	-	-	-	-	-	-	126	137
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	10%
Read about the issue when you saw it but did not seek out information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	113	117
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	9%
Read food labels more labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	394	391
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29%	29%
Changed the way you cook food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	124	120
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	9%
Changed the way you prepare food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	116	93
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	7%
Stopped shopping for food at certain places	-	-	-	-	-	-	-	-	-	-	-	-	-	-	242	193
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18%p	14%
Stopped eating/buying certain foods	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Took the product back to where I bought it from	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	43	34
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%
Took no action	-	-	-	-	-	-	-	-	-	-	-	-	-	-	667	667
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	49%	50%
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.37	1.33
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.82	0.75
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Mean: All Columns Tested (5% risk level)
 ** very small base (under 30) ineligible for sig testing



Q.7c Over the past year, have you ever done any of the following because you were not confident that food was what it says it was on the label or menu?

Base: All adults not always confident when buying or eating food

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	687	678	-	-	-	-
Weighted Base	642	638
Tried to get more information about the issue	-	-	-	-	-	-	-	-	-	-	-	-	-	-	56	59	-	-	-	-
Read about the issue when you saw it but did not seek out information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	9%	-	-	-	-
Read food labels more	-	-	-	-	-	-	-	-	-	-	-	-	-	-	58	45	-	-	-	-
Changed the way you cook food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	7%	-	-	-	-
Changed the way you prepare food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	163	173	-	-	-	-
Stopped shopping for food at certain places	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25%	27%	-	-	-	-
Stopped eating/buying certain foods	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47	49	-	-	-	-
Took the product back to where I bought it from	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	8%	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	50	41	-	-	-	-
Took no action	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	6%	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	106	87	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16%	14%	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18	16	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	336	334	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	52%	52%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.33	1.29	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.77	0.67	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.7c Over the past year, have you ever done any of the following because you were not confident that food was what it says it was on the label or menu?

Base: All adults not always confident when buying or eating food

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	754	738
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	720	707
Tried to get more information about the issue	-	-	-	-	-	-	-	-	-	-	71	78
											10%	11%
Read about the issue when you saw it but did not seek out information	-	-	-	-	-	-	-	-	-	-	54	73
											8%	10%
Read food labels more	-	-	-	-	-	-	-	-	-	-	231	218
labels											32%	31%
Changed the way you cook food	-	-	-	-	-	-	-	-	-	-	77	71
											11%	10%
Changed the way you prepare food	-	-	-	-	-	-	-	-	-	-	66	52
											9%	7%
Stopped shopping for food at certain places	-	-	-	-	-	-	-	-	-	-	136	106
											19%	15%
Stopped eating/buying certain foods	-	-	-	-	-	-	-	-	-	-	-	-
Took the product back to where I bought it from	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	25	18
											3%	3%
Took no action	-	-	-	-	-	-	-	-	-	-	331	333
											46%	47%
Average number of mentions	-	-	-	-	-	-	-	-	-	-	1.41	1.37
Standard deviation	-	-	-	-	-	-	-	-	-	-	0.86	0.82
Standard error	-	-	-	-	-	-	-	-	-	-	0.03	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.7c Over the past year, have you ever done any of the following because you were not confident that food was what it says it was on the label or menu?

Base: All adults not always confident when buying or eating food

	16-25														26-35					
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	195	180	-	-	-	-
Weighted Base	211	203
Tried to get more information about the issue	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22	13	-	-	-	-
Read about the issue when you saw it but did not seek out information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	6%	-	-	-	-
Read food labels more	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	10	-	-	-	-
Changed the way you cook food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	5%	-	-	-	-
Changed the way you prepare food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	56	47	-	-	-	-
Stopped shopping for food at certain places	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27%	23%	-	-	-	-
Stopped eating/buying certain foods	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23	20	-	-	-	-
Took the product back to where I bought it from	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23	20	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	10%	-	-	-	-
Took no action	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24	14	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	7%	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	45	19	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21%	10%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	2	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	101	114	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	48%	56%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.38	1.20	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.82	0.61	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.06	0.05	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.7c Over the past year, have you ever done any of the following because you were not confident that food was what it says it was on the label or menu?

Base: All adults not always confident when buying or eating food

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	249	222
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	277	255
Tried to get more information about the issue	-	-	-	-	-	-	-	-	-	-	34	38
	-	-	-	-	-	-	-	-	-	-	12%	15%
Read about the issue when you saw it but did not seek out information	-	-	-	-	-	-	-	-	-	-	27	23
	-	-	-	-	-	-	-	-	-	-	10%	9%
Read food labels more	-	-	-	-	-	-	-	-	-	-	80	86
labels	-	-	-	-	-	-	-	-	-	-	29%	34%
Changed the way you cook food	-	-	-	-	-	-	-	-	-	-	31	29
	-	-	-	-	-	-	-	-	-	-	11%	11%
Changed the way you prepare food	-	-	-	-	-	-	-	-	-	-	31	22
	-	-	-	-	-	-	-	-	-	-	11%	9%
Stopped shopping for food at certain places	-	-	-	-	-	-	-	-	-	-	49	34
	-	-	-	-	-	-	-	-	-	-	16%	13%
Stopped eating/buying certain foods	-	-	-	-	-	-	-	-	-	-	-	-
Took the product back to where I bought it from	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	6	2
	-	-	-	-	-	-	-	-	-	-	2%	1%
Took no action	-	-	-	-	-	-	-	-	-	-	130	105
	-	-	-	-	-	-	-	-	-	-	47%	41%
Average number of mentions	-	-	-	-	-	-	-	-	-	-	1.42	1.34
Standard deviation	-	-	-	-	-	-	-	-	-	-	0.92	0.73
Standard error	-	-	-	-	-	-	-	-	-	-	0.06	0.05

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.7c Over the past year, have you ever done any of the following because you were not confident that food was what it says it was on the label or menu?

Base: All adults not always confident when buying or eating food

	36-49														50-65					
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	271	276	-	-	-	-
Weighted Base	305	306
Tried to get more information about the issue	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33	35	-	-	-	-
Read about the issue when you saw it but did not seek out information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	12%	-	-	-	-
Read food labels more	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30	40	-	-	-	-
Changed the way you cook food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	13%	-	-	-	-
Changed the way you prepare food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	87	98	-	-	-	-
Stopped shopping for food at certain places	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28%	32%	-	-	-	-
Stopped eating/buying certain foods	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30	31	-	-	-	-
Took the product back to where I bought it from	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	10%	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23	20	-	-	-	-
Took no action	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	6%	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	62	49	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20%	16%	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	9	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	3%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	142	144	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47%	47%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.41	1.43	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.91	0.89	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.06	0.05	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.7c Over the past year, have you ever done any of the following because you were not confident that food was what it says it was on the label or menu?

Base: All adults not always confident when buying or eating food

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	306	329
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	326	353
Tried to get more information about the issue	-	-	-	-	-	-	-	-	-	-	24	33
Read about the issue when you saw it but did not seek out information	-	-	-	-	-	-	-	-	-	-	8%	9%
Read food labels more	-	-	-	-	-	-	-	-	-	-	32	30
Changed the way you cook food	-	-	-	-	-	-	-	-	-	-	10%	9%
Changed the way you prepare food	-	-	-	-	-	-	-	-	-	-	33%	30%
Stopped shopping for food at certain places	-	-	-	-	-	-	-	-	-	-	30	29
Stopped eating/buying certain foods	-	-	-	-	-	-	-	-	-	-	9%	8%
Took the product back to where I bought it from	-	-	-	-	-	-	-	-	-	-	22	24
Other	-	-	-	-	-	-	-	-	-	-	7%	7%
Took no action	-	-	-	-	-	-	-	-	-	-	56	57
Average number of mentions	-	-	-	-	-	-	-	-	-	-	17%	16%
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	13	16
	-	-	-	-	-	-	-	-	-	-	4%	5%
	-	-	-	-	-	-	-	-	-	-	157	173
	-	-	-	-	-	-	-	-	-	-	48%	49%
	-	-	-	-	-	-	-	-	-	-	1.40	1.37
	-	-	-	-	-	-	-	-	-	-	0.76	0.77
	-	-	-	-	-	-	-	-	-	-	0.04	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.7c Over the past year, have you ever done any of the following because you were not confident that food was what it says it was on the label or menu?

Base: All adults not always confident when buying or eating food

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	420	409
Weighted Base	243	229
Tried to get more information about the issue	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13	18
Read about the issue when you saw it but did not seek out information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	8%
Read food labels more labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11	14
Changed the way you cook food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	6%
Changed the way you prepare food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11	11
Stopped shopping for food at certain places	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	5%
Stopped eating/buying certain foods	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15	14
Took the product back to where I bought it from	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	6%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28	32
Took no action	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12%	14%
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9	5
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	2%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.7c Over the past year, have you ever done any of the following because you were not confident that food was what it says it was on the label or menu?

Base: All adults not always confident when buying or eating food

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1309	1299	-	-	-	-
Weighted Base	1242	1239
Tried to get more information about the issue	-	-	-	-	-	-	-	-	-	-	-	-	-	-	120	125	-	-	-	-
Read about the issue when you saw it but did not seek out information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	10%	-	-	-	-
Read food labels more	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	9%	-	-	-	-
Changed the way you cook food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	111	112	-	-	-	-
Changed the way you prepare food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	9%	-	-	-	-
Stopped shopping for food at certain places	-	-	-	-	-	-	-	-	-	-	-	-	-	-	104	88	-	-	-	-
Stopped eating/buying certain foods	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	7%	-	-	-	-
Took the product back to where I bought it from	-	-	-	-	-	-	-	-	-	-	-	-	-	-	224	180	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18%	15%	-	-	-	-
Took no action	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42	32	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	602	617	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	48%	50%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.38	1.33	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.82	0.75	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.7c Over the past year, have you ever done any of the following because you were not confident that food was what it says it was on the label or menu?

Base: All adults not always confident when buying or eating food

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
Tried to get more information about the issue	-	-	-	-	-	-	-	-	-	-	-	-
Read about the issue when you saw it but did not seek out information	-	-	-	-	-	-	-	-	-	-	-	-
Read food labels more	-	-	-	-	-	-	-	-	-	-	-	-
Changed the way you cook food	-	-	-	-	-	-	-	-	-	-	-	-
Changed the way you prepare food	-	-	-	-	-	-	-	-	-	-	-	-
Stopped shopping for food at certain places	-	-	-	-	-	-	-	-	-	-	-	-
Stopped eating/buying certain foods	-	-	-	-	-	-	-	-	-	-	-	-
Took the product back to where I bought it from	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-
Took no action	-	-	-	-	-	-	-	-	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.7c Over the past year, have you ever done any of the following because you were not confident that food was what it says it was on the label or menu?

Base: All adults not always confident when buying or eating food

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	89	81	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	75*	70*	..*	..*	..*	..*
Tried to get more information about the issue	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	4	-	-	-	-
Read about the issue when you saw it but did not seek out information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	6%	-	-	-	-
Read food labels more	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	6	-	-	-	-
Changed the way you cook food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	8%	-	-	-	-
Changed the way you prepare food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16	18	-	-	-	-
Stopped shopping for food at certain places	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21%	26%	-	-	-	-
Stopped eating/buying certain foods	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	5	-	-	-	-
Took the product back to where I bought it from	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	7%	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	2	-	-	-	-
Took no action	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	3%	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	10	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	14%	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47	36	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	62%	52%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.25	1.20	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.72	0.49	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.08	0.05	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.7c Over the past year, have you ever done any of the following because you were not confident that food was what it says it was on the label or menu?

Base: All adults not always confident when buying or eating food

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	43	36
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	45*	36*
Tried to get more information about the issue	-	-	-	-	-	-	-	-	-	-	2	7
Read about the issue when you saw it but did not seek out information	-	-	-	-	-	-	-	-	-	-	4%	21%
Read food labels more	-	-	-	-	-	-	-	-	-	-	4	5
Read food labels more labels	-	-	-	-	-	-	-	-	-	-	9%	15%
Changed the way you cook food	-	-	-	-	-	-	-	-	-	-	16	18
Changed the way you prepare food	-	-	-	-	-	-	-	-	-	-	35%	50%
Stopped shopping for food at certain places	-	-	-	-	-	-	-	-	-	-	6	3
Stopped eating/buying certain foods	-	-	-	-	-	-	-	-	-	-	13%	8%
Took the product back to where I bought it from	-	-	-	-	-	-	-	-	-	-	4	3
Other	-	-	-	-	-	-	-	-	-	-	9%	8%
Took no action	-	-	-	-	-	-	-	-	-	-	11	2
Average number of mentions	-	-	-	-	-	-	-	-	-	-	25%	7%
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	18	14
	-	-	-	-	-	-	-	-	-	-	41%	40%
	-	-	-	-	-	-	-	-	-	-	1.35	1.57
	-	-	-	-	-	-	-	-	-	-	0.92	1.17
	-	-	-	-	-	-	-	-	-	-	0.14	0.19

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.7c Over the past year, have you ever done any of the following because you were not confident that food was what it says it was on the label or menu?

Base: All adults not always confident when buying or eating food

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1441	1416
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1362	1345
Tried to get more information about the issue	-	-	-	-	-	-	-	-	-	-	-	-	-	-	126	137
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	10%
Read about the issue when you saw it but did not seek out information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	113	117
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	9%
Read food labels more labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	394	391
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29%	29%
Changed the way you cook food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	124	120
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	9%
Changed the way you prepare food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	116	93
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	7%
Stopped shopping for food at certain places	-	-	-	-	-	-	-	-	-	-	-	-	-	-	242	193
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18%	14%
Stopped eating/buying certain foods	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Took the product back to where I bought it from	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	43	34
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%
Took no action	-	-	-	-	-	-	-	-	-	-	-	-	-	-	667	667
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	49%	50%
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.37	1.33
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.82	0.75
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.8a Do you cook and/or prepare food for any of the following?
 Base: All adults in England, Wales and NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2004
Weighted Base	1874	1876
Myself	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1679	1689
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	90%	90%
Children under 5 years old	-	-	-	-	-	-	-	-	-	-	-	-	-	-	297	315
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16%	17%
Children aged 5-15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	433	429
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23%	23%
Adults aged 16-24	-	-	-	-	-	-	-	-	-	-	-	-	-	-	449	459
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24%	24%
Adults 65 years old and over	-	-	-	-	-	-	-	-	-	-	-	-	-	-	269	342
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	18%
Adults over	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	35
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	2%
Adults aged 25-64	-	-	-	-	-	-	-	-	-	-	-	-	-	-	138	100
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7% ^p	5%
Adults (no mention of age)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29	27
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%
Wife/Husband/Partner	-	-	-	-	-	-	-	-	-	-	-	-	-	-	187	130
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10% ^p	7%
Family	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33	18
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2% ^p	1%
Friends	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	11
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
Son/daughter (no detail)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	7
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*
Parents	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1% ^o
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14	9
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	*

Proportions/Mean: All Columns Tested (5% risk level)

** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/November 2016/May 2017/November 2017/May 2018



Q.8a Do you cook and/or prepare food for any of the following?

Base: All adults in England, Wales and NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	1989 1874	2004 1876
No I don't cook or prepare food at all	-	-	-	-	-	-	-	-	-	-	-	-	-	-	164 9%	154 8%

Proportions/Means: All Columns Tested (5% risk level)
 ** very small base (under 30) ineligible for sig testing

Q.8a Do you cook and/or prepare food for any of the following?
 Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	921	910
Myself	-	-	-	-	-	-	-	-	-	-	-	-	-	-	775	777	-	-	-	-
Children under 5 years old	-	-	-	-	-	-	-	-	-	-	-	-	-	-	84%	85%	-	-	-	-
Children aged 5-15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	112	106	-	-	-	-
Adults aged 16-24	-	-	-	-	-	-	-	-	-	-	-	-	-	-	72%	72%	-	-	-	-
Adults aged 25-64	-	-	-	-	-	-	-	-	-	-	-	-	-	-	181	174	-	-	-	-
Adults 65 years old and over	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20%	19%	-	-	-	-
Adults over	-	-	-	-	-	-	-	-	-	-	-	-	-	-	198	184	-	-	-	-
Wife/Husband/Partner	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21%	20%	-	-	-	-
Family	-	-	-	-	-	-	-	-	-	-	-	-	-	-	116	135	-	-	-	-
Friends	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	15%	-	-	-	-
Son/daughter (no detail)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	21	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	2%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	55	42	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	5%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	11	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	7%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11% ^p	8	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17	7%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	5	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	1%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	2	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.8a Do you cook and/or prepare food for any of the following?
 Base: All adults in England, Wales and NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base	953	966
Myself	-	-	-	-	-	-	-	-	-	-	903	912
Children under 5 years old	-	-	-	-	-	-	-	-	-	-	85%	94%
Children aged 5-15	-	-	-	-	-	-	-	-	-	-	185	209
Adults aged 16-24	-	-	-	-	-	-	-	-	-	-	79%	22%
Adults aged 25-64	-	-	-	-	-	-	-	-	-	-	252	255
Adults 65 years old and over	-	-	-	-	-	-	-	-	-	-	26%	26%
Adults over	-	-	-	-	-	-	-	-	-	-	251	275
Adults aged 25-64	-	-	-	-	-	-	-	-	-	-	153	207
Adults (no mention of age)	-	-	-	-	-	-	-	-	-	-	16%	21%E
Wife/Husband/Partner	-	-	-	-	-	-	-	-	-	-	3	14
Family	-	-	-	-	-	-	-	-	-	-	*	1%E
Friends	-	-	-	-	-	-	-	-	-	-	83	58
Son/daughter (no detail)	-	-	-	-	-	-	-	-	-	-	9%F	6%
	-	-	-	-	-	-	-	-	-	-	19	16
	-	-	-	-	-	-	-	-	-	-	2%	2%
	-	-	-	-	-	-	-	-	-	-	89	69
	-	-	-	-	-	-	-	-	-	-	9%	7%
	-	-	-	-	-	-	-	-	-	-	17	10
	-	-	-	-	-	-	-	-	-	-	2%	1%
	-	-	-	-	-	-	-	-	-	-	6	6
	-	-	-	-	-	-	-	-	-	-	1%	1%
	-	-	-	-	-	-	-	-	-	-	6	5
	-	-	-	-	-	-	-	-	-	-	1%	1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.8a Do you cook and/or prepare food for any of the following?

Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	921	910
Parents	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9	1	-	-	-	-
No I don't cook or prepare food at all	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%p	*	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	134	120	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15%	13%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.8a Do you cook and/or prepare food for any of the following?
 Base: All adults in England, Wales and NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base	953	966
Parents	-	-	-	-	-	-	-	-	-	-	-	7 1%E
Other	-	-	-	-	-	-	-	-	-	-	5 1%	8 1%
No I don't cook or prepare food at all	-	-	-	-	-	-	-	-	-	-	30 3%	33 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.8a Do you cook and/or prepare food for any of the following?
 Base: All adults in England, Wales and NI

	16-25														26-35					
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	242	-	-	-	-
Weighted Base	288	278
Myself	-	-	-	-	-	-	-	-	-	-	-	-	-	-	242	237	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	84%	85%	-	-	-	-
Children under 5 years old	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42	33	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	12%	-	-	-	-
Children aged 5-15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	32	22	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	8%	-	-	-	-
Adults aged 16-24	-	-	-	-	-	-	-	-	-	-	-	-	-	-	94	83	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33%	30%	-	-	-	-
Adults 65 years old and over	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18	20	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	7%	-	-	-	-
Adults over	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-
Adults aged 25-64	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15	7	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	2%	-	-	-	-
Adults (no mention of age)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	2	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	1%	-	-	-	-
Wife/Husband/Partner	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11	3	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	1%	-	-	-	-
Family	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	2	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
Friends	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	-	-	-	-
Son/daughter (no detail)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Parents	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	1	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	*	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/November 2016/May 2017/November 2017/May 2018



Q.8a Do you cook and/or prepare food for any of the following?
 Base: All adults in England, Wales and NI

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	333	328
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	373	369
Myself	-	-	-	-	-	-	-	-	-	-	346	347
											83%	94%
Children under 5 years old	-	-	-	-	-	-	-	-	-	-	134	153
											36%	42%
Children aged 5-15	-	-	-	-	-	-	-	-	-	-	110	116
											29%	32%
Adults aged 16-24	-	-	-	-	-	-	-	-	-	-	77	84
											21%	23%
Adults 65 years old and over	-	-	-	-	-	-	-	-	-	-	24	37
											7%	10%
Adults over	-	-	-	-	-	-	-	-	-	-	4	6
											1%	2%
Adults aged 25-64	-	-	-	-	-	-	-	-	-	-	35	22
											9%	6%
Adults (no mention of age)	-	-	-	-	-	-	-	-	-	-	1	7
											*	2%
Wife/Husband/Partner	-	-	-	-	-	-	-	-	-	-	59	44
											16%	12%
Family	-	-	-	-	-	-	-	-	-	-	7	2
											2%	1%
Friends	-	-	-	-	-	-	-	-	-	-	3	1
											1%	*
Son/daughter (no detail)	-	-	-	-	-	-	-	-	-	-	-	-
											-	-
Parents	-	-	-	-	-	-	-	-	-	-	-	3
											-	1%
Other	-	-	-	-	-	-	-	-	-	-	2	1
											1%	*

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.8a Do you cook and/or prepare food for any of the following?

Base: All adults in England, Wales and NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	242	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	288	278	..*	..*	..*	..*
No I don't cook or prepare food at all	-	-	-	-	-	-	-	-	-	-	-	-	-	-	40	35	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	13%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.8a Do you cook and/or prepare food for any of the following?

Base: All adults in England, Wales and NI

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	333	328
Weighted Base	373	369
No I don't cook or prepare food at all	-	-	-	-	-	-	-	-	-	-	21	22
	-	-	-	-	-	-	-	-	-	-	6%	6%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing

Q.8a Do you cook and/or prepare food for any of the following?
 Base: All adults in England, Wales and NI

	36-45																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	372	-	-	-	-
Weighted Base	417	414
Myself	-	-	-	-	-	-	-	-	-	-	-	-	-	-	376	380	-	-	-	-
Children under 5 years old	-	-	-	-	-	-	-	-	-	-	-	-	-	-	90%	92%	-	-	-	-
Children aged 5-15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	84	83	-	-	-	-
Adults aged 16-24	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20%	20%	-	-	-	-
Adults aged 25-64	-	-	-	-	-	-	-	-	-	-	-	-	-	-	192	192	-	-	-	-
Adults 65 years old and over	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46%	46%	-	-	-	-
Adults over	-	-	-	-	-	-	-	-	-	-	-	-	-	-	129	127	-	-	-	-
Adults aged 25-64	-	-	-	-	-	-	-	-	-	-	-	-	-	-	31%	31%	-	-	-	-
Adults (no mention of age)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39	48	-	-	-	-
Wife/Husband/Partner	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	11%	-	-	-	-
Family	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11	3%	-	-	-	-
Friends	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42	26	-	-	-	-
Son/daughter (no detail)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	6%	-	-	-	-
Parents	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	6	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	60	43	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	10%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	8	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	6	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/November 2016/May 2017/November 2017/May 2018



Q.8a Do you cook and/or prepare food for any of the following?
 Base: All adults in England, Wales and NI

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	431	443
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	457	467
Myself	-	-	-	-	-	-	-	-	-	-	419	427
Children under 5 years old	-	-	-	-	-	-	-	-	-	-	82%	91%
Children aged 5-15	-	-	-	-	-	-	-	-	-	-	25	35
Adults aged 16-24	-	-	-	-	-	-	-	-	-	-	6%	8%
Adults 65 years old and over	-	-	-	-	-	-	-	-	-	-	69	74
Adults over	-	-	-	-	-	-	-	-	-	-	15%	16%
Adults aged 25-64	-	-	-	-	-	-	-	-	-	-	124	136
Adults (no mention of age)	-	-	-	-	-	-	-	-	-	-	27%	29%
Wife/Husband/Partner	-	-	-	-	-	-	-	-	-	-	83	107
Family	-	-	-	-	-	-	-	-	-	-	18%	23%
Friends	-	-	-	-	-	-	-	-	-	-	-	11
Son/daughter (no detail)	-	-	-	-	-	-	-	-	-	-	-	2%
Parents	-	-	-	-	-	-	-	-	-	-	36	30
Other	-	-	-	-	-	-	-	-	-	-	8%	6%
	-	-	-	-	-	-	-	-	-	-	9	7
	-	-	-	-	-	-	-	-	-	-	2%	2%
	-	-	-	-	-	-	-	-	-	-	45	39
	-	-	-	-	-	-	-	-	-	-	10%	8%
	-	-	-	-	-	-	-	-	-	-	15	4
	-	-	-	-	-	-	-	-	-	-	3%	1%
	-	-	-	-	-	-	-	-	-	-	3	2
	-	-	-	-	-	-	-	-	-	-	1%	*
	-	-	-	-	-	-	-	-	-	-	3	5
	-	-	-	-	-	-	-	-	-	-	1%	1%
	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	5	5
	-	-	-	-	-	-	-	-	-	-	1%	1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.8a Do you cook and/or prepare food for any of the following?

Base: All adults in England, Wales and NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	372	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	417	414	..*	..*	..*	..*
No I don't cook or prepare food at all	-	-	-	-	-	-	-	-	-	-	-	-	-	-	35	25	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	6%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.8a Do you cook and/or prepare food for any of the following?

Base: All adults in England, Wales and NI

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	431	443
Weighted Base	457	467
No I don't cook or prepare food at all	-	-	-	-	-	-	-	-	-	-	31 7%	30 6%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing

Q.8a Do you cook and/or prepare food for any of the following?

Base: All adults in England, Wales and NI

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	584	619
Weighted Base	339	348
Myself	-	-	-	-	-	-	-	-	-	-	-	-	-	-	295	299
															87%	86%
Children under 5 years old	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13	11
															4%	3%
Children aged 5-15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30	26
															9%	7%
Adults aged 16-24	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26	30
															8%	9%
Adults 65 years old and over	-	-	-	-	-	-	-	-	-	-	-	-	-	-	105	131
															31%	38%
Adults over	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	4
															*	1%
Adults aged 25-64	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	14
															3%	4%
Adults (no mention of age)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	4
															*	1%
Wife/Husband/Partner	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11	2
															3%	1%
Family	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	2
															1%	*
Friends	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1
															1%	*
Son/daughter (no detail)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	2
															1%	1%
Parents	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
															-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1
															*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.8a Do you cook and/or prepare food for any of the following?

Base: All adults in England, Wales and NI

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	584	619
Weighted Base	339	348
No I don't cook or prepare food at all	-	-	-	-	-	-	-	-	-	-	-	-	-	-	38	41
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	12%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 .. very small base (under 30) ineligible for sig testing

Q.8a Do you cook and/or prepare food for any of the following?
 Base: All adults in England, Wales and NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1771	1775	-	-	-	-
Weighted Base	1678	1672
Myself	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1496	1505	-	-	-	-
Children under 5 years old	-	-	-	-	-	-	-	-	-	-	-	-	-	-	89%	90%	-	-	-	-
Children aged 5-15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	261	274	-	-	-	-
Adults aged 16-24	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16%	16%	-	-	-	-
Adults aged 25-64	-	-	-	-	-	-	-	-	-	-	-	-	-	-	366	379	-	-	-	-
Adults 65 years old and over	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22%	23%	-	-	-	-
Adults over	-	-	-	-	-	-	-	-	-	-	-	-	-	-	394	418	-	-	-	-
Wife/Husband/Partner	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23%	25%	-	-	-	-
Family	-	-	-	-	-	-	-	-	-	-	-	-	-	-	228	292	-	-	-	-
Friends	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	17%	-	-	-	-
Son/daughter (no detail)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	27	-	-	-	-
Parents	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	2%	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	123	88	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	5%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21	26	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	167	115	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	7%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23	12	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	7	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	5	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	10	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11	9	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/November 2016/May 2017/November 2017/May 2018



Q.8a Do you cook and/or prepare food for any of the following?

Base: All adults in England, Wales and NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
Myself	-	-	-	-	-	-	-	-	-	-	-	-
Children under 5 years old	-	-	-	-	-	-	-	-	-	-	-	-
Children aged 5-15	-	-	-	-	-	-	-	-	-	-	-	-
Adults aged 16-24	-	-	-	-	-	-	-	-	-	-	-	-
Adults 65 years old and over	-	-	-	-	-	-	-	-	-	-	-	-
Adults over	-	-	-	-	-	-	-	-	-	-	-	-
Adults aged 25-64	-	-	-	-	-	-	-	-	-	-	-	-
Adults (no mention of age)	-	-	-	-	-	-	-	-	-	-	-	-
Wife/Husband/Partner	-	-	-	-	-	-	-	-	-	-	-	-
Family	-	-	-	-	-	-	-	-	-	-	-	-
Friends	-	-	-	-	-	-	-	-	-	-	-	-
Son/daughter (no detail)	-	-	-	-	-	-	-	-	-	-	-	-
Parents	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

* small base; ** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.8a Do you cook and/or prepare food for any of the following?

Base: All adults in England, Wales and NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1771	1775	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	1678	1672	..*	..*	..*	..*
No I don't cook or prepare food at all	-	-	-	-	-	-	-	-	-	-	-	-	-	-	152	136	-	-	-	-
															9%	8%				

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.8a Do you cook and/or prepare food for any of the following?

Base: All adults in England, Wales and NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base
No I don't cook or prepare food at all	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing

Q.8a Do you cook and/or prepare food for any of the following?
 Base: All adults in England, Wales and NI

	WALES																NI				
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)	
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109	105	-	-	-	-	
Weighted Base	90*	94*	
Myself	-	-	-	-	-	-	-	-	-	-	-	-	-	-	83	83	-	-	-	-	
Children under 5 years old	-	-	-	-	-	-	-	-	-	-	-	-	-	-	93%	89%	-	-	-	-	
Children aged 5-15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14	15	-	-	-	-	
Adults aged 16-24	-	-	-	-	-	-	-	-	-	-	-	-	-	-	75%	76%	-	-	-	-	
Adults aged 25-64	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20	19	-	-	-	-	
Adults 65 years old and over	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22%	21%	-	-	-	-	
Adults over	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14	17	-	-	-	-	
Adults aged 25-64	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16%	19%	-	-	-	-	
Adults (no mention of age)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18	23	-	-	-	-	
Wife/Husband/Partner	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20%	25%	-	-	-	-	
Family	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	
Friends	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	
Son/daughter (no detail)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	3	-	-	-	-
Parents	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	3%	-	-	-	-	
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	1	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	1%	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	8	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	9%	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	-	-	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/November 2016/May 2017/November 2017/May 2018



Q.8a Do you cook and/or prepare food for any of the following?
 Base: All adults in England, Wales and NI

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	109	124
Weighted Base	**	**	**	**	**	**	**	**	**	**	106	110
Myself	-	-	-	-	-	-	-	-	-	-	99	102
Children under 5 years old	-	-	-	-	-	-	-	-	-	-	83%	92%
Children aged 5-15	-	-	-	-	-	-	-	-	-	-	23	26
Adults aged 16-24	-	-	-	-	-	-	-	-	-	-	21%	24%
Adults 65 years old and over	-	-	-	-	-	-	-	-	-	-	47	31
Adults over	-	-	-	-	-	-	-	-	-	-	44%	28%
Adults aged 25-64	-	-	-	-	-	-	-	-	-	-	41	24
Adults (no mention of age)	-	-	-	-	-	-	-	-	-	-	38%	22%
Wife/Husband/Partner	-	-	-	-	-	-	-	-	-	-	25	26
Family	-	-	-	-	-	-	-	-	-	-	24%	24%
Friends	-	-	-	-	-	-	-	-	-	-	-	7
Son/daughter (no detail)	-	-	-	-	-	-	-	-	-	-	-	7%
Parents	-	-	-	-	-	-	-	-	-	-	8	9
Other	-	-	-	-	-	-	-	-	-	-	7%	8%
	-	-	-	-	-	-	-	-	-	-	3	-
	-	-	-	-	-	-	-	-	-	-	3%	-
	-	-	-	-	-	-	-	-	-	-	10	8
	-	-	-	-	-	-	-	-	-	-	10%	7%
	-	-	-	-	-	-	-	-	-	-	8	6
	-	-	-	-	-	-	-	-	-	-	8%	5%
	-	-	-	-	-	-	-	-	-	-	3	4
	-	-	-	-	-	-	-	-	-	-	3%	4%
	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.8a Do you cook and/or prepare food for any of the following?
Base: All adults in England, Wales and NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109	105	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	90*	94*	..*	..*	..*	..*
No I don't cook or prepare food at all	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	10	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	11%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.8a Do you cook and/or prepare food for any of the following?

Base: All adults in England, Wales and NI

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	109	124
Weighted Base	106	110
No I don't cook or prepare food at all	-	-	-	-	-	-	-	-	-	-	6	7
	-	-	-	-	-	-	-	-	-	-	6%	7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing

Q.8a Do you cook and/or prepare food for any of the following?
 Base: All adults in England, Wales and NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Myself	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1679	1689
Children under 5 years old	-	-	-	-	-	-	-	-	-	-	-	-	-	-	90%	90%
Children aged 5-15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	297	315
Adults aged 16-24	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16%	17%
Adults 65 years old and over	-	-	-	-	-	-	-	-	-	-	-	-	-	-	433	429
Adults over	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23%	23%
Adults aged 25-64	-	-	-	-	-	-	-	-	-	-	-	-	-	-	449	459
Adults (no mention of age)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24%	24%
Wife/Husband/Partner	-	-	-	-	-	-	-	-	-	-	-	-	-	-	269	342
Family	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	18%
Friends	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	35
Son/daughter (no detail)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	2%
Parents	-	-	-	-	-	-	-	-	-	-	-	-	-	-	138	100
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	5%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29	27
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	187	130
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	7%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33	18
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	11
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	7
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.8a Do you cook and/or prepare food for any of the following?

Base: All adults in England, Wales and NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14	9
No I don't cook or prepare food at all	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	*
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	164	154
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	8%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing

Q.8ai What types of food poisoning, if any, have you heard of? (Spontaneous)
Base: All adults in England, Wales and NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2004
Weighted Base	1989	1874
Bacillus Cereus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80	81
Botulism	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	4%
Campylobacter	-	-	-	-	-	-	-	-	-	-	-	-	-	-	251	249
Clostridium Perfringes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	13%
E-coli	-	-	-	-	-	-	-	-	-	-	-	-	-	-	137	163
Listeria	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	9%
Norovirus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	70	75
Salmonella	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	4%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	855	829
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46%	44%
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	248	279
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	15%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	252	270
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	14%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1250	1277
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	67%	68%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	436	447
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23%	24%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.18	2.26
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.57	1.66
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.04	0.04

Proportions/Mean: All Columns Tested (5% risk level)
 ** very small base (under 30) ineligible for sig testing



Q.8ai What types of food poisoning, if any, have you heard of? (Spontaneous)

Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	921	910
Bacillus Cereus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	40	42	-	-	-	-
Botulism	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	5%	-	-	-	-
Campylobacter	-	-	-	-	-	-	-	-	-	-	-	-	-	-	133	116	-	-	-	-
Clostridium Perfringes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	13%	-	-	-	-
E-coli	-	-	-	-	-	-	-	-	-	-	-	-	-	-	58	69	-	-	-	-
Listeria	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	8%	-	-	-	-
Norovirus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	31	34	-	-	-	-
Salmonella	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	4%	-	-	-	-
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	402	368	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	44%	40%	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100	118	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	13%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	105	118	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	13%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	606	586	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	66%	64%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	230	244	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25%	27%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.13	2.18	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.51	1.68	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.06	0.06	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.8ai What types of food poisoning, if any, have you heard of? (Spontaneous)

Base: All adults in England, Wales and NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base	953	966
Bacillus Cereus	-	-	-	-	-	-	-	-	-	-	40	39
											4%	4%
Botulism	-	-	-	-	-	-	-	-	-	-	118	133
											12%	14%
Campylobacter	-	-	-	-	-	-	-	-	-	-	79	94
											8%	10%
Clostridium Perfringes	-	-	-	-	-	-	-	-	-	-	39	41
											4%	4%
E-coli	-	-	-	-	-	-	-	-	-	-	453	461
											48%	48%
Listeria	-	-	-	-	-	-	-	-	-	-	147	161
											15%	17%
Norovirus	-	-	-	-	-	-	-	-	-	-	147	152
											15%	16%
Salmonella	-	-	-	-	-	-	-	-	-	-	645	692
											68%	72%
None of these	-	-	-	-	-	-	-	-	-	-	206	203
											22%	21%
Average number of mentions	-	-	-	-	-	-	-	-	-	-	2.23	2.32
Standard deviation	-	-	-	-	-	-	-	-	-	-	1.63	1.64
Standard error	-	-	-	-	-	-	-	-	-	-	0.06	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.8ai What types of food poisoning, if any, have you heard of? (Spontaneous)
 Base: All adults in England, Wales and NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	242	-	-	-	-
Weighted Base	288	278
Bacillus Cereus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	12	-	-	-	-
Botulism	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	4%	-	-	-	-
Campylobacter	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	17	-	-	-	-
Clostridium Perfringes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	6%	-	-	-	-
E-coli	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	13	-	-	-	-
Listeria	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	5%	-	-	-	-
Norovirus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	7	-	-	-	-
Salmonella	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	3%	-	-	-	-
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	97	89	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	34%	32%	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13	19	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	7%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	26	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	9%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	181	181	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	63%	65%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	94	83	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	32%	30%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.67	1.86	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.08	1.44	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.08	0.11	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.8ai What types of food poisoning, if any, have you heard of? (Spontaneous)
 Base: All adults in England, Wales and NI

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	333	328
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	373	369
Bacillus Cereus	-	-	-	-	-	-	-	-	-	-	16	14
Botulism	-	-	-	-	-	-	-	-	-	-	4%	4%
Campylobacter	-	-	-	-	-	-	-	-	-	-	32	30
Clostridium Perfringes	-	-	-	-	-	-	-	-	-	-	9%	8%
E-coli	-	-	-	-	-	-	-	-	-	-	19	25
Listeria	-	-	-	-	-	-	-	-	-	-	5%	7%
Norovirus	-	-	-	-	-	-	-	-	-	-	17	9
Salmonella	-	-	-	-	-	-	-	-	-	-	5%	2%
None of these	-	-	-	-	-	-	-	-	-	-	187	182
Average number of mentions	-	-	-	-	-	-	-	-	-	-	50%	49%
Standard deviation	-	-	-	-	-	-	-	-	-	-	37	42
Standard error	-	-	-	-	-	-	-	-	-	-	10%	11%
	-	-	-	-	-	-	-	-	-	-	57	61
	-	-	-	-	-	-	-	-	-	-	15%	17%
	-	-	-	-	-	-	-	-	-	-	252	258
	-	-	-	-	-	-	-	-	-	-	67%	70%
	-	-	-	-	-	-	-	-	-	-	91	87
	-	-	-	-	-	-	-	-	-	-	24%	24%
	-	-	-	-	-	-	-	-	-	-	2.19	2.21
	-	-	-	-	-	-	-	-	-	-	1.49	1.50
	-	-	-	-	-	-	-	-	-	-	0.09	0.10

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.8ai What types of food poisoning, if any, have you heard of? (Spontaneous)

Base: All adults in England, Wales and NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	372	-	-	-	-
Weighted Base	417	414
Bacillus Cereus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22	23	-	-	-	-
Botulism	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	5%	-	-	-	-
Campylobacter	-	-	-	-	-	-	-	-	-	-	-	-	-	-	49	59	-	-	-	-
Clostridium Perfringes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12%	14%	-	-	-	-
E-coli	-	-	-	-	-	-	-	-	-	-	-	-	-	-	38	40	-	-	-	-
Listeria	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	10%	-	-	-	-
Norovirus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11	22	-	-	-	-
Salmonella	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	5%	-	-	-	-
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	222	220	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	53%	53%	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	56	78	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	19%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	59	73	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	18%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	270	298	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	65%	72%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	85	80	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20%	19%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.19	2.44	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.47	1.69	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.09	0.10	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.8ai What types of food poisoning, if any, have you heard of? (Spontaneous)

Base: All adults in England, Wales and NI

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	431	443
Weighted Base	457	467
Bacillus Cereus	-	-	-	-	-	-	-	-	-	-	22	20
	-	-	-	-	-	-	-	-	-	-	5%	4%
Botulism	-	-	-	-	-	-	-	-	-	-	106	93
	-	-	-	-	-	-	-	-	-	-	23%	20%
Campylobacter	-	-	-	-	-	-	-	-	-	-	51	55
	-	-	-	-	-	-	-	-	-	-	11%	12%
Clostridium Perfringes	-	-	-	-	-	-	-	-	-	-	29	23
	-	-	-	-	-	-	-	-	-	-	6%	5%
E-coli	-	-	-	-	-	-	-	-	-	-	230	224
	-	-	-	-	-	-	-	-	-	-	50%	48%
Listeria	-	-	-	-	-	-	-	-	-	-	95	91
	-	-	-	-	-	-	-	-	-	-	21%	20%
Norovirus	-	-	-	-	-	-	-	-	-	-	74	68
	-	-	-	-	-	-	-	-	-	-	16%	15%
Salmonella	-	-	-	-	-	-	-	-	-	-	340	335
	-	-	-	-	-	-	-	-	-	-	75%	72%
None of these	-	-	-	-	-	-	-	-	-	-	69	88
	-	-	-	-	-	-	-	-	-	-	15%	19%
Average number of mentions	-	-	-	-	-	-	-	-	-	-	2.44	2.40
Standard deviation	-	-	-	-	-	-	-	-	-	-	1.77	1.74
Standard error	-	-	-	-	-	-	-	-	-	-	0.09	0.09

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.8ai What types of food poisoning, if any, have you heard of? (Spontaneous)
 Base: All adults in England, Wales and NI

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	584	619
Weighted Base	339	348
Bacillus Cereus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13	12
Botulism	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	4%
Campylobacter	-	-	-	-	-	-	-	-	-	-	-	-	-	-	57	50
Clostridium Perfringes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17%	14%
E-coli	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23	29
Listeria	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	8%
Norovirus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	13
Salmonella	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	4%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	118	115
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	35%	33%
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46	49
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	14%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	50	42
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15%	12%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	208	206
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	61%	59%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	97	108
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29%	31%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.18	2.15
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.69	1.76
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.08	0.09

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 .. very small base (under 30) ineligible for sig testing



Q.8ai What types of food poisoning, if any, have you heard of? (Spontaneous)

Base: All adults in England, Wales and NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1771	1775	-	-	-	-
Weighted Base	1678	1672
Bacillus Cereus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	73	68	-	-	-	-
Botulism	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	4%	-	-	-	-
Campylobacter	-	-	-	-	-	-	-	-	-	-	-	-	-	-	228	221	-	-	-	-
Clostridium Perfringes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	13%	-	-	-	-
E-coli	-	-	-	-	-	-	-	-	-	-	-	-	-	-	119	131	-	-	-	-
Listeria	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	8%	-	-	-	-
Norovirus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	62	59	-	-	-	-
Salmonella	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	4%	-	-	-	-
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	758	731	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	45%	44%	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	227	253	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	15%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	216	229	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	14%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1090	1119	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	65%	67%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	412	412	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25%	25%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.19	2.23	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.57	1.62	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.04	0.04	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.8ai What types of food poisoning, if any, have you heard of? (Spontaneous)

Base: All adults in England, Wales and NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
Bacillus Cereus	-	-	-	-	-	-	-	-	-	-	-	-
Botulism	-	-	-	-	-	-	-	-	-	-	-	-
Campylobacter	-	-	-	-	-	-	-	-	-	-	-	-
Clostridium Perfringens	-	-	-	-	-	-	-	-	-	-	-	-
E-coli	-	-	-	-	-	-	-	-	-	-	-	-
Listeria	-	-	-	-	-	-	-	-	-	-	-	-
Norovirus	-	-	-	-	-	-	-	-	-	-	-	-
Salmonella	-	-	-	-	-	-	-	-	-	-	-	-
None of these	-	-	-	-	-	-	-	-	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.8ai What types of food poisoning, if any, have you heard of? (Spontaneous)
 Base: All adults in England, Wales and NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109	105	-	-	-	-
Weighted Base	90*	94*
Bacillus Cereus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	11	-	-	-	-
Botulism	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	11%	-	-	-	-
Campylobacter	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17	23	-	-	-	-
Clostridium Perfringes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18%	24%	-	-	-	-
E-coli	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	16	-	-	-	-
Listeria	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	17%	-	-	-	-
Norovirus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	13	-	-	-	-
Salmonella	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	14%	-	-	-	-
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	36	46	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	40%	49%	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13	24	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	25%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21	19	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24%	20%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	65	67	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	72%	72%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24	20	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27%	22%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.57	2.98	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.87	2.44	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.21	0.27	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.8ai What types of food poisoning, if any, have you heard of? (Spontaneous)

Base: All adults in England, Wales and NI

	NI											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	109	124
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	106	110
Bacillus Cereus	-	-	-	-	-	-	-	-	-	-	2	2
Botulism	-	-	-	-	-	-	-	-	-	-	2%	2%
Campylobacter	-	-	-	-	-	-	-	-	-	-	6%	5%
Clostridium Perfringes	-	-	-	-	-	-	-	-	-	-	12	15
E-coli	-	-	-	-	-	-	-	-	-	-	71%	14%
Listeria	-	-	-	-	-	-	-	-	-	-	1	2
Norovirus	-	-	-	-	-	-	-	-	-	-	1%	2%
Salmonella	-	-	-	-	-	-	-	-	-	-	61	52
None of these	-	-	-	-	-	-	-	-	-	-	57%	48%
Average number of mentions	-	-	-	-	-	-	-	-	-	-	8	2
Standard deviation	-	-	-	-	-	-	-	-	-	-	7%	2%
Standard error	-	-	-	-	-	-	-	-	-	-	14	22
	-	-	-	-	-	-	-	-	-	-	13%	20%
	-	-	-	-	-	-	-	-	-	-	96	91
	-	-	-	-	-	-	-	-	-	-	90%	83%
	-	-	-	-	-	-	-	-	-	-	15	13%
	-	-	-	-	-	-	-	-	-	-	1.88	2.03
	-	-	-	-	-	-	-	-	-	-	1.25	1.22
	-	-	-	-	-	-	-	-	-	-	0.12	0.12

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.8ai What types of food poisoning, if any, have you heard of? (Spontaneous)
 Base: All adults in England, Wales and NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Bacillus Cereus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80	81
Botulism	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	4%
Campylobacter	-	-	-	-	-	-	-	-	-	-	-	-	-	-	251	249
Clostridium Perfringes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	13%
E-coli	-	-	-	-	-	-	-	-	-	-	-	-	-	-	137	163
Listeria	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	9%
Norovirus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	70	75
Salmonella	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	4%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	855	829
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46%	44%
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	248	279
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	15%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	252	270
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	14%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1250	1277
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	67%	68%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	436	447
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23%	24%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.18	2.26
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.57	1.66
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.04	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.8a1 And which of the following types of food poisoning, if any, have you heard of? (Total mentions)
 Base: All adults in England, Wales and NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2004
Weighted Base	1874	1876
Bacillus Cereus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	252	255
Botulism	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	14%
Campylobacter	-	-	-	-	-	-	-	-	-	-	-	-	-	-	784	865
Clostridium Perfringes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42%	46%
E-coli	-	-	-	-	-	-	-	-	-	-	-	-	-	-	370	442
Listeria	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20%	24%
Norovirus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	185	233
Salmonella	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	12%
BSE (Bovine spongiform encephalopathy)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1532	1586
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	82%	85%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	865	951
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46%	51%
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	987	1058
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	53%	56%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1674	1707
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	89%	91%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13	6
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	148	134
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	7%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.86	4.08
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.88	1.92
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.04	0.04

Proportions/Means: All Columns Tested (5% risk level)
 ** very small base (under 30) ineligible for sig testing



Q.8a11 And which of the following types of food poisoning, if any, have you heard of? (Total mentions)
 Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	921	910
Bacillus Cereus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	108	117	-	-	-	-
Botulism	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12%	13%	-	-	-	-
Campylobacter	-	-	-	-	-	-	-	-	-	-	-	-	-	-	380	392	-	-	-	-
Clostridium Perfringes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41%	43%	-	-	-	-
E-coli	-	-	-	-	-	-	-	-	-	-	-	-	-	-	159	184	-	-	-	-
Listeria	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17%	20%	-	-	-	-
Norovirus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	77	97	-	-	-	-
Salmonella	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	11%	-	-	-	-
BSE (Bovine spongiform encephalopathy)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	738	748	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80%	82%	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	361	417	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39%	46%	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	439	467	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	48%	51%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	816	806	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	89%	89%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	*	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	*	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	*	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	77	81	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	9%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.66	3.90	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.84	1.92	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.8a11 And which of the following types of food poisoning, if any, have you heard of? (Total mentions)
 Base: All adults in England, Wales and NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base	953	966
Bacillus Cereus	-	-	-	-	-	-	-	-	-	-	144	138
											15%	14%
Botulism	-	-	-	-	-	-	-	-	-	-	404	473
											42%	49%E
Campylobacter	-	-	-	-	-	-	-	-	-	-	211	258
											22%	27%E
Clostridium Perfringens	-	-	-	-	-	-	-	-	-	-	109	136
											11%	14%
E-coli	-	-	-	-	-	-	-	-	-	-	795	839
											83%	87%E
Listeria	-	-	-	-	-	-	-	-	-	-	504	545
											53%	56%
Norovirus	-	-	-	-	-	-	-	-	-	-	547	591
											57%	61%
Salmonella	-	-	-	-	-	-	-	-	-	-	858	901
											90%	93%E
BSE (Bovine spongiform encephalopathy)	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	8	2
											1%	*
Don't know	-	-	-	-	-	-	-	-	-	-	71	53
											7%	5%
Average number of mentions	-	-	-	-	-	-	-	-	-	-	4.06	4.25E
Standard deviation	-	-	-	-	-	-	-	-	-	-	1.91	1.90

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/November 2016/May 2017/November 2017/May 2018



Q.8a11 And which of the following types of food poisoning, if any, have you heard of? (Total mentions)
 Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	921	910	..*	..*	..*	..*
Standard error	0.06	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 **very small base (under 30) ineligible for sig testing



Q.8aii And which of the following types of food poisoning, if any, have you heard of? (Total mentions)

Base: All adults in England, Wales and NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base	953	966
Standard error	-	-	-	-	-	-	-	-	-	-	0.06	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 **very small base (under 30) ineligible for sig testing

Q.8aii And which of the following types of food poisoning, if any, have you heard of? (Total mentions)
 Base: All adults in England, Wales and NI

	16-25															26-35				
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	242	-	-	-	-
Weighted Base	288	278
Bacillus Cereus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30	32	-	-	-	-
															10%	12%				
Botulism	-	-	-	-	-	-	-	-	-	-	-	-	-	-	34	41	-	-	-	-
															12%	15%				
Campylobacter	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22	27	-	-	-	-
															8%	10%				
Clostridium Perfringes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9	14	-	-	-	-
															3%	5%				
E-coli	-	-	-	-	-	-	-	-	-	-	-	-	-	-	197	202	-	-	-	-
															68%	73%				
Listeria	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46	45	-	-	-	-
															16%	16%				
Norovirus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	83	96	-	-	-	-
															29%	34%				
Salmonella	-	-	-	-	-	-	-	-	-	-	-	-	-	-	249	240	-	-	-	-
															86%	86%				
BSE (Bovine spongiform encephalopathy)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30	32	-	-	-	-
															10%	12%				
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.60	2.84	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.36	1.58	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.09	0.11	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.8a11 And which of the following types of food poisoning, if any, have you heard of? (Total mentions)
 Base: All adults in England, Wales and NI

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	333	328
Weighted Base	373	369
Bacillus Cereus	-	-	-	-	-	-	-	-	-	-	48	39
Botulism	-	-	-	-	-	-	-	-	-	-	13%	11%
Campylobacter	-	-	-	-	-	-	-	-	-	-	102	107
Clostridium Perfringes	-	-	-	-	-	-	-	-	-	-	27%	29%
E-coli	-	-	-	-	-	-	-	-	-	-	59	67
Listeria	-	-	-	-	-	-	-	-	-	-	16%	16%
Norovirus	-	-	-	-	-	-	-	-	-	-	31	28
Salmonella	-	-	-	-	-	-	-	-	-	-	8%	8%
BSE (Bovine spongiform encephalopathy)	-	-	-	-	-	-	-	-	-	-	300	314
Other	-	-	-	-	-	-	-	-	-	-	80%	85%
Don't know	-	-	-	-	-	-	-	-	-	-	121	134
Average number of mentions	-	-	-	-	-	-	-	-	-	-	32%	36%
Standard deviation	-	-	-	-	-	-	-	-	-	-	198	196
Standard error	-	-	-	-	-	-	-	-	-	-	53%	53%
	-	-	-	-	-	-	-	-	-	-	323	332
	-	-	-	-	-	-	-	-	-	-	86%	90%
	-	-	-	-	-	-	-	-	-	-	3	-
	-	-	-	-	-	-	-	-	-	-	1%	-
	-	-	-	-	-	-	-	-	-	-	3	-
	-	-	-	-	-	-	-	-	-	-	1%	-
	-	-	-	-	-	-	-	-	-	-	42	28
	-	-	-	-	-	-	-	-	-	-	71%	8%
	-	-	-	-	-	-	-	-	-	-	3.58	3.57
	-	-	-	-	-	-	-	-	-	-	1.77	1.70
	-	-	-	-	-	-	-	-	-	-	0.10	0.10

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.8aii And which of the following types of food poisoning, if any, have you heard of? (Total mentions)
 Base: All adults in England, Wales and NI

	36-49														50-65					
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	372	-	-	-	-
Weighted Base	417	414
Bacillus Cereus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	53	70	-	-	-	-
Botulism	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	17%	-	-	-	-
Campylobacter	-	-	-	-	-	-	-	-	-	-	-	-	-	-	170	205	-	-	-	-
Clostridium Perfringes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41%	50%	-	-	-	-
E-coli	-	-	-	-	-	-	-	-	-	-	-	-	-	-	85	106	-	-	-	-
Listeria	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20%	26%	-	-	-	-
Norovirus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41	60	-	-	-	-
Salmonella	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	14%	-	-	-	-
BSE (Bovine spongiform encephalopathy)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	353	360	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	85%	87%	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	209	248	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	50%	60%	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	235	240	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	56%	58%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	367	379	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	88%	92%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	1	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	*	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	35	28	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	7%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.98	4.32	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.85	1.91	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.10	0.10	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.8aii And which of the following types of food poisoning, if any, have you heard of? (Total mentions)
 Base: All adults in England, Wales and NI

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	431	443
Weighted Base	457	467
Bacillus Cereus	-	-	-	-	-	-	-	-	-	-	80	76
Botulism	-	-	-	-	-	-	-	-	-	-	18%	16%
Campylobacter	-	-	-	-	-	-	-	-	-	-	277	310
Clostridium Perfringes	-	-	-	-	-	-	-	-	-	-	61%	66%
E-coli	-	-	-	-	-	-	-	-	-	-	136	159
Listeria	-	-	-	-	-	-	-	-	-	-	30%	34%
Norovirus	-	-	-	-	-	-	-	-	-	-	71	92
Salmonella	-	-	-	-	-	-	-	-	-	-	15%	20%
BSE (Bovine spongiform encephalopathy)	-	-	-	-	-	-	-	-	-	-	407	422
Other	-	-	-	-	-	-	-	-	-	-	89%	90%
Don't know	-	-	-	-	-	-	-	-	-	-	302	332
Average number of mentions	-	-	-	-	-	-	-	-	-	-	66%	71%
Standard deviation	-	-	-	-	-	-	-	-	-	-	278	327
Standard error	-	-	-	-	-	-	-	-	-	-	61%	70%
	-	-	-	-	-	-	-	-	-	-	427	436
	-	-	-	-	-	-	-	-	-	-	94%	93%
	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	3	1
	-	-	-	-	-	-	-	-	-	-	1%	*
	-	-	-	-	-	-	-	-	-	-	21	22
	-	-	-	-	-	-	-	-	-	-	4%	5%
	-	-	-	-	-	-	-	-	-	-	4.54	4.84
	-	-	-	-	-	-	-	-	-	-	1.90	1.86
	-	-	-	-	-	-	-	-	-	-	0.09	0.09

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.8a1 And which of the following types of food poisoning, if any, have you heard of? (Total mentions)

Base: All adults in England, Wales and NI

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	584	619
Weighted Base	339	348
Bacillus Cereus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41	38
Botulism	-	-	-	-	-	-	-	-	-	-	-	-	-	-	200	202
Campylobacter	-	-	-	-	-	-	-	-	-	-	-	-	-	-	59%	58%
Clostridium Perfringes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	67	83
E-coli	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20%	24%
Listeria	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33	39
Norovirus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	11%
Salmonella	-	-	-	-	-	-	-	-	-	-	-	-	-	-	276	288
BSE (Bovine spongiform encephalopathy)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	81%	83%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	187	201
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	55%	58%
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	193	199
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	57%	57%
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	309	320
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	91%	92%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	3
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20	23
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	7%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.11	4.24
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.83	1.85
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.08	0.08

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.8aii And which of the following types of food poisoning, if any, have you heard of? (Total mentions)
 Base: All adults in England, Wales and NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1771	1775	-	-	-	-
Weighted Base	1678	1672
Bacillus Cereus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	226	222	-	-	-	-
Botulism	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	13%	-	-	-	-
Campylobacter	-	-	-	-	-	-	-	-	-	-	-	-	-	-	701	758	-	-	-	-
Clostridium Perfringes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42%	45%	-	-	-	-
E-coli	-	-	-	-	-	-	-	-	-	-	-	-	-	-	320	365	-	-	-	-
Listeria	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19%	22%	-	-	-	-
Norovirus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	157	195	-	-	-	-
Salmonella	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	12%	-	-	-	-
BSE (Bovine spongiform encephalopathy)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1360	1404	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	81%	84%	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	769	841	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46%	50%	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	875	932	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	52%	56%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1480	1508	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	88%	90%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	*	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	6	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	*	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	146	130	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	8%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.85	4.04	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.88	1.88	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.05	0.05	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.8a11 And which of the following types of food poisoning, if any, have you heard of? (Total mentions)

Base: All adults in England, Wales and NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base
Bacillus Cereus	-	-	-	-	-	-	-	-	-	-	-	-
Botulism	-	-	-	-	-	-	-	-	-	-	-	-
Campylobacter	-	-	-	-	-	-	-	-	-	-	-	-
Clostridium Perfringes	-	-	-	-	-	-	-	-	-	-	-	-
E-coli	-	-	-	-	-	-	-	-	-	-	-	-
Listeria	-	-	-	-	-	-	-	-	-	-	-	-
Norovirus	-	-	-	-	-	-	-	-	-	-	-	-
Salmonella	-	-	-	-	-	-	-	-	-	-	-	-
BSE (Bovine spongiform encephalopathy)	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.8aii And which of the following types of food poisoning, if any, have you heard of? (Total mentions)
 Base: All adults in England, Wales and NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109	105	-	-	-	-
Weighted Base	90*	94*
Bacillus Cereus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17	17	-	-	-	-
Botulism	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19%	18%	-	-	-	-
Campylobacter	-	-	-	-	-	-	-	-	-	-	-	-	-	-	37	44	-	-	-	-
Clostridium Perfringes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41%	47%	-	-	-	-
E-coli	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16	32	-	-	-	-
Listeria	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18%	34%	-	-	-	-
Norovirus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	20	-	-	-	-
Salmonella	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	21%	-	-	-	-
BSE (Bovine spongiform encephalopathy)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	74	81	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	82%	86%	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	44	54	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	49%	57%	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	44	59	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	50%	63%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	88	90	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	98%	96%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	4	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	4%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.83	4.42	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.98	2.22	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.19	0.22	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.8aii And which of the following types of food poisoning, if any, have you heard of? (Total mentions)

Base: All adults in England, Wales and NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)			
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Bacillus Cereus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	252	255
Botulism	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	784	865
Campylobacter	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	370	442
Clostridium Perfringens	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	185	233
E-coli	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1532	1586
Listeria	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	865	961
Norovirus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	987	1058
Salmonella	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1674	1707
BSE (Bovine spongiform encephalopathy)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13	6
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	148	134
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.86	4.08
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.88	1.92
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.04	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/November 2016/May 2017/November 2017/May 2018



Q.8b In the UK, from which of the following foods do you think you are MOST LIKELY to get food poisoning from?
 Base: All adults in England, Wales and NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2004
Weighted Base	1874	1876
Cereal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26	36
Eggs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%
Raw chicken or turkey	-	-	-	-	-	-	-	-	-	-	-	-	-	-	705	687
Reheated takeaway food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	38%	37%
Shellfish	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1474	1478
Unwashed vegetables or salad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	79%	79%
Water	-	-	-	-	-	-	-	-	-	-	-	-	-	-	853	870
Yoghurt	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47%	46%
Cooked sliced meats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1003	1029
Smoked fish	-	-	-	-	-	-	-	-	-	-	-	-	-	-	54%	55%
Soft mould-ripened and soft cheeses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	533	539
Pre-prepared sandwiches	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28%	29%
Pre-prepared salads	-	-	-	-	-	-	-	-	-	-	-	-	-	-	136	135
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	7%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	188	170
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	9%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	390	350
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21%	19%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	173	215
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	11%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	293	298
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16%	16%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	328	339
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18%	18%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	298	341
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16%	16%

Proportions/Means: All Columns Tested (5% risk level)
 ** very small base (under 30) ineligible for sig testing



Q.8b In the UK, from which of the following foods do you think you are MOST LIKELY to get food poisoning from?
 Base: All adults in England, Wales and NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Pate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	320
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	17%
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	128	108
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	6%
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.83	3.85
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.47	2.66
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.06	0.06

Proportions/Mean: All Columns Tested (5% risk level)
 ** very small base (under 30) ineligible for sig testing



Q.8b In the UK, from which of the following foods do you think you are MOST LIKELY to get food poisoning from?
 Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	921	910
Cereal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13	14	-	-	-	-
Eggs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	340	302	-	-	-	-
Raw chicken or turkey	-	-	-	-	-	-	-	-	-	-	-	-	-	-	717	688	-	-	-	-
Reheated takeaway food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	400	390	-	-	-	-
Shellfish	-	-	-	-	-	-	-	-	-	-	-	-	-	-	43%	43%	-	-	-	-
Unwashed vegetables or salad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	480	476	-	-	-	-
Water	-	-	-	-	-	-	-	-	-	-	-	-	-	-	52%	52%	-	-	-	-
Yoghurt	-	-	-	-	-	-	-	-	-	-	-	-	-	-	233	253	-	-	-	-
Cooked sliced meats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25%	28%	-	-	-	-
Smoked fish	-	-	-	-	-	-	-	-	-	-	-	-	-	-	58	59	-	-	-	-
Soft mould-ripened and soft cheeses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	7%	-	-	-	-
Pre-prepared sandwiches	-	-	-	-	-	-	-	-	-	-	-	-	-	-	96	82	-	-	-	-
Pre-prepared salads	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	9%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	185	166	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20%	18%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	88	103	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	11%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	105	108	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	12%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	128	146	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	16%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	101	133	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	15%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.8b In the UK, from which of the following foods do you think you are MOST LIKELY to get food poisoning from?
 Base: All adults in England, Wales and NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base	953	966
Cereal	-	-	-	-	-	-	-	-	-	-	13	22
Eggs	-	-	-	-	-	-	-	-	-	-	1%	2%
Raw chicken or turkey	-	-	-	-	-	-	-	-	-	-	365	385
Reheated takeaway food	-	-	-	-	-	-	-	-	-	-	38%	40%
Shellfish	-	-	-	-	-	-	-	-	-	-	757	790
Unwashed vegetables or salad	-	-	-	-	-	-	-	-	-	-	79%	82%
Water	-	-	-	-	-	-	-	-	-	-	483	480
Yoghurt	-	-	-	-	-	-	-	-	-	-	51%	50%
Cooked sliced meats	-	-	-	-	-	-	-	-	-	-	523	553
Smoked fish	-	-	-	-	-	-	-	-	-	-	55%	57%
Soft mould-ripened and soft cheeses	-	-	-	-	-	-	-	-	-	-	300	286
Pre-prepared sandwiches	-	-	-	-	-	-	-	-	-	-	32%	30%
Pre-prepared salads	-	-	-	-	-	-	-	-	-	-	78	76
	-	-	-	-	-	-	-	-	-	-	8%	8%
	-	-	-	-	-	-	-	-	-	-	93	88
	-	-	-	-	-	-	-	-	-	-	10%	9%
	-	-	-	-	-	-	-	-	-	-	205	184
	-	-	-	-	-	-	-	-	-	-	22%	19%
	-	-	-	-	-	-	-	-	-	-	85	113
	-	-	-	-	-	-	-	-	-	-	9%	12%
	-	-	-	-	-	-	-	-	-	-	188	190
	-	-	-	-	-	-	-	-	-	-	20%	20%
	-	-	-	-	-	-	-	-	-	-	200	193
	-	-	-	-	-	-	-	-	-	-	21%	20%
	-	-	-	-	-	-	-	-	-	-	197	208
	-	-	-	-	-	-	-	-	-	-	21%	22%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.8b In the UK, from which of the following foods do you think you are MOST LIKELY to get food poisoning from?
 Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	921	910
Pate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	110	113	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12%	12%	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	64	69	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	8%	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.56	3.61	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.31	2.53	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.08	0.08	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.8b In the UK, from which of the following foods do you think you are MOST LIKELY to get food poisoning from?
 Base: All adults in England, Wales and NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base	953	966
Pate	-	-	-	-	-	-	-	-	-	-	156	207
Don't know	-	-	-	-	-	-	-	-	-	-	65	39
Average number of mentions	-	-	-	-	-	-	-	-	-	-	7%F	4%
Standard deviation	-	-	-	-	-	-	-	-	-	-	4.10	4.07
Standard error	-	-	-	-	-	-	-	-	-	-	2.58	2.75
	-	-	-	-	-	-	-	-	-	-	0.08	0.09

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.8b In the UK, from which of the following foods do you think you are MOST LIKELY to get food poisoning from?
 Base: All adults in England, Wales and NI

	16-25															26-35				
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	242	-	-	-	-
Weighted Base	288	278
Cereal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	2	-	-	-	-
Eggs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	107	93	-	-	-	-
Raw chicken or turkey	-	-	-	-	-	-	-	-	-	-	-	-	-	-	37%	33%	-	-	-	-
Reheated takeaway food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	227	226	-	-	-	-
Shellfish	-	-	-	-	-	-	-	-	-	-	-	-	-	-	79%	81%	-	-	-	-
Unwashed vegetables or salad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	117	96	-	-	-	-
Water	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41%	35%	-	-	-	-
Yoghurt	-	-	-	-	-	-	-	-	-	-	-	-	-	-	121	108	-	-	-	-
Cooked sliced meats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42%	39%	-	-	-	-
Smoked fish	-	-	-	-	-	-	-	-	-	-	-	-	-	-	59	56	-	-	-	-
Soft mould-ripened and soft cheeses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20%	20%	-	-	-	-
Pre-prepared sandwiches	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17	14	-	-	-	-
Pre-prepared salads	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	5%	-	-	-	-
Pate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26	18	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	6%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	50	38	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17%	14%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33	27	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12%	10%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	34	33	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12%	12%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26	23	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	8%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18	17	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	6%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16	12	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	4%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/November 2016/May 2017/November 2017/May 2018



Q.8b In the UK, from which of the following foods do you think you are MOST LIKELY to get food poisoning from?
 Base: All adults in England, Wales and NI

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	333	328
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	373	369
Cereal	-	-	-	-	-	-	-	-	-	-	8	3
Eggs	-	-	-	-	-	-	-	-	-	-	2%	7%
Raw chicken or turkey	-	-	-	-	-	-	-	-	-	-	154	153
Reheated takeaway food	-	-	-	-	-	-	-	-	-	-	41%	41%
Shellfish	-	-	-	-	-	-	-	-	-	-	284	281
Unwashed vegetables or salad	-	-	-	-	-	-	-	-	-	-	78%	78%
Water	-	-	-	-	-	-	-	-	-	-	157	159
Yoghurt	-	-	-	-	-	-	-	-	-	-	42%	43%
Cooked sliced meats	-	-	-	-	-	-	-	-	-	-	186	197
Smoked fish	-	-	-	-	-	-	-	-	-	-	50%	53%
Soft mould-ripened and soft cheeses	-	-	-	-	-	-	-	-	-	-	102	89
Pre-prepared sandwiches	-	-	-	-	-	-	-	-	-	-	27%	24%
Pre-prepared salads	-	-	-	-	-	-	-	-	-	-	32	19
Pate	-	-	-	-	-	-	-	-	-	-	9%	5%
	-	-	-	-	-	-	-	-	-	-	51	36
	-	-	-	-	-	-	-	-	-	-	74%	70%
	-	-	-	-	-	-	-	-	-	-	52	39
	-	-	-	-	-	-	-	-	-	-	74%	71%
	-	-	-	-	-	-	-	-	-	-	50	47
	-	-	-	-	-	-	-	-	-	-	13%	13%
	-	-	-	-	-	-	-	-	-	-	46	54
	-	-	-	-	-	-	-	-	-	-	12%	15%
	-	-	-	-	-	-	-	-	-	-	58	49
	-	-	-	-	-	-	-	-	-	-	76%	73%
	-	-	-	-	-	-	-	-	-	-	43	43
	-	-	-	-	-	-	-	-	-	-	12%	12%
	-	-	-	-	-	-	-	-	-	-	42	48
	-	-	-	-	-	-	-	-	-	-	11%	13%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.8b In the UK, from which of the following foods do you think you are MOST LIKELY to get food poisoning from?

Base: All adults in England, Wales and NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	242	-	-	-	-
Weighted Base	288	278
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15	15	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	5%	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.13	2.89	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.99	2.06	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.13	0.14	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.8b In the UK, from which of the following foods do you think you are MOST LIKELY to get food poisoning from?

Base: All adults in England, Wales and NI

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	333	328
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	373	369
Don't know	-	-	-	-	-	-	-	-	-	-	17	21
Average number of mentions	-	-	-	-	-	-	-	-	-	-	5%	6%
Standard deviation	-	-	-	-	-	-	-	-	-	-	3.55	3.50
Standard error	-	-	-	-	-	-	-	-	-	-	2.55	2.30
	-	-	-	-	-	-	-	-	-	-	0.14	0.13

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.8b In the UK, from which of the following foods do you think you are MOST LIKELY to get food poisoning from?
 Base: All adults in England, Wales and NI

	36-45																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	372	-	-	-	-
Weighted Base	417	414
Cereal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	8	-	-	-	-
Eggs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
Raw chicken or turkey	-	-	-	-	-	-	-	-	-	-	-	-	-	-	183	171	-	-	-	-
Reheated takeaway food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	44%	41%	-	-	-	-
Shellfish	-	-	-	-	-	-	-	-	-	-	-	-	-	-	332	330	-	-	-	-
Unwashed vegetables or salad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30%	30%	-	-	-	-
Water	-	-	-	-	-	-	-	-	-	-	-	-	-	-	205	210	-	-	-	-
Yoghurt	-	-	-	-	-	-	-	-	-	-	-	-	-	-	49%	51%	-	-	-	-
Cooked sliced meats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	240	238	-	-	-	-
Smoked fish	-	-	-	-	-	-	-	-	-	-	-	-	-	-	58%	57%	-	-	-	-
Soft mould-ripened and soft cheeses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	115	116	-	-	-	-
Pre-prepared sandwiches	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27%	28%	-	-	-	-
Pre-prepared salads	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28	33	-	-	-	-
Pate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	8%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46	41	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	10%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	79	63	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19%	15%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29	50	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	12%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	75	69	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18%	17%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	75	71	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18%	17%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	67	77	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16%	19%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	75	83	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18%	20%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/November 2016/May 2017/November 2017/May 2018



Q.8b In the UK, from which of the following foods do you think you are MOST LIKELY to get food poisoning from?
 Base: All adults in England, Wales and NI

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	431	443
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	457	467
Cereal	-	-	-	-	-	-	-	-	-	-	7	15
Eggs	-	-	-	-	-	-	-	-	-	-	1%	3%
Raw chicken or turkey	-	-	-	-	-	-	-	-	-	-	167	176
Reheated takeaway food	-	-	-	-	-	-	-	-	-	-	37%	38%
Shellfish	-	-	-	-	-	-	-	-	-	-	378	376
Unwashed vegetables or salad	-	-	-	-	-	-	-	-	-	-	83%	81%
Water	-	-	-	-	-	-	-	-	-	-	251	263
Yoghurt	-	-	-	-	-	-	-	-	-	-	55%	56%
Cooked sliced meats	-	-	-	-	-	-	-	-	-	-	269	294
Smoked fish	-	-	-	-	-	-	-	-	-	-	59%	63%
Soft mould-ripened and soft cheeses	-	-	-	-	-	-	-	-	-	-	148	169
Pre-prepared sandwiches	-	-	-	-	-	-	-	-	-	-	32%	36%
Pre-prepared salads	-	-	-	-	-	-	-	-	-	-	35	48
Pate	-	-	-	-	-	-	-	-	-	-	8%	10%
	-	-	-	-	-	-	-	-	-	-	52	51
	-	-	-	-	-	-	-	-	-	-	71%	71%
	-	-	-	-	-	-	-	-	-	-	118	117
	-	-	-	-	-	-	-	-	-	-	26%	25%
	-	-	-	-	-	-	-	-	-	-	41	54
	-	-	-	-	-	-	-	-	-	-	9%	12%
	-	-	-	-	-	-	-	-	-	-	87	93
	-	-	-	-	-	-	-	-	-	-	19%	20%
	-	-	-	-	-	-	-	-	-	-	100	121
	-	-	-	-	-	-	-	-	-	-	22%	26%
	-	-	-	-	-	-	-	-	-	-	89	123
	-	-	-	-	-	-	-	-	-	-	19%	26%
	-	-	-	-	-	-	-	-	-	-	85	113
	-	-	-	-	-	-	-	-	-	-	18%	24%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.8b In the UK, from which of the following foods do you think you are MOST LIKELY to get food poisoning from?

Base: All adults in England, Wales and NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	372	-	-	-	-
Weighted Base	417	414
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33	21	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	5%	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.05	3.97	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.47	2.62	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.13	0.14	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.8b In the UK, from which of the following foods do you think you are MOST LIKELY to get food poisoning from?

Base: All adults in England, Wales and NI

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	431	443
Weighted Base	457	467
Don't know	-	-	-	-	-	-	-	-	-	-	30	24
Average number of mentions	-	-	-	-	-	-	-	-	-	-	4.28	4.55
Standard deviation	-	-	-	-	-	-	-	-	-	-	2.60	2.98
Standard error	-	-	-	-	-	-	-	-	-	-	0.13	0.15

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing

Q.8b In the UK, from which of the following foods do you think you are MOST LIKELY to get food poisoning from?
 Base: All adults in England, Wales and NI

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	584	619
Weighted Base	339	348
Cereal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	7
Eggs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%
Raw chicken or turkey	-	-	-	-	-	-	-	-	-	-	-	-	-	-	95	95
Reheated takeaway food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28%	27%
Shellfish	-	-	-	-	-	-	-	-	-	-	-	-	-	-	253	265
Unwashed vegetables or salad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	75%	75%
Water	-	-	-	-	-	-	-	-	-	-	-	-	-	-	153	142
Yoghurt	-	-	-	-	-	-	-	-	-	-	-	-	-	-	45%	41%
Cooked sliced meats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	187	193
Smoked fish	-	-	-	-	-	-	-	-	-	-	-	-	-	-	55%	55%
Soft mould-ripened and soft cheeses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	110	110
Pre-prepared sandwiches	-	-	-	-	-	-	-	-	-	-	-	-	-	-	32%	32%
Pre-prepared salads	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23	21
Pate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	6%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13	25
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	7%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	92	93
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27%	27%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19	36
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	10%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	51	49
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15%	14%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	69	76
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20%	22%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	81	81
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24%	23%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47	64
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	18%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.8b In the UK, from which of the following foods do you think you are MOST LIKELY to get food poisoning from?

Base: All adults in England, Wales and NI

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	584	619
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	339	348
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33	27
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.90	3.92
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.41	2.76
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.10	0.12

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing

Q.8b In the UK, from which of the following foods do you think you are MOST LIKELY to get food poisoning from?
 Base: All adults in England, Wales and NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1771	1775	-	-	-	-
Weighted Base	1678	1672
Cereal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22	31	-	-	-	-
Eggs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	78%	78%	-	-	-	-
Raw chicken or turkey	-	-	-	-	-	-	-	-	-	-	-	-	-	-	600	600	-	-	-	-
Reheated takeaway food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	36%	36%	-	-	-	-
Shellfish	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1307	1297	-	-	-	-
Unwashed vegetables or salad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	78%	78%	-	-	-	-
Water	-	-	-	-	-	-	-	-	-	-	-	-	-	-	788	783	-	-	-	-
Yoghurt	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47%	47%	-	-	-	-
Cooked sliced meats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	883	921	-	-	-	-
Smoked fish	-	-	-	-	-	-	-	-	-	-	-	-	-	-	53%	55%	-	-	-	-
Soft mould-ripened and soft cheeses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	485	501	-	-	-	-
Pre-prepared sandwiches	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29%	30%	-	-	-	-
Pre-prepared salads	-	-	-	-	-	-	-	-	-	-	-	-	-	-	132	118	-	-	-	-
Pate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	7%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	180	157	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	9%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	344	316	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20%	19%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	151	192	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	12%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	265	270	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16%	16%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	299	308	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18%	18%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	280	311	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17%	19%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	241	280	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	17%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.8b In the UK, from which of the following foods do you think you are MOST LIKELY to get food poisoning from?

Base: All adults in England, Wales and NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
Cereal	-	-	-	-	-	-	-	-	-	-	-	-
Eggs	-	-	-	-	-	-	-	-	-	-	-	-
Raw chicken or turkey	-	-	-	-	-	-	-	-	-	-	-	-
Reheated takeaway food	-	-	-	-	-	-	-	-	-	-	-	-
Shellfish	-	-	-	-	-	-	-	-	-	-	-	-
Unwashed vegetables or salad	-	-	-	-	-	-	-	-	-	-	-	-
Water	-	-	-	-	-	-	-	-	-	-	-	-
Yoghurt	-	-	-	-	-	-	-	-	-	-	-	-
Cooked sliced meats	-	-	-	-	-	-	-	-	-	-	-	-
Smoked fish	-	-	-	-	-	-	-	-	-	-	-	-
Soft mould-ripened and soft cheeses	-	-	-	-	-	-	-	-	-	-	-	-
Pre-prepared sandwiches	-	-	-	-	-	-	-	-	-	-	-	-
Pre-prepared salads	-	-	-	-	-	-	-	-	-	-	-	-
Pate	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

* small base; ** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.8b In the UK, from which of the following foods do you think you are MOST LIKELY to get food poisoning from?
 Base: All adults in England, Wales and NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1771	1775	-	-	-	-
Weighted Base	1678	1672
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	126	105	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	6%	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.85	3.89	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.51	2.65	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.06	0.07	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.8b In the UK, from which of the following foods do you think you are MOST LIKELY to get food poisoning from?

Base: All adults in England, Wales and NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.8b In the UK, from which of the following foods do you think you are MOST LIKELY to get food poisoning from?
 Base: All adults in England, Wales and NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109	105	-	-	-	-
Weighted Base	90*	94*
Cereal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	5	-	-	-	-
Eggs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41	30	-	-	-	-
Raw chicken or turkey	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46%	32%	-	-	-	-
Reheated takeaway food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	75	80	-	-	-	-
Shellfish	-	-	-	-	-	-	-	-	-	-	-	-	-	-	63%	66%	-	-	-	-
Unwashed vegetables or salad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46	45	-	-	-	-
Water	-	-	-	-	-	-	-	-	-	-	-	-	-	-	52%	48%	-	-	-	-
Yoghurt	-	-	-	-	-	-	-	-	-	-	-	-	-	-	60	59	-	-	-	-
Cooked sliced meats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	67%	63%	-	-	-	-
Smoked fish	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20	25	-	-	-	-
Soft mould-ripened and soft cheeses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22%	26%	-	-	-	-
Pre-prepared sandwiches	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	15	-	-	-	-
Pre-prepared salads	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	16%	-	-	-	-
Pate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	6	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	7%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28	22	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	31%	24%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	15	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	16%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16	18	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18%	19%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17	17	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20%	18%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13	20	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15%	22%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15	20	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17%	21%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/November 2016/May 2017/November 2017/May 2018



Q.8b In the UK, from which of the following foods do you think you are MOST LIKELY to get food poisoning from?
 Base: All adults in England, Wales and NI

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	109	124
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	106	110
Cereal	-	-	-	-	-	-	-	-	-	-	2	-
Eggs	-	-	-	-	-	-	-	-	-	-	64	57
Raw chicken or turkey	-	-	-	-	-	-	-	-	-	-	60%	52%
Reheated takeaway food	-	-	-	-	-	-	-	-	-	-	92	101
Shellfish	-	-	-	-	-	-	-	-	-	-	86%	91%
Unwashed vegetables or salad	-	-	-	-	-	-	-	-	-	-	49	42
Water	-	-	-	-	-	-	-	-	-	-	46%	38%
Yoghurt	-	-	-	-	-	-	-	-	-	-	60	50
Cooked sliced meats	-	-	-	-	-	-	-	-	-	-	56%	46%
Smoked fish	-	-	-	-	-	-	-	-	-	-	28	14
Soft mould-ripened and soft cheeses	-	-	-	-	-	-	-	-	-	-	27%	12%
Pre-prepared sandwiches	-	-	-	-	-	-	-	-	-	-	2	2
Pre-prepared salads	-	-	-	-	-	-	-	-	-	-	2%	2%
Pate	-	-	-	-	-	-	-	-	-	-	2	6
	-	-	-	-	-	-	-	-	-	-	2%	6%
	-	-	-	-	-	-	-	-	-	-	18	12
	-	-	-	-	-	-	-	-	-	-	17%	11%
	-	-	-	-	-	-	-	-	-	-	10	8
	-	-	-	-	-	-	-	-	-	-	10%	7%
	-	-	-	-	-	-	-	-	-	-	11	9
	-	-	-	-	-	-	-	-	-	-	11%	8%
	-	-	-	-	-	-	-	-	-	-	12	14
	-	-	-	-	-	-	-	-	-	-	11%	13%
	-	-	-	-	-	-	-	-	-	-	5	10
	-	-	-	-	-	-	-	-	-	-	5%	9%
	-	-	-	-	-	-	-	-	-	-	9	9
	-	-	-	-	-	-	-	-	-	-	9%	9%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.8b In the UK, from which of the following foods do you think you are MOST LIKELY to get food poisoning from?
 Base: All adults in England, Wales and NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109	105	-	-	-	-
Weighted Base	90*	94*
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.06	4.16	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.20	3.33	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.21	0.33	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.8b In the UK, from which of the following foods do you think you are MOST LIKELY to get food poisoning from?

Base: All adults in England, Wales and NI

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	109	124
Weighted Base	106	110
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	3.43	3.06
Standard deviation	-	-	-	-	-	-	-	-	-	-	1.94	1.93
Standard error	-	-	-	-	-	-	-	-	-	-	0.19	0.17

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing

Q.8b In the UK, from which of the following foods do you think you are MOST LIKELY to get food poisoning from?
 Base: All adults in England, Wales and NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	1874	1876
Cereal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26	36
Eggs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	705	687
Raw chicken or turkey	-	-	-	-	-	-	-	-	-	-	-	-	-	-	38%	37%
Reheated takeaway food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1474	1478
Shellfish	-	-	-	-	-	-	-	-	-	-	-	-	-	-	79%	79%
Unwashed vegetables or salad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	863	870
Water	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47%	46%
Yoghurt	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1003	1029
Cooked sliced meats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	54%	55%
Smoked fish	-	-	-	-	-	-	-	-	-	-	-	-	-	-	533	539
Soft mould-ripened and soft cheeses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28%	29%
Pre-prepared sandwiches	-	-	-	-	-	-	-	-	-	-	-	-	-	-	136	135
Pre-prepared salads	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	7%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.8b In the UK, from which of the following foods do you think you are MOST LIKELY to get food poisoning from?

Base: All adults in England, Wales and NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Pate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	320
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	17%
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	128	108
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	6%
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.83	3.85
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.47	2.66
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.06	0.06

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
** very small base (under 30) ineligible for sig testing

Q.8c Which of these activities, if any, do you think will help you avoid food poisoning?
 Base: All adults in England, Wales and NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2004
Weighted Base	1874	1876
Preparing different food types on different surfaces/chopping boards	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1067	1088
															75%	78%
Cooking food thoroughly	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1400	1417
															92%	97%
Storing food at 5 degrees C or below	-	-	-	-	-	-	-	-	-	-	-	-	-	-	932	979
															50%	52%
Avoid re-heating food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	948	937
															51%	50%
Not washing raw chicken	-	-	-	-	-	-	-	-	-	-	-	-	-	-	830	834
															44%	44%
Washing fresh fruits and vegetables thoroughly	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1089	1122
															58%	60%
Following storage instructions on food labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1004	1038
															54%	55%
Eating food by the use-by date	-	-	-	-	-	-	-	-	-	-	-	-	-	-	990	972
															53%	52%
Eating food by the best-before date	-	-	-	-	-	-	-	-	-	-	-	-	-	-	850	797
															45%	43%
Heating leftovers until they are steaming hot before eating them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	809	815
															43%	43%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	117	97
															6%	5%
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5.64	5.62
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.83	2.90
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.07	0.07

Proportions/Means: All Columns Tested (5% risk level)
 ** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.8c Which of these activities, if any, do you think will help you avoid food poisoning?
Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	921	910
Preparing different food types on different surfaces/chopping boards	-	-	-	-	-	-	-	-	-	-	-	-	-	-	513	472	-	-	-	-
															56%	52%				
Cooking food thoroughly	-	-	-	-	-	-	-	-	-	-	-	-	-	-	681	670	-	-	-	-
															74%	74%				
Storing food at 5 degrees C or below	-	-	-	-	-	-	-	-	-	-	-	-	-	-	467	469	-	-	-	-
															51%	50%				
Avoid re-heating food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	467	432	-	-	-	-
															51%	47%				
Not washing raw chicken	-	-	-	-	-	-	-	-	-	-	-	-	-	-	357	348	-	-	-	-
															39%	38%				
Washing fresh fruits and vegetables thoroughly	-	-	-	-	-	-	-	-	-	-	-	-	-	-	509	513	-	-	-	-
															55%	56%				
Following storage instructions on food labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	477	460	-	-	-	-
															52%	51%				
Eating food by the use-by date	-	-	-	-	-	-	-	-	-	-	-	-	-	-	470	447	-	-	-	-
															51%	49%				
Eating food by the best-before date	-	-	-	-	-	-	-	-	-	-	-	-	-	-	404	388	-	-	-	-
															44%	43%				
Heating leftovers until they are steaming hot before eating them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	360	358	-	-	-	-
															39%	39%				
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	58	66	-	-	-	-
															6%	7%				
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5.45	5.39	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.88	2.98	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.8c Which of these activities, if any, do you think will help you avoid food poisoning?
 Base: All adults in England, Wales and NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base	953	966
Preparing different food types on different surfaces/chopping boards	-	-	-	-	-	-	-	-	-	-	555	616
Cooking food thoroughly	-	-	-	-	-	-	-	-	-	-	58%	64%E
Storing food at 5 degrees C or below	-	-	-	-	-	-	-	-	-	-	719	747
Avoid re-heating food	-	-	-	-	-	-	-	-	-	-	75%	77%
Not washing raw chicken	-	-	-	-	-	-	-	-	-	-	465	520
Washing fresh fruits and vegetables thoroughly	-	-	-	-	-	-	-	-	-	-	49%	54%E
Following storage instructions on food labels	-	-	-	-	-	-	-	-	-	-	481	505
Eating food by the use-by date	-	-	-	-	-	-	-	-	-	-	50%	52%
Eating food by the best-before date	-	-	-	-	-	-	-	-	-	-	474	485
Heating leftovers until they are steaming hot before eating them	-	-	-	-	-	-	-	-	-	-	50%	50%
Don't know	-	-	-	-	-	-	-	-	-	-	580	608
Average number of mentions	-	-	-	-	-	-	-	-	-	-	61%	63%
Standard deviation	-	-	-	-	-	-	-	-	-	-	528	578
	-	-	-	-	-	-	-	-	-	-	55%	60%
	-	-	-	-	-	-	-	-	-	-	520	526
	-	-	-	-	-	-	-	-	-	-	55%	54%
	-	-	-	-	-	-	-	-	-	-	446	409
	-	-	-	-	-	-	-	-	-	-	47%	42%
	-	-	-	-	-	-	-	-	-	-	450	457
	-	-	-	-	-	-	-	-	-	-	47%	47%
	-	-	-	-	-	-	-	-	-	-	58	31
	-	-	-	-	-	-	-	-	-	-	6%F	3%
	-	-	-	-	-	-	-	-	-	-	5.83	5.83
	-	-	-	-	-	-	-	-	-	-	2.77	2.81

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.8c Which of these activities, if any, do you think will help you avoid food poisoning?

Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	921	910
Standard error	0.10	0.10

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 **very small base (under 30) ineligible for sig testing



Q.8c Which of these activities, if any, do you think will help you avoid food poisoning?

Base: All adults in England, Wales and NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base	953	966
Standard error	-	-	-	-	-	-	-	-	-	-	0.09	0.09

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 **very small base (under 30) ineligible for sig testing



Q.8c Which of these activities, if any, do you think will help you avoid food poisoning?
Base: All adults in England, Wales and NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	242	-	-	-	-
Weighted Base	288	278
Preparing different food types on different surfaces/chopping boards	-	-	-	-	-	-	-	-	-	-	-	-	-	-	145	143	-	-	-	-
															50%	51%				
Cooking food thoroughly	-	-	-	-	-	-	-	-	-	-	-	-	-	-	201	196	-	-	-	-
															70%	71%				
Storing food at 5 degrees C or below	-	-	-	-	-	-	-	-	-	-	-	-	-	-	104	102	-	-	-	-
															36%	36%				
Avoid re-heating food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	132	118	-	-	-	-
															46%	42%				
Not washing raw chicken	-	-	-	-	-	-	-	-	-	-	-	-	-	-	79	68	-	-	-	-
															27%	24%				
Washing fresh fruits and vegetables thoroughly	-	-	-	-	-	-	-	-	-	-	-	-	-	-	145	144	-	-	-	-
															50%	52%				
Following storage instructions on food labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	144	135	-	-	-	-
															50%	48%				
Eating food by the use-by date	-	-	-	-	-	-	-	-	-	-	-	-	-	-	149	144	-	-	-	-
															52%	52%				
Eating food by the best-before date	-	-	-	-	-	-	-	-	-	-	-	-	-	-	134	125	-	-	-	-
															47%	45%				
Heating leftovers until they are steaming hot before eating them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	83	96	-	-	-	-
															29%	35%				
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20	15	-	-	-	-
															7%	5%				
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.91	4.82	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.75	3.08	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.18	0.20	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.8c Which of these activities, if any, do you think will help you avoid food poisoning?
Base: All adults in England, Wales and NI

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	333	328
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	373	369
Preparing different food types on different surfaces/chopping boards	-	-	-	-	-	-	-	-	-	-	193	208
	-	-	-	-	-	-	-	-	-	-	52%	56%
Cooking food thoroughly	-	-	-	-	-	-	-	-	-	-	276	257
	-	-	-	-	-	-	-	-	-	-	74%	70%
Storing food at 5 degrees C or below	-	-	-	-	-	-	-	-	-	-	187	193
Avoid re-heating food	-	-	-	-	-	-	-	-	-	-	50%	52%
	-	-	-	-	-	-	-	-	-	-	186	191
	-	-	-	-	-	-	-	-	-	-	50%	52%
Not washing raw chicken	-	-	-	-	-	-	-	-	-	-	162	159
	-	-	-	-	-	-	-	-	-	-	43%	43%
Washing fresh fruits and vegetables thoroughly	-	-	-	-	-	-	-	-	-	-	230	223
	-	-	-	-	-	-	-	-	-	-	61%	60%
Following storage instructions on food labels	-	-	-	-	-	-	-	-	-	-	203	207
	-	-	-	-	-	-	-	-	-	-	54%	56%
Eating food by the use-by date	-	-	-	-	-	-	-	-	-	-	213	213
	-	-	-	-	-	-	-	-	-	-	57%	58%
Eating food by the best-before date	-	-	-	-	-	-	-	-	-	-	177	172
	-	-	-	-	-	-	-	-	-	-	48%	47%
Heating leftovers until they are steaming hot before eating them	-	-	-	-	-	-	-	-	-	-	161	159
	-	-	-	-	-	-	-	-	-	-	43%	43%
Don't know	-	-	-	-	-	-	-	-	-	-	14	20
	-	-	-	-	-	-	-	-	-	-	4%	5%
Average number of mentions	-	-	-	-	-	-	-	-	-	-	5.53	5.68
Standard deviation	-	-	-	-	-	-	-	-	-	-	2.84	2.88
Standard error	-	-	-	-	-	-	-	-	-	-	0.16	0.16

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.8c Which of these activities, if any, do you think will help you avoid food poisoning?

Base: All adults in England, Wales and NI

	36-45																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	372	-	-	-	-
Weighted Base	417	414
Preparing different food types on different surfaces/chopping boards	-	-	-	-	-	-	-	-	-	-	-	-	-	-	264	250	-	-	-	-
Cooking food thoroughly	-	-	-	-	-	-	-	-	-	-	-	-	-	-	63%	60%	-	-	-	-
Storing food at 5 degrees C or below	-	-	-	-	-	-	-	-	-	-	-	-	-	-	320	331	-	-	-	-
Avoid re-heating food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	77%	80%	-	-	-	-
Not washing raw chicken	-	-	-	-	-	-	-	-	-	-	-	-	-	-	233	222	-	-	-	-
Washing fresh fruits and vegetables thoroughly	-	-	-	-	-	-	-	-	-	-	-	-	-	-	56%	54%	-	-	-	-
Following storage instructions on food labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	217	203	-	-	-	-
Eating food by the use-by date	-	-	-	-	-	-	-	-	-	-	-	-	-	-	52%	49%	-	-	-	-
Eating food by the best-before date	-	-	-	-	-	-	-	-	-	-	-	-	-	-	193	183	-	-	-	-
Heating leftovers until they are steaming hot before eating them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46%	44%	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	247	250	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	59%	60%	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	215	236	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	51%	57%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	235	215	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	56%	52%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	189	187	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	45%	45%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	184	188	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	44%	45%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28	20	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	5%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5.89	5.76	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.75	2.83	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.15	0.15	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.8c Which of these activities, if any, do you think will help you avoid food poisoning?
Base: All adults in England, Wales and NI

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	431	443
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	457	467
Preparing different food types on different surfaces/chopping boards	-	-	-	-	-	-	-	-	-	-	289	313
											63%	67%
Cooking food thoroughly	-	-	-	-	-	-	-	-	-	-	362	379
											79%	81%
Storing food at 5 degrees C or below	-	-	-	-	-	-	-	-	-	-	258	285
											58%	61%
Avoid re-heating food	-	-	-	-	-	-	-	-	-	-	243	253
											53%	54%
Not washing raw chicken	-	-	-	-	-	-	-	-	-	-	233	254
											51%	54%
Washing fresh fruits and vegetables thoroughly	-	-	-	-	-	-	-	-	-	-	269	296
											59%	63%
Following storage instructions on food labels	-	-	-	-	-	-	-	-	-	-	269	294
											59%	63%
Eating food by the use-by date	-	-	-	-	-	-	-	-	-	-	242	244
											53%	52%
Eating food by the best-before date	-	-	-	-	-	-	-	-	-	-	214	179
											47%	38%
Heating leftovers until they are steaming hot before eating them	-	-	-	-	-	-	-	-	-	-	233	224
											51%	48%
Don't know	-	-	-	-	-	-	-	-	-	-	26	24
											6%	5%
Average number of mentions	-	-	-	-	-	-	-	-	-	-	6.06	6.14
Standard deviation	-	-	-	-	-	-	-	-	-	-	2.79	2.69
Standard error	-	-	-	-	-	-	-	-	-	-	0.14	0.13

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.8c Which of these activities, if any, do you think will help you avoid food poisoning?
Base: All adults in England, Wales and NI

	66+																
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	584	619
Weighted Base	339	348
Preparing different food types on different surfaces/chopping boards	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	177	173
																52%	50%
Cooking food thoroughly	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	241	253
																71%	73%
Storing food at 5 degrees C or below	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	150	178
																44%	51%
Avoid re-heating food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	170	171
																50%	49%
Not washing raw chicken	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	163	169
																48%	49%
Washing fresh fruits and vegetables thoroughly	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	198	208
																59%	60%
Following storage instructions on food labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	174	166
																51%	48%
Eating food by the use-by date	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	151	157
																45%	45%
Eating food by the best-before date	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	136	134
																40%	38%
Heating leftovers until they are steaming hot before eating them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	147	148
																44%	42%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29	18
																9%	5%
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5.52	5.33
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.90	2.96
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.13	0.12

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.8c Which of these activities, if any, do you think will help you avoid food poisoning?

Base: All adults in England, Wales and NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1771	1775	-	-	-	-
Weighted Base	1678	1672
Preparing different food types on different surfaces/chopping boards	-	-	-	-	-	-	-	-	-	-	-	-	-	-	943	943	-	-	-	-
															56%	56%				
Cooking food thoroughly	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1244	1249	-	-	-	-
															74%	75%				
Storing food at 5 degrees C or below	-	-	-	-	-	-	-	-	-	-	-	-	-	-	826	848	-	-	-	-
															49%	51%				
Avoid re-heating food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	830	898	-	-	-	-
															49%	48%				
Not washing raw chicken	-	-	-	-	-	-	-	-	-	-	-	-	-	-	719	701	-	-	-	-
															43%	42%				
Washing fresh fruits and vegetables thoroughly	-	-	-	-	-	-	-	-	-	-	-	-	-	-	963	977	-	-	-	-
															57%	58%				
Following storage instructions on food labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	885	890	-	-	-	-
															53%	53%				
Eating food by the use-by date	-	-	-	-	-	-	-	-	-	-	-	-	-	-	868	839	-	-	-	-
															52%	50%				
Eating food by the best-before date	-	-	-	-	-	-	-	-	-	-	-	-	-	-	762	703	-	-	-	-
															45%	42%				
Heating leftovers until they are steaming hot before eating them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	717	725	-	-	-	-
															43%	43%				
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	110	95	-	-	-	-
															7%	6%				
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5.58	5.51	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.82	2.86	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.07	0.07	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.8c Which of these activities, if any, do you think will help you avoid food poisoning?

Base: All adults in England, Wales and NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base
Preparing different food types on different surfaces/chopping boards	-	-	-	-	-	-	-	-	-	-	-	-
Cooking food thoroughly	-	-	-	-	-	-	-	-	-	-	-	-
Storing food at 5 degrees C or below	-	-	-	-	-	-	-	-	-	-	-	-
Avoid re-heating food	-	-	-	-	-	-	-	-	-	-	-	-
Not washing raw chicken	-	-	-	-	-	-	-	-	-	-	-	-
Washing fresh fruits and vegetables thoroughly	-	-	-	-	-	-	-	-	-	-	-	-
Following storage instructions on food labels	-	-	-	-	-	-	-	-	-	-	-	-
Eating food by the use-by date	-	-	-	-	-	-	-	-	-	-	-	-
Eating food by the best-before date	-	-	-	-	-	-	-	-	-	-	-	-
Heating leftovers until they are steaming hot before eating them	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.8c Which of these activities, if any, do you think will help you avoid food poisoning?
 Base: All adults in England, Wales and NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109	105	-	-	-	-
Weighted Base	90*	94*
Preparing different food types on different surfaces/chopping boards	-	-	-	-	-	-	-	-	-	-	-	-	-	-	44	60	-	-	-	-
Cooking food thoroughly	-	-	-	-	-	-	-	-	-	-	-	-	-	-	49%	64%	-	-	-	-
Storing food at 5 degrees C or below	-	-	-	-	-	-	-	-	-	-	-	-	-	-	65	73	-	-	-	-
Avoid re-heating food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	73%	78%	-	-	-	-
Not washing raw chicken	-	-	-	-	-	-	-	-	-	-	-	-	-	-	45	58	-	-	-	-
Washing fresh fruits and vegetables thoroughly	-	-	-	-	-	-	-	-	-	-	-	-	-	-	51%	62%	-	-	-	-
Following storage instructions on food labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47	60	-	-	-	-
Eating food by the use-by date	-	-	-	-	-	-	-	-	-	-	-	-	-	-	52%	64%	-	-	-	-
Eating food by the best-before date	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46	61	-	-	-	-
Heating leftovers until they are steaming hot before eating them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	51%	66%	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	50	60	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	56%	64%	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47	64	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	53%	68%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	55	55	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	62%	59%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42	47	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47%	50%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	38	53	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42%	57%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	2	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	2%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5.79	6.43	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.93	3.28	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.29	0.32	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.8c Which of these activities, if any, do you think will help you avoid food poisoning?
Base: All adults in England, Wales and NI

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	109	124
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	106	110
Preparing different food types on different surfaces/chopping boards	-	-	-	-	-	-	-	-	-	-	81	85
Cooking food thoroughly	-	-	-	-	-	-	-	-	-	-	76%	78%
Storing food at 5 degrees C or below	-	-	-	-	-	-	-	-	-	-	91	95
Avoid re-heating food	-	-	-	-	-	-	-	-	-	-	85%	86%
Not washing raw chicken	-	-	-	-	-	-	-	-	-	-	61	74
Washing fresh fruits and vegetables thoroughly	-	-	-	-	-	-	-	-	-	-	57%	67%
Following storage instructions on food labels	-	-	-	-	-	-	-	-	-	-	71	69
Eating food by the use-by date	-	-	-	-	-	-	-	-	-	-	66%	62%
Eating food by the best-before date	-	-	-	-	-	-	-	-	-	-	65	71
Heating leftovers until they are steaming hot before eating them	-	-	-	-	-	-	-	-	-	-	62%	65%
Don't know	-	-	-	-	-	-	-	-	-	-	75	85
Average number of mentions	-	-	-	-	-	-	-	-	-	-	71%	77%
Standard deviation	-	-	-	-	-	-	-	-	-	-	73	83
Standard error	-	-	-	-	-	-	-	-	-	-	68%	76%
	-	-	-	-	-	-	-	-	-	-	67	78
	-	-	-	-	-	-	-	-	-	-	63%	71%
	-	-	-	-	-	-	-	-	-	-	46	48
	-	-	-	-	-	-	-	-	-	-	43%	44%
	-	-	-	-	-	-	-	-	-	-	55	37
	-	-	-	-	-	-	-	-	-	-	52%	34%
	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	6.43	6.59
	-	-	-	-	-	-	-	-	-	-	2.80	2.88
	-	-	-	-	-	-	-	-	-	-	0.27	0.26

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.8c Which of these activities, if any, do you think will help you avoid food poisoning?
 Base: All adults in England, Wales and NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	1874	1876
Preparing different food types on different surfaces/chopping boards	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1067	1088
Cooking food thoroughly	-	-	-	-	-	-	-	-	-	-	-	-	-	-	57%	58%
Storing food at 5 degrees C or below	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1400	1417
Avoid re-heating food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	75%	76%
Not washing raw chicken	-	-	-	-	-	-	-	-	-	-	-	-	-	-	932	979
Washing fresh fruits and vegetables thoroughly	-	-	-	-	-	-	-	-	-	-	-	-	-	-	50%	52%
Following storage instructions on food labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	948	937
Eating food by the use-by date	-	-	-	-	-	-	-	-	-	-	-	-	-	-	51%	50%
Eating food by the best-before date	-	-	-	-	-	-	-	-	-	-	-	-	-	-	830	834
Heating leftovers until they are steaming hot before eating them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	44%	44%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1089	1122
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	58%	60%
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1004	1038
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	54%	55%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	990	972
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	53%	52%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	850	797
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	45%	43%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	809	815
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	43%	43%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	117	97
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	6%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5.64	5.62
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.83	2.90

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

** very small base (under 30) ineligible for sig testing

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.8c Which of these activities, if any, do you think will help you avoid food poisoning?

Base: All adults in England, Wales and NI

	ADDITIONAL COUNTRY																
	ENGLAND/WALES/NI																
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	1874	1876
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.07	0.07

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.9a Are you aware of the rules about allergens? By rules we mean any information rule, regulation or legislation introduced relevant to this subject.

Base: All adults in England, Wales and NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1989 1874	2004 1876
Allergens must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	91 5%	99 5%
Allergens must be in bold/highlighted letters	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23 1%	36 2%
Ingredients must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28 1%	24 1%
Allergens used in food production/preparation must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 p	-
Avoid food you are allergic to	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	6
Ask about allergens	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	4
Specific references to (pea)nuts	-	-	-	-	-	-	-	-	-	-	-	-	-	-	123 7%	103 5%
Specific references to dairy products	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	10
Specific references to gluten	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16 1%	23 1%
Specific references to shell fish	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	2
Specific references to eggs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	2
Specific references to wheat/cereal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	4

Proportions/Means: All Columns Tested (5% risk level)
** very small base (under 30) ineligible for sig testing



Q.9a Are you aware of the rules about allergens? By rules we mean any information rule, regulation or legislation introduced relevant to this subject.

Base: All adults in England, Wales and NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874
Food should be cooked properly	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-
All references to (cross) contamination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	8
Specific reference to soy(a)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	962	972
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	.51%	.52%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	40	37
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	553	543
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	.29%	.29%

Proportions/Mean: All Columns Tested (5% risk level)
** very small base (under 30) ineligible for sig testing

Q.9a Are you aware of the rules about allergens? By rules we mean any information rule, regulation or legislation introduced relevant to this subject.
 Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	921	910
Allergens must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	44	40	-	-	-	-
															5%	4%				
Allergens must be in bold/highlighted letters	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	16	-	-	-	-
															1%	2%				
Ingredients must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13	4	-	-	-	-
															1% ^p	*				
Allergens used in food production/preparation must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	-	-	-	-
															*	-				
Avoid food you are allergic to	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-
															*	*				
Ask about allergens	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-
															*	*				
Specific references to (pea)nuts	-	-	-	-	-	-	-	-	-	-	-	-	-	-	61	52	-	-	-	-
															7%	6%				
Specific references to dairy products	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	6	-	-	-	-
															1%	*				
Specific references to gluten	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	8	-	-	-	-
															1%	1%				
Specific references to shell fish	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	-	-	-	-
															*	*				
Specific references to eggs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-
															*	*				
Specific references to wheat/cereal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-
															*	*				

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.9a Are you aware of the rules about allergens? By rules we mean any information rule, regulation or legislation introduced relevant to this subject.
Base: All adults in England, Wales and NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	953	966
Allergens must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	48	58
											5%	6%
Allergens must be in bold/highlighted letters	-	-	-	-	-	-	-	-	-	-	15	20
											2%	2%
Ingredients must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	15	20
											2%	2%
Allergens used in food production/preparation must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	1	-
Avoid food you are allergic to	-	-	-	-	-	-	-	-	-	-	4	3
											*	*
Ask about allergens	-	-	-	-	-	-	-	-	-	-	2	2
											*	*
Specific references to (pea)nuts	-	-	-	-	-	-	-	-	-	-	63	51
											7%	5%
Specific references to dairy products	-	-	-	-	-	-	-	-	-	-	7	4
											1%	*
Specific references to gluten	-	-	-	-	-	-	-	-	-	-	10	15
											1%	2%
Specific references to shell fish	-	-	-	-	-	-	-	-	-	-	*	1
											*	*
Specific references to eggs	-	-	-	-	-	-	-	-	-	-	2	1
											*	*
Specific references to wheat/cereal	-	-	-	-	-	-	-	-	-	-	2	2
											*	*

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.9a Are you aware of the rules about allergens? By rules we mean any information rule, regulation or legislation introduced relevant to this subject.
Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	921	910	..*	..*	..*	..*
Food should be cooked properly	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
All references to (cross) contamination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	3	-	-	-	-
Specific reference to soy(a)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	494	497	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	54%	55%	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30	14	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%p	1%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	250	259	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27%	28%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.9a Are you aware of the rules about allergens? By rules we mean any information rule, regulation or legislation introduced relevant to this subject.

Base: All adults in England, Wales and NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	953	966
Food should be cooked properly	-	-	-	-	-	-	-	-	-	-	2	-
All references to (cross) contamination	-	-	-	-	-	-	-	-	-	-	2	5
Specific reference to soy(a)	-	-	-	-	-	-	-	-	-	-	-	2
No	-	-	-	-	-	-	-	-	-	-	49%	47%
Other	-	-	-	-	-	-	-	-	-	-	10	23
Not sure	-	-	-	-	-	-	-	-	-	-	302	284
	-	-	-	-	-	-	-	-	-	-	32%	29%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.9a Are you aware of the rules about allergens? By rules we mean any information rule, regulation or legislation introduced relevant to this subject.
 Base: All adults in England, Wales and NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	242	-	-	-	-
Weighted Base	288	278
Allergens must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11	16	-	-	-	-
															4%	6%				
Allergens must be in bold/highlighted letters	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	-	-	-	-
															1%	*				
Ingredients must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	-	-	-	-	-
															2%	-				
Allergens used in food production/preparation must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
															*	-				
Avoid food you are allergic to	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
															*	-				
Ask about allergens	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
															-	-				
Specific references to (pea)nuts	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	6	-	-	-	-
															4%	2%				
Specific references to dairy products	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	5	-	-	-	-
															1%	2%				
Specific references to gluten	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
															*	-				
Specific references to shell fish	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
															-	-				
Specific references to eggs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
															-	-				
Specific references to wheat/cereal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
															-	-				

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9a Are you aware of the rules about allergens? By rules we mean any information rule, regulation or legislation introduced relevant to this subject.
 Base: All adults in England, Wales and NI

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	333	328
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	373	369
Allergens must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	23	16
	-	-	-	-	-	-	-	-	-	-	6%	4%
Allergens must be in bold/highlighted letters	-	-	-	-	-	-	-	-	-	-	6	8
	-	-	-	-	-	-	-	-	-	-	2%	2%
Ingredients must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	4	10
	-	-	-	-	-	-	-	-	-	-	1%	3%
Allergens used in food production/preparation must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	1	-
	-	-	-	-	-	-	-	-	-	-	*	-
Avoid food you are allergic to	-	-	-	-	-	-	-	-	-	-	-	2
	-	-	-	-	-	-	-	-	-	-	-	1%
Ask about allergens	-	-	-	-	-	-	-	-	-	-	1	-
	-	-	-	-	-	-	-	-	-	-	*	-
Specific references to (pea)nuts	-	-	-	-	-	-	-	-	-	-	25	12
	-	-	-	-	-	-	-	-	-	-	7%	3%
Specific references to dairy products	-	-	-	-	-	-	-	-	-	-	3	1
	-	-	-	-	-	-	-	-	-	-	1%	*
Specific references to gluten	-	-	-	-	-	-	-	-	-	-	5	4
	-	-	-	-	-	-	-	-	-	-	1%	1%
Specific references to shell fish	-	-	-	-	-	-	-	-	-	-	1	1
	-	-	-	-	-	-	-	-	-	-	*	*
Specific references to eggs	-	-	-	-	-	-	-	-	-	-	1	1
	-	-	-	-	-	-	-	-	-	-	*	*
Specific references to wheat/cereal	-	-	-	-	-	-	-	-	-	-	1	1
	-	-	-	-	-	-	-	-	-	-	*	*

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9a Are you aware of the rules about allergens? By rules we mean any information rule, regulation or legislation introduced relevant to this subject.

Base: All adults in England, Wales and NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	242	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	288	278	..*	..*	..*	..*
Food should be cooked properly	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All references to (cross) contamination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	2	-	-	-	-
Specific reference to soy(a)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	167	153	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	58%	55%	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	5	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	82	91	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28%	33%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9a Are you aware of the rules about allergens? By rules we mean any information rule, regulation or legislation introduced relevant to this subject.

Base: All adults in England, Wales and NI

	26,35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	333	328
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	373	369
Food should be cooked properly	-	-	-	-	-	-	-	-	-	-	1	-
All references to (cross) contamination	-	-	-	-	-	-	-	-	-	-	-	1
Specific reference to soy(a)	-	-	-	-	-	-	-	-	-	-	-	2
No	-	-	-	-	-	-	-	-	-	-	185	196
Other	-	-	-	-	-	-	-	-	-	-	49%	53%
Not sure	-	-	-	-	-	-	-	-	-	-	6	8
	-	-	-	-	-	-	-	-	-	-	2%	2%
	-	-	-	-	-	-	-	-	-	-	111	104
	-	-	-	-	-	-	-	-	-	-	30%	28%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9a Are you aware of the rules about allergens? By rules we mean any information rule, regulation or legislation introduced relevant to this subject.
Base: All adults in England, Wales and NI

	36-45																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	372	-	-	-	-
Weighted Base	417	414
Allergens must be displayed/on menus/ labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23	16	-	-	-	-
															5%	4%				
Allergens must be in bold/highlighted letters	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	12	-	-	-	-
															1%	3%				
Ingredients must be displayed/on menus/ labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	9	-	-	-	-
															2%	2%				
Allergens used in food production/preparation must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Avoid food you are allergic to	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	2	-	-	-	-
															1%	*				
Ask about allergens	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific references to (pea)nuts	-	-	-	-	-	-	-	-	-	-	-	-	-	-	37	31	-	-	-	-
															9%	7%				
Specific references to dairy products	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	2	-	-	-	-
															*	*				
Specific references to gluten	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	7	-	-	-	-
															2%	*				
Specific references to shell fish	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
															*	-				
Specific references to eggs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
															*	-				
Specific references to wheat/cereal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
															*	-				

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9a Are you aware of the rules about allergens? By rules we mean any information rule, regulation or legislation introduced relevant to this subject.
 Base: All adults in England, Wales and NI

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	431	443
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	457	467
Allergens must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	28	42
	-	-	-	-	-	-	-	-	-	-	6%	9%
Allergens must be in bold/highlighted letters	-	-	-	-	-	-	-	-	-	-	8	14
Ingredients must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	2%	3%
Allergens used in food production/preparation must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	9	4
	-	-	-	-	-	-	-	-	-	-	2%	1%
Avoid food you are allergic to	-	-	-	-	-	-	-	-	-	-	2	-
	-	-	-	-	-	-	-	-	-	-	1%	-
Ask about allergens	-	-	-	-	-	-	-	-	-	-	1	1
	-	-	-	-	-	-	-	-	-	-	*	*
Specific references to (pea)nuts	-	-	-	-	-	-	-	-	-	-	-	2
	-	-	-	-	-	-	-	-	-	-	-	*
Specific references to dairy products	-	-	-	-	-	-	-	-	-	-	36	38
	-	-	-	-	-	-	-	-	-	-	8%	8%
Specific references to gluten	-	-	-	-	-	-	-	-	-	-	4	3
	-	-	-	-	-	-	-	-	-	-	1%	1%
Specific references to shell fish	-	-	-	-	-	-	-	-	-	-	7	8
	-	-	-	-	-	-	-	-	-	-	2%	2%
Specific references to eggs	-	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	-	*
Specific references to wheat/cereal	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	2
	-	-	-	-	-	-	-	-	-	-	-	1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9a Are you aware of the rules about allergens? By rules we mean any information rule, regulation or legislation introduced relevant to this subject.

Base: All adults in England, Wales and NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	372	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	417	414	..*	..*	..*	..*
Food should be cooked properly	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
All references to (cross) contamination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-
Specific reference to soy(a)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	49%	46%	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	8	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	2%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	118	133	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28%	32%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9a Are you aware of the rules about allergens? By rules we mean any information rule, regulation or legislation introduced relevant to this subject.

Base: All adults in England, Wales and NI

	50,65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	431	443
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	457	467
Food should be cooked properly	-	-	-	-	-	-	-	-	-	-	1	-
All references to (cross) contamination	-	-	-	-	-	-	-	-	-	-	1	3
Specific reference to soy(a)	-	-	-	-	-	-	-	-	-	-	-	1
No	-	-	-	-	-	-	-	-	-	-	203	229
	-	-	-	-	-	-	-	-	-	-	44%	49%
Other	-	-	-	-	-	-	-	-	-	-	14	12
	-	-	-	-	-	-	-	-	-	-	3%	3%
Not sure	-	-	-	-	-	-	-	-	-	-	142	107
	-	-	-	-	-	-	-	-	-	-	31%	23%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9a Are you aware of the rules about allergens? By rules we mean any information rule, regulation or legislation introduced relevant to this subject.

Base: All adults in England, Wales and NI

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	619
Weighted Base	348
Allergens must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	7
Allergens must be in bold/highlighted letters	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%
Ingredients must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1
Allergens used in food production/preparation must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
Avoid food you are allergic to	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-
Ask about allergens	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
Specific references to (pea)nuts	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16	15
Specific references to dairy products	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	4%
Specific references to gluten	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
Specific references to shell fish	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	4
Specific references to eggs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
Specific references to wheat/cereal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.9a Are you aware of the rules about allergens? By rules we mean any information rule, regulation or legislation introduced relevant to this subject.

Base: All adults in England, Wales and NI

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	584	619
Weighted Base	339	348
Food should be cooked properly	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All references to (cross) contamination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific reference to soy(a)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	201	205
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	59%	59%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	4
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100	108
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29%	31%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 .. very small base (under 30) ineligible for sig testing



Q.9a Are you aware of the rules about allergens? By rules we mean any information rule, regulation or legislation introduced relevant to this subject.
 Base: All adults in England, Wales and NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1771	1775	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1678	1672	**	**	**	**
Allergens must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	82	94	-	-	-	-
															5%	6%	-	-	-	-
Allergens must be in bold/highlighted letters	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23	34	-	-	-	-
															1%	2%	-	-	-	-
Ingredients must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27	23	-	-	-	-
															2%	1%	-	-	-	-
Allergens used in food production/preparation must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	-	-	-	-
															*	-	-	-	-	-
Avoid food you are allergic to	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	4	-	-	-	-
															*	*	-	-	-	-
Ask about allergens	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	4	-	-	-	-
															*	*	-	-	-	-
Specific references to (pea)nuts	-	-	-	-	-	-	-	-	-	-	-	-	-	-	112	95	-	-	-	-
															7%	6%	-	-	-	-
Specific references to dairy products	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	10	-	-	-	-
															1%	1%	-	-	-	-
Specific references to gluten	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16	21	-	-	-	-
															1%	1%	-	-	-	-
Specific references to shell fish	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	2	-	-	-	-
															*	*	-	-	-	-
Specific references to eggs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	1	-	-	-	-
															*	*	-	-	-	-
Specific references to wheat/cereal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	3	-	-	-	-
															*	*	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9a Are you aware of the rules about allergens? By rules we mean any information rule, regulation or legislation introduced relevant to this subject.

Base: All adults in England, Wales and NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
Allergens must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	-	-
Allergens must be in bold/highlighted letters	-	-	-	-	-	-	-	-	-	-	-	-
Ingredients must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	-	-
Allergens used in food production/preparation must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	-	-
Avoid food you are allergic to	-	-	-	-	-	-	-	-	-	-	-	-
Ask about allergens	-	-	-	-	-	-	-	-	-	-	-	-
Specific references to (pea)nuts	-	-	-	-	-	-	-	-	-	-	-	-
Specific references to dairy products	-	-	-	-	-	-	-	-	-	-	-	-
Specific references to gluten	-	-	-	-	-	-	-	-	-	-	-	-
Specific references to shell fish	-	-	-	-	-	-	-	-	-	-	-	-
Specific references to eggs	-	-	-	-	-	-	-	-	-	-	-	-
Specific references to wheat/cereal	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9a Are you aware of the rules about allergens? By rules we mean any information rule, regulation or legislation introduced relevant to this subject.
Base: All adults in England, Wales and NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1771	1775	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	1678	1672	..*	..*	..*	..*
Food should be cooked properly	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
All references to (cross) contamination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	7	-	-	-	-
Specific reference to soy(a)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	*	-	-	-	-
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	858	870	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	51%	52%	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	40	36	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	489	466	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29%	28%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9a Are you aware of the rules about allergens? By rules we mean any information rule, regulation or legislation introduced relevant to this subject.

Base: All adults in England, Wales and NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
Food should be cooked properly	-	-	-	-	-	-	-	-	-	-	-	-
All references to (cross) contamination	-	-	-	-	-	-	-	-	-	-	-	-
Specific reference to soy(a)	-	-	-	-	-	-	-	-	-	-	-	-
No	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/ef/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9a Are you aware of the rules about allergens? By rules we mean any information rule, regulation or legislation introduced relevant to this subject.
 Base: All adults in England, Wales and NI

	WALES																NI				
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)	
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109	105	-	-	-	-	
Weighted Base	90*	94*	
Allergens must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	5	-	-	-	-	
Allergens must be in bold/highlighted letters	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	
Ingredients must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	
Allergens used in food production/preparation must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	
Avoid food you are allergic to	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	
Ask about allergens	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	-	-	
Specific references to (pea)nuts	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	4	-	-	-	-	
Specific references to dairy products	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	5%	-	-	-	-	
Specific references to gluten	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	
Specific references to shell fish	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-	
Specific references to eggs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	
Specific references to wheat/cereal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9a Are you aware of the rules about allergens? By rules we mean any information rule, regulation or legislation introduced relevant to this subject.
Base: All adults in England, Wales and NI

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	109	124
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	106	110
Allergens must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	6	-
Allergens must be in bold/highlighted letters	-	-	-	-	-	-	-	-	-	-	5%	-
Ingredients must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	-	1
Allergens used in food production/preparation must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	1	-
Avoid food you are allergic to	-	-	-	-	-	-	-	-	-	-	1%	-
Ask about allergens	-	-	-	-	-	-	-	-	-	-	-	-
Specific references to (pea)nuts	-	-	-	-	-	-	-	-	-	-	9	3
Specific references to dairy products	-	-	-	-	-	-	-	-	-	-	8%	3%
Specific references to gluten	-	-	-	-	-	-	-	-	-	-	-	-
Specific references to shell fish	-	-	-	-	-	-	-	-	-	-	-	-
Specific references to eggs	-	-	-	-	-	-	-	-	-	-	-	-
Specific references to wheat/cereal	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9a Are you aware of the rules about allergens? By rules we mean any information rule, regulation or legislation introduced relevant to this subject.

Base: All adults in England, Wales and NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109	105	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	90*	94*	..*	..*	..*	..*
Food should be cooked properly	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All references to (cross) contamination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
Specific reference to soy(a)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	-	-	-	-	-
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	44	53	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	49%	57%	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	36	22	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41%	24%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/ef/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9a Are you aware of the rules about allergens? By rules we mean any information rule, regulation or legislation introduced relevant to this subject.

Base: All adults in England, Wales and NI

	N											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	109	124
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	106	110
Food should be cooked properly	-	-	-	-	-	-	-	-	-	-	1	-
All references to (cross) contamination	-	-	-	-	-	-	-	-	-	-	1%	-
Specific reference to soy(a)	-	-	-	-	-	-	-	-	-	-	3	1
No	-	-	-	-	-	-	-	-	-	-	2%	1%
Other	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	60	49
	-	-	-	-	-	-	-	-	-	-	56%	45%
	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	28	55
	-	-	-	-	-	-	-	-	-	-	26%	50%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/ef/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 *small base; ** very small base (under 30) ineligible for sig testing



Q.9a Are you aware of the rules about allergens? By rules we mean any information rule, regulation or legislation introduced relevant to this subject.
 Base: All adults in England, Wales and NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	1874	1876
Allergens must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	91	99
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	5%
Allergens must be in bold/highlighted letters	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23	36
Ingredients must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%
Allergens used in food production/preparation must be displayed/on menus/labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28	24
Avoid food you are allergic to	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
Ask about allergens	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*
Specific references to (pea)nuts	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	6
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*
Specific references to dairy products	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	4
Specific references to gluten	-	-	-	-	-	-	-	-	-	-	-	-	-	-	123	103
Specific references to shell fish	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	5%
Specific references to eggs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	10
Specific references to wheat/cereal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16	23
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	2
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	2
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	4
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing
 Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016/Nov 2016/May 2017/Nov 2017/May 2018



Q.9a Are you aware of the rules about allergens? By rules we mean any information rule, regulation or legislation introduced relevant to this subject.

Base: All adults in England, Wales and NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Food should be cooked properly	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-
All references to (cross) contamination	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-
Specific reference to soy(a)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	8
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	962	972
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	51%	52%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	40	37
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	553	543
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29%	29%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.9b_01 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Myself

Base: All adults in England, Wales and NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	94	110
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	6%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	75	81
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	4%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24	13
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1682	1665
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	90%	89%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	14
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	1%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	186	197
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	11%

Proportions/Mean: All Columns Tested (5% risk level)
 ** very small base (under 30) ineligible for sig testing



Q.9b_01 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Myself

Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	921	910	**	**	**	**
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27	31	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%	-	-	-	-
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	31	37	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	4%	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	6	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	1%	-	-	-	-
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	860	830	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	93%	91%	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	8	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	1%	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	60	71	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	8%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.9b_01 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Myself

Base: All adults in England, Wales and NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base	**	**	**	**	**	**	**	**	**	**	953	966
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	67	79
	-	-	-	-	-	-	-	-	-	-	7%	8%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	44	45
	-	-	-	-	-	-	-	-	-	-	5%	5%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	20	6
	-	-	-	-	-	-	-	-	-	-	2%F	1%
None of these	-	-	-	-	-	-	-	-	-	-	822	835
	-	-	-	-	-	-	-	-	-	-	86%	86%
Don't know	-	-	-	-	-	-	-	-	-	-	4	5
	-	-	-	-	-	-	-	-	-	-	*	1%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	126	126
	-	-	-	-	-	-	-	-	-	-	13%	13%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.9b_01 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Myself

Base: All adults in England, Wales and NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	242	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	288	278	**	**	**	**
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	12	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	4%	-	-	-	-
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20	9	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	3%	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	3	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1%	-	-	-	-
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	258	250	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	89%	90%	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	4	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	2%	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30	24	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	9%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9b_01 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Myself

Base: All adults in England, Wales and NI

	26-35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	333	328
Weighted Base	**	**	**	**	**	**	**	**	**	**	373	369
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	23	30
	-	-	-	-	-	-	-	-	-	-	6%	8%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	12	18
	-	-	-	-	-	-	-	-	-	-	3%	5%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	7	2
	-	-	-	-	-	-	-	-	-	-	2%	*
None of these	-	-	-	-	-	-	-	-	-	-	332	322
	-	-	-	-	-	-	-	-	-	-	89%	87%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	41	46
	-	-	-	-	-	-	-	-	-	-	11%	13%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9b_01 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Myself

Base: All adults in England, Wales and NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	372	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	417	414	**	**	**	**
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16	23	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	6%	-	-	-	-
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16	21	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	5%	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	3	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	390	366	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	91%	89%	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	2	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	*	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	34	46	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	11%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9b_01 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Myself

Base: All adults in England, Wales and NI

	50-65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	431	443
Weighted Base	**	**	**	**	**	**	**	**	**	**	457	467
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	32	31
	-	-	-	-	-	-	-	-	-	-	7%	7%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	16	21
	-	-	-	-	-	-	-	-	-	-	4%	5%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	7	2
	-	-	-	-	-	-	-	-	-	-	1%	*
None of these	-	-	-	-	-	-	-	-	-	-	398	410
	-	-	-	-	-	-	-	-	-	-	87%	88%
Don't know	-	-	-	-	-	-	-	-	-	-	3	4
	-	-	-	-	-	-	-	-	-	-	1%	1%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	55	53
	-	-	-	-	-	-	-	-	-	-	12%	11%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9b_01 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Myself

Base: All adults in England, Wales and NI

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	584	619
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	339	348
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13	13
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	4%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	13
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	4%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	3
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	313	316
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	92%	91%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25	28
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	8%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.9b_01 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Myself

Base: All adults in England, Wales and NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1771	1775	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1678	1672	**	**	**	**
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	83	107	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	6%	-	-	-	-
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	64	78	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	5%	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23	10	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1506	1470	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	90%	88%	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	14	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	1%	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	166	189	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	11%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9b_01 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Myself

Base: All adults in England, Wales and NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-
None of these	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9b_01 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Myself

Base: All adults in England, Wales and NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109	105	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	90*	94*	**	**	**	**
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	1	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	1%	-	-	-	-
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	2	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	2%	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	3	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	3%	-	-	-	-
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	78	88	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	87%	94%	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	6	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	6%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9b_01 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Myself

Base: All adults in England, Wales and NI

	NI											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	109	124
Weighted Base	**	**	**	**	**	**	**	**	**	**	106	110
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	6	2
	-	-	-	-	-	-	-	-	-	-	6%	2%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	5	1
	-	-	-	-	-	-	-	-	-	-	4%	1%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-
None of these	-	-	-	-	-	-	-	-	-	-	98	107
	-	-	-	-	-	-	-	-	-	-	92%	98%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	9	3
	-	-	-	-	-	-	-	-	-	-	8%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9b_01 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Myself

Base: All adults in England, Wales and NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2034
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	94	110
															5%	6%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	75	81
															4%	4%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24	13
															1%	1%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1682	1665
															90%	89%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	14
															*	1%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	186	197
															10%	11%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.9b_02 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Another adult in my household

Base: All adults in England, Wales and NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	64	82
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	4%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	40	58
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15	14
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1758	1729
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	94%	92%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	116	147
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	8%

Proportions/Means: All Columns Tested (5% risk level)
 ** very small base (under 30) ineligible for sig testing



Q.9b_02 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Another adult in my household

Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	921	910
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	35	42	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	5%	-	-	-	-
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16	34	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	4%	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9	8	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	862	829	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	94%	91%	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	59	81	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	9%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.9b_02 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Another adult in my household

Base: All adults in England, Wales and NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base	**	**	**	**	**	**	**	**	**	**	953	966
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	29	40
	-	-	-	-	-	-	-	-	-	-	3%	4%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	24	24
	-	-	-	-	-	-	-	-	-	-	3%	2%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	6	5
	-	-	-	-	-	-	-	-	-	-	1%	1%
Don't know/NA	-	-	-	-	-	-	-	-	-	-	896	899
	-	-	-	-	-	-	-	-	-	-	94%	93%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	57	67
	-	-	-	-	-	-	-	-	-	-	6%	7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.9b_02 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Another adult in my household

Base: All adults in England, Wales and NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	242	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	288	278	**	**	**	**
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	17	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	6%	-	-	-	-
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9	11	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	4%	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	-	-
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	274	247	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	95%	89%	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14	32	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	11%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9b_02 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Another adult in my household

Base: All adults in England, Wales and NI

	26-35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	333	328
Weighted Base	**	**	**	**	**	**	**	**	**	**	373	369
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	12	14
	-	-	-	-	-	-	-	-	-	-	3%	4%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	11	14
	-	-	-	-	-	-	-	-	-	-	3%	4%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	2	1
	-	-	-	-	-	-	-	-	-	-	1%	*
Don't know/NA	-	-	-	-	-	-	-	-	-	-	349	342
	-	-	-	-	-	-	-	-	-	-	94%	93%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	24	27
	-	-	-	-	-	-	-	-	-	-	6%	7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9b_02 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Another adult in my household

Base: All adults in England, Wales and NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	372	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	417	414	**	**	**	**
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15	21	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	5%	-	-	-	-
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	15	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	4%	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	-	-	-
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	386	379	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	93%	92%	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	31	34	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	8%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9b_02 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Another adult in my household

Base: All adults in England, Wales and NI

	50-65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	431	443
Weighted Base	**	**	**	**	**	**	**	**	**	**	457	467
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	19	22
	-	-	-	-	-	-	-	-	-	-	4%	5%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	7	8
	-	-	-	-	-	-	-	-	-	-	2%	2%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	3	4
	-	-	-	-	-	-	-	-	-	-	1%	1%
Don't know/NA	-	-	-	-	-	-	-	-	-	-	428	435
	-	-	-	-	-	-	-	-	-	-	94%	93%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	29	33
	-	-	-	-	-	-	-	-	-	-	6%	7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9b_02 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Another adult in my household

Base: All adults in England, Wales and NI

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	584	619
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	339	348
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13	9
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	3%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	10
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	3%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	3
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1%
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	320	327
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	95%	94%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18	21
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	6%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.9b_02 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Another adult in my household

Base: All adults in England, Wales and NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1771	1775	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	1678	1672	..*	..*	..*	..*
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	60	77	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	5%	-	-	-	-
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	35	53	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14	10	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1571	1539	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	94%	92%	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	107	134	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	8%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9b_02 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Another adult in my household

Base: All adults in England, Wales and NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9b_02 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Another adult in my household

Base: All adults in England, Wales and NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109	105	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	90*	94*	..*	..*	..*	..*
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	2	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%	-	-	-	-
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	4	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	4%	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	-	-	-	-
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	85	85	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	95%	90%	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	9	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	10%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9b_02 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Another adult in my household

Base: All adults in England, Wales and NI

	NI											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	109	124
Weighted Base	**	**	**	**	**	**	**	**	**	**	106	110
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	1	2
	-	-	-	-	-	-	-	-	-	-	1%	2%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	4	1
	-	-	-	-	-	-	-	-	-	-	3%	1%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	1	1
	-	-	-	-	-	-	-	-	-	-	1%	1%
Don't know/NA	-	-	-	-	-	-	-	-	-	-	102	105
	-	-	-	-	-	-	-	-	-	-	95%	96%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	5	5
	-	-	-	-	-	-	-	-	-	-	5%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9b_02 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Another adult in my household

Base: All adults in England, Wales and NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	64	82
															3%	4%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	40	58
															2%	3%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15	14
															1%	1%
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1758	1729
															94%	92%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	116	147
															6%	8%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.9b_03 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A child/children in my household

Base: All adults in England, Wales and NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24	33
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	2%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30	41
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	17
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1814	1786
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	97% ^p	95%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	60	90
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	5% ^o

Proportions/Means: All Columns Tested (5% risk level)
 ** very small base (under 30) ineligible for sig testing



Q.9b_03 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A child/children in my household

Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	921	910	**	**	**	**
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13	13	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11	14	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	10	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	1% ^o	-	-	-	-
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	896	874	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	97%	96%	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26	36	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	4%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.9b_03 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A child/children in my household

Base: All adults in England, Wales and NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base	**	**	**	**	**	**	**	**	**	**	953	966
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	11	20
	-	-	-	-	-	-	-	-	-	-	1%	2%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	19	27
	-	-	-	-	-	-	-	-	-	-	2%	3%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	5	7
	-	-	-	-	-	-	-	-	-	-	1%	1%
Don't know/NA	-	-	-	-	-	-	-	-	-	-	918	912
	-	-	-	-	-	-	-	-	-	-	96%F	94%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	34	54
	-	-	-	-	-	-	-	-	-	-	4%	6%E

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.9b_03 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A child/children in my household

Base: All adults in England, Wales and NI

	16-25																26-35				
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)	
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	242	-	-	-	-	
Weighted Base	288	278	
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	3	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-	
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	5	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-	
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	287	268	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	99%	96%	-	-	-	-	
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	11	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	4%	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9b_03 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A child/children in my household

Base: All adults in England, Wales and NI

	26-35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	333	328
Weighted Base	**	**	**	**	**	**	**	**	**	**	373	369
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	7	9
	-	-	-	-	-	-	-	-	-	-	2%	2%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	13	13
	-	-	-	-	-	-	-	-	-	-	4%	3%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	2	3
	-	-	-	-	-	-	-	-	-	-	1%	1%
Don't know/NA	-	-	-	-	-	-	-	-	-	-	352	345
	-	-	-	-	-	-	-	-	-	-	94%	93%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	21	24
	-	-	-	-	-	-	-	-	-	-	6%	7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9b_03 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A child/children in my household

Base: All adults in England, Wales and NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	372	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	417	414	**	**	**	**
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11	17	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	4%	-	-	-	-
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	18	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	4%	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	4	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	392	375	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	94%	91%	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25	38	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	9%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9b_03 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A child/children in my household

Base: All adults in England, Wales and NI

	50-65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	431	443
Weighted Base	**	**	**	**	**	**	**	**	**	**	457	467
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	2	2
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	5	5
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	1	4
Don't know/NA	-	-	-	-	-	-	-	-	-	-	98%	98%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	8	11
	-	-	-	-	-	-	-	-	-	-	2%	2%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9b_03 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A child/children in my household

Base: All adults in England, Wales and NI

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	584	619
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	339	348
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	2
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	3
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	334	342
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	6
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.9b_03 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A child/children in my household

Base: All adults in England, Wales and NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1771	1775	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1678	1672	**	**	**	**
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24	29	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25	37	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	12	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	1%	-	-	-	-
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1622	1596	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	97%	95%	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	56	76	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	5%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9b_03 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A child/children in my household

Base: All adults in England, Wales and NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9b_03 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A child/children in my household

Base: All adults in England, Wales and NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109	105	-	-	-	-
Weighted Base	90*	94*
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	88	91	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	98%	97%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	3	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9b_03 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A child/children in my household

Base: All adults in England, Wales and NI

	NI											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	109	124
Weighted Base	**	**	**	**	**	**	**	**	**	**	106	110
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	5
	-	-	-	-	-	-	-	-	-	-	-	4%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	3	4
	-	-	-	-	-	-	-	-	-	-	3%	3%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	2
	-	-	-	-	-	-	-	-	-	-	-	2%
Don't know/NA	-	-	-	-	-	-	-	-	-	-	103	99
	-	-	-	-	-	-	-	-	-	-	97%	90%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	3	11
	-	-	-	-	-	-	-	-	-	-	3%	10%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9b_03 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A child/children in my household

Base: All adults in England, Wales and NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24	33
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30	41
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	17
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1814	1786
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	97%	95%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	60	90
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	5%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.9b_04 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A child/children not in your household e.g. if your children live elsewhere

Base: All adults in England, Wales and NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20	27
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	7%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	45	55
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	15
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	7%
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1807	1780
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	96% ^p	95%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	67	96
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	5% ^o

Proportions/Means: All Columns Tested (5% risk level)
 ** very small base (under 30) ineligible for sig testing



Q.9b_04 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A child/children not in your household e.g. if your children live elsewhere

Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	921	910	**	**	**	**
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	11	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16	17	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	4	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	-	-	-	-
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	897	879	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	97%	97%	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24	31	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.9b_04 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A child/children not in your household e.g. if your children live elsewhere

Base: All adults in England, Wales and NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base	**	**	**	**	**	**	**	**	**	**	953	966
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	14	17
	-	-	-	-	-	-	-	-	-	-	2%	2%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	30	38
	-	-	-	-	-	-	-	-	-	-	3%	4%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	5	11
	-	-	-	-	-	-	-	-	-	-	*	1%
Don't know/NA	-	-	-	-	-	-	-	-	-	-	910	900
	-	-	-	-	-	-	-	-	-	-	95%F	93%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	43	65
	-	-	-	-	-	-	-	-	-	-	5%	7%E

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.9b_04 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A child/children not in your household e.g. if your children live elsewhere

Base: All adults in England, Wales and NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	242	-	-	-	-
Weighted Base	288	278
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	6	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	285	272	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	99%	98%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	7	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9b_04 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A child/children not in your household e.g. if your children live elsewhere

Base: All adults in England, Wales and NI

	26-35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	333	328
Weighted Base	**	**	**	**	**	**	**	**	**	**	373	369
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	4	4
	-	-	-	-	-	-	-	-	-	-	1%	1%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	6	8
	-	-	-	-	-	-	-	-	-	-	2%	2%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	2
	-	-	-	-	-	-	-	-	-	-	-	1%
Don't know/NA	-	-	-	-	-	-	-	-	-	-	365	354
	-	-	-	-	-	-	-	-	-	-	98%	96%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	9	15
	-	-	-	-	-	-	-	-	-	-	2%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9b_04 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A child/children not in your household e.g. if your children live elsewhere

Base: All adults in England, Wales and NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	372	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	417	414	**	**	**	**
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	12	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	3%	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	2	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	407	396	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	98%	96%	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	17	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	4%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9b_04 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A child/children not in your household e.g. if your children live elsewhere

Base: All adults in England, Wales and NI

	50-65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	431	443
Weighted Base	**	**	**	**	**	**	**	**	**	**	457	467
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	8	10
	-	-	-	-	-	-	-	-	-	-	2%	2%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	23	16
	-	-	-	-	-	-	-	-	-	-	5%	3%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	2	10
	-	-	-	-	-	-	-	-	-	-	*	2%
Don't know/NA	-	-	-	-	-	-	-	-	-	-	426	431
	-	-	-	-	-	-	-	-	-	-	93%	92%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	30	36
	-	-	-	-	-	-	-	-	-	-	7%	8%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9b_04 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A child/children not in your household e.g. if your children live elsewhere

Base: All adults in England, Wales and NI

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	584	619
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	339	348
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	9
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	3%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	13
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	4%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	323	326
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	95%	94%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16	21
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	6%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.9b_04 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A child/children not in your household e.g. if your children live elsewhere

Base: All adults in England, Wales and NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1771	1775	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1678	1672	**	**	**	**
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19	21	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	35	49	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	14	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	1%	-	-	-	-
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1621	1590	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	97%	95%	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	57	82	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	5%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9b_04 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A child/children not in your household e.g. if your children live elsewhere

Base: All adults in England, Wales and NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9b_04 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A child/children not in your household e.g. if your children live elsewhere

Base: All adults in England, Wales and NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109	105	-	-	-	-
Weighted Base	90*	94*
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	-	-	-	-
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	87	86	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	98%	92%	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	7	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	8%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9b_04 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A child/children not in your household e.g. if your children live elsewhere

Base: All adults in England, Wales and NI

	NI											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	109	124
Weighted Base	**	**	**	**	**	**	**	**	**	**	106	110
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	1	3
	-	-	-	-	-	-	-	-	-	-	1%	3%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	8	4
	-	-	-	-	-	-	-	-	-	-	8%	4%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/NA	-	-	-	-	-	-	-	-	-	-	98	103
	-	-	-	-	-	-	-	-	-	-	92%	94%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	8	7
	-	-	-	-	-	-	-	-	-	-	8%	6%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9b_04 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A child/children not in your household e.g. if your children live elsewhere

Base: All adults in England, Wales and NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20	27
															1%	1%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	45	55
															2%	3%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	15
															*	1%
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1807	1780
															96%	95%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	67	96
															4%	5%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.9b_05 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Another adult not in your household e.g. if you care for an adult who lives elsewhere, or a partner who doesn't live with you

Base: All adults in England, Wales and NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46	62
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	68	64
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	3%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16	16
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1755	1744
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	94%	93%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	119	132
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	7%

Proportions/Means: All Columns Tested (5% risk level)
 ** very small base (under 30) ineligible for sig testing



Q.9b_05 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Another adult not in your household e.g. if you care for an adult who lives elsewhere, or a partner who doesn't live with you

Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	921	910	**	**	**	**
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15	30	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3% ^o	-	-	-	-
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	35	26	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	3%	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9	10	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	867	849	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	94%	93%	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	54	61	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	7%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.9b_05 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Another adult not in your household e.g. if you care for an adult who lives elsewhere, or a partner who doesn't live with you

Base: All adults in England, Wales and NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base	**	**	**	**	**	**	**	**	**	**	953	966
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	31	32
	-	-	-	-	-	-	-	-	-	-	3%	3%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	33	39
	-	-	-	-	-	-	-	-	-	-	3%	4%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	7	7
	-	-	-	-	-	-	-	-	-	-	1%	1%
Don't know/NA	-	-	-	-	-	-	-	-	-	-	888	895
	-	-	-	-	-	-	-	-	-	-	93%	93%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	65	71
	-	-	-	-	-	-	-	-	-	-	7%	7%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.9b_05 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Another adult not in your household e.g. if you care for an adult who lives elsewhere, or a partner who doesn't live with you

Base: All adults in England, Wales and NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	242	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	288	278	**	**	**	**
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	6	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	2%	-	-	-	-
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14	13	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	5%	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	2	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	261	259	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	90%	93%	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27	20	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	7%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9b_05 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Another adult not in your household e.g. if you care for an adult who lives elsewhere, or a partner who doesn't live with you

Base: All adults in England, Wales and NI

	26-35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	333	328
Weighted Base	**	**	**	**	**	**	**	**	**	**	373	369
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	9	13
	-	-	-	-	-	-	-	-	-	-	2%	4%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	19	14
	-	-	-	-	-	-	-	-	-	-	5%	4%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	1	4
	-	-	-	-	-	-	-	-	-	-	*	1%
Don't know/NA	-	-	-	-	-	-	-	-	-	-	349	341
	-	-	-	-	-	-	-	-	-	-	94%	92%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	24	28
	-	-	-	-	-	-	-	-	-	-	6%	8%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9b_05 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Another adult not in your household e.g. if you care for an adult who lives elsewhere, or a partner who doesn't live with you

Base: All adults in England, Wales and NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	372	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	417	414	**	**	**	**
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	18	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	4%	-	-	-	-
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	13	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	4	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	1%	-	-	-	-
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	396	382	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	95%	92%	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21	32	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	8%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9b_05 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Another adult not in your household e.g. if you care for an adult who lives elsewhere, or a partner who doesn't live with you

Base: All adults in England, Wales and NI

	50-65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	431	443
Weighted Base	**	**	**	**	**	**	**	**	**	**	457	467
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	8	17
	-	-	-	-	-	-	-	-	-	-	2%	4%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	16	18
	-	-	-	-	-	-	-	-	-	-	3%	4%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	7	5
	-	-	-	-	-	-	-	-	-	-	1%	1%
Don't know/NA	-	-	-	-	-	-	-	-	-	-	427	430
	-	-	-	-	-	-	-	-	-	-	94%	92%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	29	37
	-	-	-	-	-	-	-	-	-	-	6%	8%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9b_05 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Another adult not in your household e.g. if you care for an adult who lives elsewhere, or a partner who doesn't live with you

Base: All adults in England, Wales and NI

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	584	619
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	339	348
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	7
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9	7
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	2%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	2
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	*
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	321	333
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	95%	96%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17	15
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.9b_05 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Another adult not in your household e.g. if you care for an adult who lives elsewhere, or a partner who doesn't live with you

Base: All adults in England, Wales and NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1771	1775	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1678	1672	**	**	**	**
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42	60	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	4%	-	-	-	-
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	55	57	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15	12	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1575	1552	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	94%	93%	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	103	120	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	7%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9b_05 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Another adult not in your household e.g. if you care for an adult who lives elsewhere, or a partner who doesn't live with you

Base: All adults in England, Wales and NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9b_05 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Another adult not in your household e.g. if you care for an adult who lives elsewhere, or a partner who doesn't live with you

Base: All adults in England, Wales and NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109	105	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	90*	94*	..*	..*	..*	..*
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	4	-	-	-	-
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	4%	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	87	87	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	97%	93%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	6	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	7%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9b_05 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Another adult not in your household e.g. if you care for an adult who lives elsewhere, or a partner who doesn't live with you

Base: All adults in England, Wales and NI

	NI											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	109	124
Weighted Base	**	**	**	**	**	**	**	**	**	**	106	110
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	4	1
	-	-	-	-	-	-	-	-	-	-	4%	7%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	11	6
	-	-	-	-	-	-	-	-	-	-	10%	5%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/NA	-	-	-	-	-	-	-	-	-	-	93	104
	-	-	-	-	-	-	-	-	-	-	88%	95%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	13	6
	-	-	-	-	-	-	-	-	-	-	12%	5%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9b_05 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

Another adult not in your household e.g. if you care for an adult who lives elsewhere, or a partner who doesn't live with you

Base: All adults in England, Wales and NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46	62
															2%	3%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	68	64
															4%	3%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16	16
															1%	1%
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1755	1744
															94%	93%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	119	132
															6%	7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.9b_06 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A friend

Base: All adults in England, Wales and NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	116	135
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	7%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	163	164
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	9%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41	48
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1584	1569
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	85%	84%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	290	307
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15%	16%

Proportions/Means: All Columns Tested (5% risk level)
 ** very small base (under 30) ineligible for sig testing



Q.9b_06 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A friend

Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	921	910
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42	56	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	6%	-	-	-	-
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	71	78	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	9%	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15	19	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	806	772	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	87%	85%	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	115	138	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	15%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.9b_06 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A friend

Base: All adults in England, Wales and NI

	FEMALE											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base	**	**	**	**	**	**	**	**	**	**	953	966
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	73	78
	-	-	-	-	-	-	-	-	-	-	8%	8%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	92	85
	-	-	-	-	-	-	-	-	-	-	10%	9%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	25	28
	-	-	-	-	-	-	-	-	-	-	3%	3%
Don't know/NA	-	-	-	-	-	-	-	-	-	-	778	797
	-	-	-	-	-	-	-	-	-	-	82%	83%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	175	169
	-	-	-	-	-	-	-	-	-	-	18%	17%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.9b_06 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A friend

Base: All adults in England, Wales and NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	242	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	288	278	**	**	**	**
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21	23	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	8%	-	-	-	-
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42	45	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	16%	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	4	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%	-	-	-	-
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	229	215	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80%	77%	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	59	64	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20%	23%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9b_06 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A friend

Base: All adults in England, Wales and NI

	26-35											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	333	328
Weighted Base	**	**	**	**	**	**	**	**	**	**	373	369
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	17	32
	-	-	-	-	-	-	-	-	-	-	4%	9%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	27	42
	-	-	-	-	-	-	-	-	-	-	7%	11%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	9	13
	-	-	-	-	-	-	-	-	-	-	2%	4%
Don't know/NA	-	-	-	-	-	-	-	-	-	-	329	295
	-	-	-	-	-	-	-	-	-	-	88%	80%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	45	74
	-	-	-	-	-	-	-	-	-	-	12%	20%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9b_06 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A friend

Base: All adults in England, Wales and NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	372	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	417	414	**	**	**	**
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30	32	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	8%	-	-	-	-
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	38	36	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	9%	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13	17	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	4%	-	-	-	-
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	341	340	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	82%	82%	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	76	74	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18%	18%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9b_06 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A friend

Base: All adults in England, Wales and NI

	50-65											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	431	443
Weighted Base	**	**	**	**	**	**	**	**	**	**	457	467
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	36	30
	-	-	-	-	-	-	-	-	-	-	8%	6%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	40	29
	-	-	-	-	-	-	-	-	-	-	9%	6%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	9	12
	-	-	-	-	-	-	-	-	-	-	2%	3%
Don't know/NA	-	-	-	-	-	-	-	-	-	-	378	402
	-	-	-	-	-	-	-	-	-	-	83%	86%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	78	65
	-	-	-	-	-	-	-	-	-	-	17%	14%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9b_06 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A friend

Base: All adults in England, Wales and NI

	66+															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	584	619
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	339	348
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	17
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	5%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16	12
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	4%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	2
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	307	318
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	91%	91%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	32	30
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	9%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.9b_06 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A friend

Base: All adults in England, Wales and NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1771	1775	-	-	-	-
Weighted Base	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	1678	1672	..*	..*	..*	..*
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	112	130	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	8%	-	-	-	-
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	137	147	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	9%	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	37	29	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1419	1406	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	85%	84%	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	259	267	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15%	16%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9b_06 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A friend

Base: All adults in England, Wales and NI

	SCOTLAND											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9b_06 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A friend

Base: All adults in England, Wales and NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109	105	-	-	-	-
Weighted Base	90*	94*
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%	-	-	-	-
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	2	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	2%	-	-	-	-
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	7	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	7%	-	-	-	-
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	83	82	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	93%	88%	-	-	-	-
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	12	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	12%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9b_06 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A friend

Base: All adults in England, Wales and NI

	NI											
	Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	109	124
Weighted Base	**	**	**	**	**	**	**	**	**	**	106	110
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	1	2
	-	-	-	-	-	-	-	-	-	-	1%	2%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	22	14
	-	-	-	-	-	-	-	-	-	-	21%	13%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	2	12
	-	-	-	-	-	-	-	-	-	-	2%	11%
Don't know/NA	-	-	-	-	-	-	-	-	-	-	82	82
	-	-	-	-	-	-	-	-	-	-	77%	74%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	24	28
	-	-	-	-	-	-	-	-	-	-	23%	26%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.9b_06 Do you or anyone that you regularly eat out with or buy food/drink for, have food allergies or intolerances, based on the definitions below...

A friend

Base: All adults in England, Wales and NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Food intolerance (People with food intolerance experience symptoms such as diarrhoea and stomach cramps caused by difficulties in digesting certain substances. However, no allergic reaction takes place)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	116	135
															6%	7%
Food allergy that has been medically diagnosed by a doctor (A food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be very serious)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	163	164
															9%	9%
Both a food allergy and a food intolerance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41	48
															2%	3%
Don't know/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1584	1569
															85%	84%
Net: Food intolerance or allergy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	290	307
															15%	16%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.9c_01 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a coffee shop

Base: All adults in England, Wales and NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	52	44
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	156	143
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	225	226
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	463	487
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	925	923
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	53	53
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-	-	208	187
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-	-	1388	1410
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	4.13	4.15
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	1.10	1.07
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.02

Proportions/Mean: All Columns Tested (5% risk level)

** very small base (under 30) ineligible for sig testing

Q.9c_01 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a coffee shop

Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	921	910	**	**	**	**
Not at all confident (1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22	25	-	-	-	-
Not very confident (2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%	-	-	-	-
Neither confident nor unconfident (3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	79	65	-	-	-	-
Somewhat confident (4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	7%	-	-	-	-
Very confident (5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	118	126	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	14%	-	-	-	-
Net: Not at all/not very	-	-	-	-	-	-	-	-	-	-	-	-	-	-	230	247	-	-	-	-
Net: Very/somewhat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25%	27%	-	-	-	-
Mean score	-	-	-	-	-	-	-	-	-	-	-	-	-	-	445	421	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	48%	46%	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28	26	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	101	90	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	10%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	675	668	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	73%	73%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.12	4.10	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.09	1.07	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.04	0.03	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.9c_01 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a coffee shop

Base: All adults in England, Wales and NI

		FEMALE											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base		**	**	**	**	**	**	**	**	**	**	953	966
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	30	19
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	3%	2%
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	78	78
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	8%	8%
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	108	100
Don't know		-	-	-	-	-	-	-	-	-	-	11%	10%
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	233	240
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	24%	25%
Mean score		-	-	-	-	-	-	-	-	-	-	480	502
Standard deviation		-	-	-	-	-	-	-	-	-	-	50%	52%
Standard error		-	-	-	-	-	-	-	-	-	-	25	27
		-	-	-	-	-	-	-	-	-	-	3%	3%
		-	-	-	-	-	-	-	-	-	-	107	97
		-	-	-	-	-	-	-	-	-	-	11%	10%
		-	-	-	-	-	-	-	-	-	-	713	742
		-	-	-	-	-	-	-	-	-	-	75%	77%
		-	-	-	-	-	-	-	-	-	-	4.14	4.20
		-	-	-	-	-	-	-	-	-	-	1.11	1.06
		-	-	-	-	-	-	-	-	-	-	0.04	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.9c_01 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a coffee shop

Base: All adults in England, Wales and NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	242	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	288	278	**	**	**	**
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	10	6	-	-	-	-
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	2%	-	-	-	-
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	17	19	-	-	-	-
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	7%	-	-	-	-
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	37	21	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	13%	8%	-	-	-	-
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-	-	92	77	-	-	-	-
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-	-	32%	28%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	129	149	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	45%	54%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	3	5	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	27	26	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	9%	9%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	222	227	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	77%	81%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.10	4.26	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.06	1.02	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.07	0.07	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



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In a coffee shop

Base: All adults in England, Wales and NI

		26,35											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	333	328
Weighted Base		**	**	**	**	**	**	**	**	**	**	373	369
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	6	6
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	2%	2%
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	30	24
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	8%	7%
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	36	45
Don't know		-	-	-	-	-	-	-	-	-	-	10%	12%
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	101	109
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	27%	30%
Mean score		-	-	-	-	-	-	-	-	-	-	190	174
Standard deviation		-	-	-	-	-	-	-	-	-	-	51%	47%
Standard error		-	-	-	-	-	-	-	-	-	-	10	11
		-	-	-	-	-	-	-	-	-	-	3%	3%
		-	-	-	-	-	-	-	-	-	-	36	31
		-	-	-	-	-	-	-	-	-	-	10%	8%
		-	-	-	-	-	-	-	-	-	-	291	283
		-	-	-	-	-	-	-	-	-	-	78%	77%
		-	-	-	-	-	-	-	-	-	-	4.21	4.17
		-	-	-	-	-	-	-	-	-	-	1.03	1.01
		-	-	-	-	-	-	-	-	-	-	0.06	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9c_01 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a coffee shop

Base: All adults in England, Wales and NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	372	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	417	414	**	**	**	**
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	8	8	-	-	-	-
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	31	31	-	-	-	-
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	7%	-	-	-	-
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	47	59	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	11%	14%	-	-	-	-
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-	-	99	109	-	-	-	-
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-	-	24%	26%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	224	198	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	54%	48%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	8	8	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	39	38	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	9%	9%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	323	308	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	77%	74%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.23	4.13	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.04	1.05	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.05	0.05	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9c_01 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a coffee shop

Base: All adults in England, Wales and NI

		50,65											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	431	443
Weighted Base		**	**	**	**	**	**	**	**	**	**	457	467
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	10	12
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	2%	3%
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	41	40
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	9%	9%
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	55	52
Don't know		-	-	-	-	-	-	-	-	-	-	12%	11%
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	99	98
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	22%	21%
Mean score		-	-	-	-	-	-	-	-	-	-	243	254
Standard deviation		-	-	-	-	-	-	-	-	-	-	53%	54%
Standard error		-	-	-	-	-	-	-	-	-	-	9	12
		-	-	-	-	-	-	-	-	-	-	2%	3%
		-	-	-	-	-	-	-	-	-	-	51	52
		-	-	-	-	-	-	-	-	-	-	11%	11%
		-	-	-	-	-	-	-	-	-	-	342	352
		-	-	-	-	-	-	-	-	-	-	75%	75%
		-	-	-	-	-	-	-	-	-	-	4.17	4.19
		-	-	-	-	-	-	-	-	-	-	1.10	1.11
		-	-	-	-	-	-	-	-	-	-	0.05	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9c_01 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a coffee shop

Base: All adults in England, Wales and NI

		66+															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	584	619
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	339	348
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18	12
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	3%
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	38	29
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	8%
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	51	50
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	15%	14%
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-	-	-	72	94
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-	-	-	21%	27%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	138	147
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	41%	42%
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	22	17
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	5%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	55	40
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	16%	12%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	210	241
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	62%	69%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.87	4.02
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.25	1.12
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.05	0.05

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.9c_01 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a coffee shop

Base: All adults in England, Wales and NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1771	1775	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1678	1672	**	**	**	**
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	47	41	-	-	-	-
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	138	134	-	-	-	-
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	209	211	-	-	-	-
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	420	454	-	-	-	-
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	814	780	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	51	52	-	-	-	-
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-	-	184	175	-	-	-	-
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-	-	11%	10%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	1234	1234	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	74%	74%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	4.12	4.11	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.10	1.08	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/ef/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 *small base; ** very small base (under 30) ineligible for sig testing



Q.9c_01 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a coffee shop

Base: All adults in England, Wales and NI

		SCOTLAND											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/ef/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 *small base; ** very small base (under 30) ineligible for sig testing



Q.9c_01 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a coffee shop

Base: All adults in England, Wales and NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109	105	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	90*	94*	**	**	**	**
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	5	2	-	-	-	-
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	3%	-	-	-	-
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	10	5	-	-	-	-
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	5%	-	-	-	-
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	16	12	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	17%	13%	-	-	-	-
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-	-	23	19	-	-	-	-
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-	-	25%	20%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	35	54	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	39%	58%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	15	7	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	16%	8%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	57	73	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	64%	78%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.83	4.28	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.23	1.05	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.12	0.10	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 *small base; ** very small base (under 30) ineligible for sig testing



Q.9c_01 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...
In a coffee shop

Base: All adults in England, Wales and NI

		NI											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	109	124
Weighted Base		**	**	**	**	**	**	**	**	**	**	106	110
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	9	4
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	1	3
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	21	14
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	20%	13%
Don't know		-	-	-	-	-	-	-	-	-	-	76	88
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	71%	80%
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	9	4
		-	-	-	-	-	-	-	-	-	-	9%	4%
		-	-	-	-	-	-	-	-	-	-	97	102
		-	-	-	-	-	-	-	-	-	-	91%	93%
Mean score		-	-	-	-	-	-	-	-	-	-	4.53	4.69
Standard deviation		-	-	-	-	-	-	-	-	-	-	0.89	0.72
Standard error		-	-	-	-	-	-	-	-	-	-	0.09	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/ef/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 *small base; ** very small base (under 30) ineligible for sig testing



Q.9c_01 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a coffee shop

Base: All adults in England, Wales and NI

		ADDITIONAL COUNTRY															
		ENGLAND/WALES/NI															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	52	44
															3%	2%	
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	156	143
															8%	8%	
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	225	226
															12%	12%	
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	463	487
															25%	26%	
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	925	923
															49%	49%	
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	53	53
															3%	3%	
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-	-	-	208	187
															71%	70%	
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1388	1410
															74%	75%	
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.13	4.15
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.10	1.07
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.02

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.9c_02 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a café

Base: All adults in England, Wales and NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	54	47
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	149	137
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	227	222
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	479	492
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	919	921
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	46	57
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-	-	203	185
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-	-	11%	10%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	1398	1412
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	75%	75%
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	4.13	4.15
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.10	1.07
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Means: All Columns Tested (5% risk level)

** very small base (under 30) ineligible for sig testing

Q.9c_02 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a café

Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	921	910	**	**	**	**
Not at all confident (1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22	24	-	-	-	-
Not very confident (2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%	-	-	-	-
Neither confident nor unconfident (3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	74	65	-	-	-	-
Somewhat confident (4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	7%	-	-	-	-
Very confident (5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	116	120	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	13%	-	-	-	-
Net: Not at all/not very	-	-	-	-	-	-	-	-	-	-	-	-	-	-	238	255	-	-	-	-
Net: Very/somewhat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28%	28%	-	-	-	-
Mean score	-	-	-	-	-	-	-	-	-	-	-	-	-	-	446	418	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	48%	46%	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24	27	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	96	89	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	10%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	685	673	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	74%	74%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.13	4.11	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.08	1.07	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.04	0.03	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.9c_02 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a café

Base: All adults in England, Wales and NI

		FEMALE											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base		**	**	**	**	**	**	**	**	**	**	953	966
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	32	23
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	3%	2%
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	75	72
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	8%	7%
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	111	102
Don't know		-	-	-	-	-	-	-	-	-	-	12%	11%
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	241	237
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	25%	25%
Mean score		-	-	-	-	-	-	-	-	-	-	473	502
Standard deviation		-	-	-	-	-	-	-	-	-	-	50%	52%
Standard error		-	-	-	-	-	-	-	-	-	-	22	29
		-	-	-	-	-	-	-	-	-	-	2%	3%
		-	-	-	-	-	-	-	-	-	-	107	96
		-	-	-	-	-	-	-	-	-	-	11%	10%
		-	-	-	-	-	-	-	-	-	-	713	739
		-	-	-	-	-	-	-	-	-	-	75%	77%
		-	-	-	-	-	-	-	-	-	-	4.12	4.20
		-	-	-	-	-	-	-	-	-	-	1.11	1.07
		-	-	-	-	-	-	-	-	-	-	0.04	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.9c_02 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a café

Base: All adults in England, Wales and NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	242	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	288	278	**	**	**	**
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	10	8	-	-	-	-
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%	-	-	-	-
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	18	18	-	-	-	-
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	6%	-	-	-	-
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	35	20	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	12%	7%	-	-	-	-
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-	-	85	76	-	-	-	-
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-	-	30%	27%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	137	153	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	48%	55%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	2	5	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	28	25	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	10%	9%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	222	228	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	77%	82%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.12	4.27	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.08	1.03	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.07	0.07	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9c_02 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a café

Base: All adults in England, Wales and NI

		26,35											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	333	328
Weighted Base		**	**	**	**	**	**	**	**	**	**	373	369
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	7	6
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	31	29
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	41	42
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	105	116
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	28%	31%
Don't know		-	-	-	-	-	-	-	-	-	-	183	169
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	49%	46%
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	7	7
Mean score		-	-	-	-	-	-	-	-	-	-	2%	2%
Standard deviation		-	-	-	-	-	-	-	-	-	-	38	34
Standard error		-	-	-	-	-	-	-	-	-	-	10%	9%
		-	-	-	-	-	-	-	-	-	-	288	285
		-	-	-	-	-	-	-	-	-	-	77%	77%
		-	-	-	-	-	-	-	-	-	-	4.16	4.14
		-	-	-	-	-	-	-	-	-	-	1.05	1.02
		-	-	-	-	-	-	-	-	-	-	0.06	0.06

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9c_02 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a café

Base: All adults in England, Wales and NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	372	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	417	414	**	**	**	**
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	10	10	-	-	-	-
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	7%	-	-	-	-
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	48	57	-	-	-	-
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	12%	14%	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	104	111	-	-	-	-
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-	-	25%	27%	-	-	-	-
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-	-	220	197	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	53%	48%	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	7	11	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	38	38	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	9%	9%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	323	308	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	78%	74%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.21	4.14	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.05	1.05	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.05	0.06	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9c_02 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a café

Base: All adults in England, Wales and NI

		50,65											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	431	443
Weighted Base		**	**	**	**	**	**	**	**	**	**	457	467
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	10	13
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	2%	3%
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	35	38
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	8%	8%
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	52	53
Don't know		-	-	-	-	-	-	-	-	-	-	11%	11%
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	110	95
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	24%	20%
Mean score		-	-	-	-	-	-	-	-	-	-	240	254
Standard deviation		-	-	-	-	-	-	-	-	-	-	52%	54%
Standard error		-	-	-	-	-	-	-	-	-	-	10	15
		-	-	-	-	-	-	-	-	-	-	2%	3%
		-	-	-	-	-	-	-	-	-	-	45	51
		-	-	-	-	-	-	-	-	-	-	10%	11%
		-	-	-	-	-	-	-	-	-	-	350	349
		-	-	-	-	-	-	-	-	-	-	77%	75%
		-	-	-	-	-	-	-	-	-	-	4.20	4.19
		-	-	-	-	-	-	-	-	-	-	1.06	1.11
		-	-	-	-	-	-	-	-	-	-	0.05	0.05

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9c_02 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a café

Base: All adults in England, Wales and NI

		66+															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	584	619
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	339	348
Not at all confident		(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	17	11
Not very confident		(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	3%
Neither confident nor unconfident		(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	37	26
Somewhat confident		(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	8%
Very confident		(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	51	49
Don't know			-	-	-	-	-	-	-	-	-	-	-	-	-	15%	14%
Net: Not at all/not very			-	-	-	-	-	-	-	-	-	-	-	-	-	74	95
Net: Very/somewhat			-	-	-	-	-	-	-	-	-	-	-	-	-	22%	27%
Mean score			-	-	-	-	-	-	-	-	-	-	-	-	-	140	147
Standard deviation			-	-	-	-	-	-	-	-	-	-	-	-	-	41%	42%
Standard error			-	-	-	-	-	-	-	-	-	-	-	-	-	20	19
			-	-	-	-	-	-	-	-	-	-	-	-	-	6%	5%
			-	-	-	-	-	-	-	-	-	-	-	-	-	54	37
			-	-	-	-	-	-	-	-	-	-	-	-	-	16%	11%
			-	-	-	-	-	-	-	-	-	-	-	-	-	214	242
			-	-	-	-	-	-	-	-	-	-	-	-	-	63%	70%
			-	-	-	-	-	-	-	-	-	-	-	-	-	3.89	4.04
			-	-	-	-	-	-	-	-	-	-	-	-	-	1.24	1.10
			-	-	-	-	-	-	-	-	-	-	-	-	-	0.05	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

** very small base (under 30) ineligible for sig testing

Q.9c_02 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a café

Base: All adults in England, Wales and NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1771	1775	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1678	1672	**	**	**	**
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	4%	-	-	-	-
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	12%	-	-	-	-
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	21%	21%	-	-	-	-
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	43%	45%	-	-	-	-
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	80%	78%	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	4%	5%	-	-	-	-
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-	-	18%	17%	-	-	-	-
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-	-	74%	74%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	4.11	4.11	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	1.10	1.08	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 *small base; ** very small base (under 30) ineligible for sig testing



Q.9c_02 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a café

Base: All adults in England, Wales and NI

		SCOTLAND											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/ef/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 *small base; ** very small base (under 30) ineligible for sig testing



Q.9c_02 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a café

Base: All adults in England, Wales and NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109	105	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	90*	94*	**	**	**	**
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	5	2	-	-	-	-
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	3%	-	-	-	-
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	9	6	-	-	-	-
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	6%	-	-	-	-
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	15	10	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	17%	10%	-	-	-	-
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-	-	25	22	-	-	-	-
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-	-	28%	23%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	34	53	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	38%	57%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	14	8	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	15%	9%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	59	75	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	65%	80%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.85	4.27	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.21	1.05	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.12	0.10	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/ef/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 *small base; ** very small base (under 30) ineligible for sig testing



Q.9c_02 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a café

Base: All adults in England, Wales and NI

		NI											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	109	124
Weighted Base		**	**	**	**	**	**	**	**	**	**	106	110
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	9	4
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	1%	4%
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	1	2
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	18	16
Don't know		-	-	-	-	-	-	-	-	-	-	17%	15%
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	78	87
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	74%	80%
Mean score		-	-	-	-	-	-	-	-	-	-	96	103
Standard deviation		-	-	-	-	-	-	-	-	-	-	90%	94%
Standard error		-	-	-	-	-	-	-	-	-	-	4.55	4.70
		-	-	-	-	-	-	-	-	-	-	0.89	0.70
		-	-	-	-	-	-	-	-	-	-	0.09	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/ef/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 *small base; ** very small base (under 30) ineligible for sig testing



Q.9c_02 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a café

Base: All adults in England, Wales and NI

		ADDITIONAL COUNTRY															
		ENGLAND/WALES/NI															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	54	47
																3%	3%
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	149	137
																8%	7%
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	227	222
																12%	12%
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	479	492
																26%	26%
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	919	921
																49%	49%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	46	57
																2%	3%
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-	-	-	203	185
																71%	70%
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1398	1412
																75%	75%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.13	4.15
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.10	1.07
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.9c_03 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a sandwich place

Base: All adults in England, Wales and NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	56	46
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	2%
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	160	161
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	9%
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	229	228
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	12%	12%
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-	-	474	475
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-	-	25%	25%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	897	900
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	48%	48%
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	58	66
		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%
		-	-	-	-	-	-	-	-	-	-	-	-	-	216	207
		-	-	-	-	-	-	-	-	-	-	-	-	-	12%	11%
		-	-	-	-	-	-	-	-	-	-	-	-	-	1371	1375
		-	-	-	-	-	-	-	-	-	-	-	-	-	73%	73%
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.10	4.12
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.11	1.09
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.02

Proportions/Means: All Columns Tested (5% risk level)

** very small base (under 30) ineligible for sig testing

Q.9c_03 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a sandwich place
Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	921	910	**	**	**	**
Not at all confident (1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25	28	-	-	-	-
Not very confident (2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%	-	-	-	-
Neither confident nor unconfident (3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	78	72	-	-	-	-
Somewhat confident (4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	8%	-	-	-	-
Very confident (5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	121	127	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	14%	-	-	-	-
Net: Not at all/not very	-	-	-	-	-	-	-	-	-	-	-	-	-	-	231	245	-	-	-	-
Net: Very/somewhat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25%	27%	-	-	-	-
Mean score	-	-	-	-	-	-	-	-	-	-	-	-	-	-	440	406	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	48%	45%	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25	32	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	104	100	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	11%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	671	652	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	73%	72%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.10	4.06	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.11	1.10	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.04	0.04	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
** very small base (under 30) ineligible for sig testing



Q.9c_03 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a sandwich place

Base: All adults in England, Wales and NI

		FEMALE											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base		**	**	**	**	**	**	**	**	**	**	953	966
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	30	18
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	82	89
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	9%	9%
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	108	101
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	11%	10%
Don't know		-	-	-	-	-	-	-	-	-	-	242	230
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	25%	24%
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	457	494
Mean score		-	-	-	-	-	-	-	-	-	-	48%	51%
Standard deviation		-	-	-	-	-	-	-	-	-	-	33	34
Standard error		-	-	-	-	-	-	-	-	-	-	3%	4%
		-	-	-	-	-	-	-	-	-	-	112	108
		-	-	-	-	-	-	-	-	-	-	72%	71%
		-	-	-	-	-	-	-	-	-	-	700	724
		-	-	-	-	-	-	-	-	-	-	73%	75%
		-	-	-	-	-	-	-	-	-	-	4.10	4.17
		-	-	-	-	-	-	-	-	-	-	1.12	1.08
		-	-	-	-	-	-	-	-	-	-	0.04	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.9c_03 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a sandwich place
Base: All adults in England, Wales and NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	242	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	288	278	**	**	**	**
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	12	5	-	-	-	-
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	2%	-	-	-	-
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	13	23	-	-	-	-
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	8%	-	-	-	-
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	31	20	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	11%	7%	-	-	-	-
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-	-	98	79	-	-	-	-
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-	-	34%	29%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	130	145	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	45%	52%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	4	6	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	25	28	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	9%	10%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	228	224	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	79%	80%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.13	4.23	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.06	1.03	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.07	0.07	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
** very small base (under 30) ineligible for sig testing



Q.9c_03 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a sandwich place
Base: All adults in England, Wales and NI

		26,35											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	333	328
Weighted Base		**	**	**	**	**	**	**	**	**	**	373	369
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	7	5
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	2%	1%
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	33	36
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	9%	10%
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	44	39
Don't know		-	-	-	-	-	-	-	-	-	-	12%	11%
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	105	106
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	28%	29%
Mean score		-	-	-	-	-	-	-	-	-	-	176	172
Standard deviation		-	-	-	-	-	-	-	-	-	-	47%	47%
Standard error		-	-	-	-	-	-	-	-	-	-	9	10
		-	-	-	-	-	-	-	-	-	-	3%	3%
		-	-	-	-	-	-	-	-	-	-	39	42
		-	-	-	-	-	-	-	-	-	-	11%	11%
		-	-	-	-	-	-	-	-	-	-	281	278
		-	-	-	-	-	-	-	-	-	-	75%	75%
		-	-	-	-	-	-	-	-	-	-	4.13	4.12
		-	-	-	-	-	-	-	-	-	-	1.06	1.05
		-	-	-	-	-	-	-	-	-	-	0.06	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9c_03 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a sandwich place
Base: All adults in England, Wales and NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	372	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	417	414	**	**	**	**
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	8	9	-	-	-	-
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	28	33	-	-	-	-
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	8%	-	-	-	-
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	57	62	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	14%	15%	-	-	-	-
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-	-	103	106	-	-	-	-
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-	-	26%	26%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	214	192	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	51%	46%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	8	12	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	36	42	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	9%	10%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	317	298	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	76%	72%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.19	4.09	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.03	1.08	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.05	0.06	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
** very small base (under 30) ineligible for sig testing



Q.9c_03 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...
In a sandwich place

Base: All adults in England, Wales and NI

		50,65											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	431	443
Weighted Base		**	**	**	**	**	**	**	**	**	**	457	467
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	11	15
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	45	37
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	47	56
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	100	96
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	243	246
Don't know		-	-	-	-	-	-	-	-	-	-	11	16
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	2%	3%
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	56	52
		-	-	-	-	-	-	-	-	-	-	12%	11%
		-	-	-	-	-	-	-	-	-	-	343	342
		-	-	-	-	-	-	-	-	-	-	75%	73%
Mean score		-	-	-	-	-	-	-	-	-	-	4.17	4.15
Standard deviation		-	-	-	-	-	-	-	-	-	-	1.12	1.13
Standard error		-	-	-	-	-	-	-	-	-	-	0.05	0.05

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9c_03 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a sandwich place

Base: All adults in England, Wales and NI

		66+															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	584	619
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	339	348
Not at all confident		(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	19	12
Not very confident		(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	3%
Neither confident nor unconfident		(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	41	32
Somewhat confident		(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	12%	9%
Very confident		(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	51	50
Don't know			-	-	-	-	-	-	-	-	-	-	-	-	-	15%	14%
Net: Not at all/not very			-	-	-	-	-	-	-	-	-	-	-	-	-	68	87
Net: Very/somewhat			-	-	-	-	-	-	-	-	-	-	-	-	-	20%	25%
Mean score			-	-	-	-	-	-	-	-	-	-	-	-	-	134	145
Standard deviation			-	-	-	-	-	-	-	-	-	-	-	-	-	39%	42%
Standard error			-	-	-	-	-	-	-	-	-	-	-	-	-	26	22
			-	-	-	-	-	-	-	-	-	-	-	-	-	8%	6%
			-	-	-	-	-	-	-	-	-	-	-	-	-	60	43
			-	-	-	-	-	-	-	-	-	-	-	-	-	18%	12%
			-	-	-	-	-	-	-	-	-	-	-	-	-	202	233
			-	-	-	-	-	-	-	-	-	-	-	-	-	60%	67%
			-	-	-	-	-	-	-	-	-	-	-	-	-	3.82	3.99
			-	-	-	-	-	-	-	-	-	-	-	-	-	1.28	1.14
			-	-	-	-	-	-	-	-	-	-	-	-	-	0.05	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

** very small base (under 30) ineligible for sig testing

Q.9c_03 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a sandwich place
Base: All adults in England, Wales and NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1771	1775	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1678	1672	**	**	**	**
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	50	44	-	-	-	-
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	142	151	-	-	-	-
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	211	215	-	-	-	-
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	432	440	-	-	-	-
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	787	760	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	56	64	-	-	-	-
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-	-	192	195	-	-	-	-
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-	-	11%	12%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	1219	1200	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	73%	72%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	4.09	4.07	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.11	1.11	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
*small base; ** very small base (under 30) ineligible for sig testing



Q.9c_03 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...
In a sandwich place

Base: All adults in England, Wales and NI

		SCOTLAND											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/ef/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 *small base; ** very small base (under 30) ineligible for sig testing



Q.9c_03 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a sandwich place
Base: All adults in England, Wales and NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109	105	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	90*	94*	**	**	**	**
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	5	2	-	-	-	-
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	8	4	-	-	-	-
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	17	11	-	-	-	-
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	19%	12%	-	-	-	-
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	23	21	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	26%	23%	-	-	-	-
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-	-	33	52	-	-	-	-
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-	-	37%	56%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	14	7	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	16%	7%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	57	73	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	63%	79%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.81	4.27	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.23	1.03	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.12	0.10	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
*small base; ** very small base (under 30) ineligible for sig testing



Q.9c_03 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a sandwich place
Base: All adults in England, Wales and NI

		NI											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	109	124
Weighted Base		**	**	**	**	**	**	**	**	**	**	106	110
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	10	6
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	9%	5%
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	1	2
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	1%	2%
Don't know		-	-	-	-	-	-	-	-	-	-	19	14
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	18%	13%
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	76	88
Mean score		-	-	-	-	-	-	-	-	-	-	72%	80%
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	10	6
		-	-	-	-	-	-	-	-	-	-	9%	5%
		-	-	-	-	-	-	-	-	-	-	95	102
		-	-	-	-	-	-	-	-	-	-	80%	93%
		-	-	-	-	-	-	-	-	-	-	4.52	4.68
		-	-	-	-	-	-	-	-	-	-	0.91	0.76
		-	-	-	-	-	-	-	-	-	-	0.09	0.07

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/ef/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 *small base; ** very small base (under 30) ineligible for sig testing



Q.9c_03 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a sandwich place
Base: All adults in England, Wales and NI

		ADDITIONAL COUNTRY															
		ENGLAND/WALES/NI															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	56	46
															3%	2%	
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	160	161
															9%	9%	
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	229	228
															12%	12%	
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	474	475
															25%	25%	
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	897	900
															48%	48%	
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	58	66
															3%	3%	
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-	-	-	216	207
															12%	11%	
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1371	1375
															73%	73%	
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.10	4.12
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.11	1.09
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.02

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
** very small base (under 30) ineligible for sig testing



Q.9c_04 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a takeaway outlet

Base: All adults in England, Wales and NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	68	63
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	3%
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	194	169
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	9%
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	248	258
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	13%	14%
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-	-	451	446
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-	-	24%	24%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	856	880
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	46%	47%
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	58	60
		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%
		-	-	-	-	-	-	-	-	-	-	-	-	-	262	231
		-	-	-	-	-	-	-	-	-	-	-	-	-	14%	12%
		-	-	-	-	-	-	-	-	-	-	-	-	-	1307	1326
		-	-	-	-	-	-	-	-	-	-	-	-	-	70%	71%
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.01	4.05
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.17	1.14
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03

Proportions/Means: All Columns Tested (5% risk level)

** very small base (under 30) ineligible for sig testing

Q.9c_04 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...
In a takeaway outlet

Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	921	910	**	**	**	**
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	27	36	-	-	-	-
															3%	4%	-	-	-	-
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	82	75	-	-	-	-
															9%	8%	-	-	-	-
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	142	150	-	-	-	-
															16%	16%	-	-	-	-
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	226	228	-	-	-	-
															24%	25%	-	-	-	-
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	419	393	-	-	-	-
															46%	43%	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	26	29	-	-	-	-
															3%	3%	-	-	-	-
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-	-	108	111	-	-	-	-
															12%	12%	-	-	-	-
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-	-	645	620	-	-	-	-
															70%	68%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	4.04	3.98	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	1.12	1.15	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	0.04	0.04	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.9c_04 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...
In a takeaway outlet

Base: All adults in England, Wales and NI

		FEMALE											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base		**	**	**	**	**	**	**	**	**	**	953	966
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	41	27
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	4%	3%
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	112	94
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	12%	10%
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	105	109
Don't know		-	-	-	-	-	-	-	-	-	-	11%	11%
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	226	218
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	24%	23%
Mean score		-	-	-	-	-	-	-	-	-	-	436	488
Standard deviation		-	-	-	-	-	-	-	-	-	-	46%	50%E
Standard error		-	-	-	-	-	-	-	-	-	-	32	31
		-	-	-	-	-	-	-	-	-	-	3%	3%
		-	-	-	-	-	-	-	-	-	-	154	121
		-	-	-	-	-	-	-	-	-	-	16%F	13%
		-	-	-	-	-	-	-	-	-	-	662	706
		-	-	-	-	-	-	-	-	-	-	69%	73%
		-	-	-	-	-	-	-	-	-	-	3.98	4.12E
		-	-	-	-	-	-	-	-	-	-	1.22	1.13
		-	-	-	-	-	-	-	-	-	-	0.04	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.9c_04 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a takeaway outlet
Base: All adults in England, Wales and NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	242	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	288	278	**	**	**	**
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	13	9	-	-	-	-
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	3%	-	-	-	-
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	27	30	-	-	-	-
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	11%	-	-	-	-
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	40	26	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	14%	9%	-	-	-	-
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-	-	91	69	-	-	-	-
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-	-	32%	25%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	115	138	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	40%	50%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	2	6	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	40	39	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	14%	14%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	206	207	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	71%	74%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.93	4.10	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.15	1.15	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.07	0.07	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9c_04 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a takeaway outlet
Base: All adults in England, Wales and NI

		26,35											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	333	328
Weighted Base		**	**	**	**	**	**	**	**	**	**	373	369
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	10	11
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	44	33
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	46	47
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	98	109
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	166	161
Don't know		-	-	-	-	-	-	-	-	-	-	8	7
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	54	43
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	15%	12%
		-	-	-	-	-	-	-	-	-	-	265	271
		-	-	-	-	-	-	-	-	-	-	71%	73%
Mean score		-	-	-	-	-	-	-	-	-	-	4.00	4.05
Standard deviation		-	-	-	-	-	-	-	-	-	-	1.15	1.10
Standard error		-	-	-	-	-	-	-	-	-	-	0.06	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9c_04 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a takeaway outlet
Base: All adults in England, Wales and NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	372	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	417	414	**	**	**	**
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	12	13	-	-	-	-
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%	-	-	-	-
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	41	34	-	-	-	-
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	8%	-	-	-	-
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	49	65	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	12%	16%	-	-	-	-
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-	-	93	96	-	-	-	-
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-	-	22%	23%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	212	193	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	51%	47%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	10	12	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	53	48	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	13%	12%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	305	289	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	73%	70%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.11	4.05	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.14	1.13	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.06	0.06	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
** very small base (under 30) ineligible for sig testing



Q.9c_04 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...
In a takeaway outlet

Base: All adults in England, Wales and NI

		50,65											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	431	443
Weighted Base		**	**	**	**	**	**	**	**	**	**	457	467
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	13	16
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	41	42
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	59	62
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	102	88
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	222	19%
Don't know		-	-	-	-	-	-	-	-	-	-	231	246
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	51%	53%
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	10	13
Mean score		-	-	-	-	-	-	-	-	-	-	2%	3%
Standard deviation		-	-	-	-	-	-	-	-	-	-	54	58
Standard error		-	-	-	-	-	-	-	-	-	-	12%	12%
		-	-	-	-	-	-	-	-	-	-	334	334
		-	-	-	-	-	-	-	-	-	-	73%	72%
		-	-	-	-	-	-	-	-	-	-	4.12	4.11
		-	-	-	-	-	-	-	-	-	-	1.12	1.17
		-	-	-	-	-	-	-	-	-	-	0.05	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



Q.9c_04 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a takeaway outlet

Base: All adults in England, Wales and NI

		66+															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	584	619
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	339	348
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20	14
																6%	4%
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41	30
																12%	8%
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	53	58
																16%	17%
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	66	84
																19%	24%
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	131	141
																39%	40%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	27	22
																8%	6%
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-	-	-	61	43
																18%	12%
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-	-	-	197	225
																58%	65%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.80	3.95
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.29	1.16
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.06	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

** very small base (under 30) ineligible for sig testing

Q.9c_04 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...
In a takeaway outlet

Base: All adults in England, Wales and NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1771	1775	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1678	1672	**	**	**	**
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	63	60	-	-	-	-
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	4%	-	-	-	-
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	172	159	-	-	-	-
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	9%	-	-	-	-
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	227	244	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	14%	15%	-	-	-	-
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-	-	414	411	-	-	-	-
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-	-	25%	25%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	746	741	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	44%	44%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	56	58	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	236	219	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	14%	13%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1159	1152	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	69%	69%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.99	4.00	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.17	1.16	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/ef/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 *small base; ** very small base (under 30) ineligible for sig testing



Q.9c_04 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a takeaway outlet
Base: All adults in England, Wales and NI

		SCOTLAND											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/ef/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
*small base; ** very small base (under 30) ineligible for sig testing



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In a takeaway outlet

Base: All adults in England, Wales and NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109	105	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	90*	94*	**	**	**	**
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	5	2	-	-	-	-
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	3%	-	-	-	-
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	12	5	-	-	-	-
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	5%	-	-	-	-
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	20	11	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	22%	12%	-	-	-	-
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-	-	19	21	-	-	-	-
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-	-	21%	23%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	33	52	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	37%	55%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	1	2	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	17	7	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	19%	8%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	52	73	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	58%	78%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.72	4.26	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.26	1.04	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.12	0.10	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 *small base; ** very small base (under 30) ineligible for sig testing



Q.9c_04 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a takeaway outlet

Base: All adults in England, Wales and NI

		NI											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	109	124
Weighted Base		**	**	**	**	**	**	**	**	**	**	106	110
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	9	5
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	1	3
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	19	14
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	77	88
Don't know		-	-	-	-	-	-	-	-	-	-	72%	80%
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	9	5
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	96	102
Mean score		-	-	-	-	-	-	-	-	-	-	80%	93%
Standard deviation		-	-	-	-	-	-	-	-	-	-	4.54	4.67
Standard error		-	-	-	-	-	-	-	-	-	-	0.89	0.76
		-	-	-	-	-	-	-	-	-	-	0.09	0.07

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/ef/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 *small base; ** very small base (under 30) ineligible for sig testing



Q.9c_04 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a takeaway outlet

Base: All adults in England, Wales and NI

		ADDITIONAL COUNTRY ENGLAND/WALES/NI															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Not at all confident		(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	68	63
			-	-	-	-	-	-	-	-	-	-	-	-	-	4%	3%
Not very confident		(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	194	169
			-	-	-	-	-	-	-	-	-	-	-	-	-	10%	9%
Neither confident nor unconfident		(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	248	258
			-	-	-	-	-	-	-	-	-	-	-	-	-	13%	14%
Somewhat confident		(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	451	446
			-	-	-	-	-	-	-	-	-	-	-	-	-	24%	24%
Very confident		(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	856	880
			-	-	-	-	-	-	-	-	-	-	-	-	-	46%	47%
Don't know			-	-	-	-	-	-	-	-	-	-	-	-	-	58	60
			-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%
Net: Not at all/not very			-	-	-	-	-	-	-	-	-	-	-	-	-	262	231
			-	-	-	-	-	-	-	-	-	-	-	-	-	14%	12%
Net: Very/somewhat			-	-	-	-	-	-	-	-	-	-	-	-	-	1307	1326
			-	-	-	-	-	-	-	-	-	-	-	-	-	70%	77%
Mean score			-	-	-	-	-	-	-	-	-	-	-	-	-	4.01	4.05
Standard deviation			-	-	-	-	-	-	-	-	-	-	-	-	-	1.17	1.14
Standard error			-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.9c_05 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a restaurant

Base: All adults in England, Wales and NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	46	36
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	145	113
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	183	207
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	474	514
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	974	948
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	52	58
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-	-	191	149
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-	-	10%p	8%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	1448	1462
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	77%	78%
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Mean: All Columns Tested (5% risk level)

** very small base (under 30) ineligible for sig testing

Q.9c_05 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a restaurant

Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	921	910	**	**	**	**
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	19	23	-	-	-	-
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%	-	-	-	-
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	70	49	-	-	-	-
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	89	115	-	-	-	-
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	13%	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	231	256	-	-	-	-
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-	-	25%	28%	-	-	-	-
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-	-	484	438	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	53%	48%	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	27	28	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	89	72	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	10%	8%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	716	694	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	78%	76%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.22	4.18	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.05	1.03	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.9c_05 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a restaurant

Base: All adults in England, Wales and NI

		FEMALE											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base		**	**	**	**	**	**	**	**	**	**	953	966
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	27	13
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	3%F	1%
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	74	64
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	8%	7%
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	94	91
Don't know		-	-	-	-	-	-	-	-	-	-	10%	9%
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	242	258
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	25%	27%
Mean score		-	-	-	-	-	-	-	-	-	-	490	510
Standard deviation		-	-	-	-	-	-	-	-	-	-	51%	53%
Standard error		-	-	-	-	-	-	-	-	-	-	25	30
		-	-	-	-	-	-	-	-	-	-	3%	3%
		-	-	-	-	-	-	-	-	-	-	102	77
		-	-	-	-	-	-	-	-	-	-	11%F	8%
		-	-	-	-	-	-	-	-	-	-	733	768
		-	-	-	-	-	-	-	-	-	-	77%	80%
		-	-	-	-	-	-	-	-	-	-	4.18	4.27
		-	-	-	-	-	-	-	-	-	-	1.09	0.98
		-	-	-	-	-	-	-	-	-	-	0.03	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.9c_05 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a restaurant
Base: All adults in England, Wales and NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	242	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	288	278	**	**	**	**
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	10	5	-	-	-	-
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	2%	-	-	-	-
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	14	17	-	-	-	-
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	6%	-	-	-	-
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	26	16	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	9%	6%	-	-	-	-
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-	-	92	81	-	-	-	-
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-	-	32%	29%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	144	152	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	50%	55%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	2	7	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	3%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	24	22	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	8%	8%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	236	233	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	82%	84%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.21	4.32	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.03	0.97	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.06	0.06	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
** very small base (under 30) ineligible for sig testing



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In a restaurant
Base: All adults in England, Wales and NI

		26,35											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	333	328
Weighted Base		**	**	**	**	**	**	**	**	**	**	373	369
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	8	5
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	2%	1%
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	9%	6%
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	35	43
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	9%	12%
Don't know		-	-	-	-	-	-	-	-	-	-	91	113
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	24%	31%
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	198	177
Mean score		-	-	-	-	-	-	-	-	-	-	53%	48%
Standard deviation		-	-	-	-	-	-	-	-	-	-	10	9
Standard error		-	-	-	-	-	-	-	-	-	-	3%	2%
		-	-	-	-	-	-	-	-	-	-	40	27
		-	-	-	-	-	-	-	-	-	-	11%	7%
		-	-	-	-	-	-	-	-	-	-	289	290
		-	-	-	-	-	-	-	-	-	-	77%	79%
		-	-	-	-	-	-	-	-	-	-	4.21	4.21
		-	-	-	-	-	-	-	-	-	-	1.07	0.97
		-	-	-	-	-	-	-	-	-	-	0.06	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



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In a restaurant
Base: All adults in England, Wales and NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	372	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	417	414	**	**	**	**
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	8	7	-	-	-	-
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	25	26	-	-	-	-
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	6%	-	-	-	-
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	39	54	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	9%	13%	-	-	-	-
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-	-	101	111	-	-	-	-
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-	-	24%	27%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	235	206	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	56%	50%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	10	9	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	33	33	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	8%	8%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	335	318	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	80%	77%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.30	4.20	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.00	1.01	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.05	0.05	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
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In a restaurant
Base: All adults in England, Wales and NI

		50,65											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	431	443
Weighted Base		**	**	**	**	**	**	**	**	**	**	457	467
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	5	10
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	1%	2%
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	38	26
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	8%	6%
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	38	49
Don't know		-	-	-	-	-	-	-	-	-	-	8%	11%
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	113	110
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	25%	23%
Mean score		-	-	-	-	-	-	-	-	-	-	252	260
Standard deviation		-	-	-	-	-	-	-	-	-	-	55%	56%
Standard error		-	-	-	-	-	-	-	-	-	-	10	12
		-	-	-	-	-	-	-	-	-	-	2%	3%
		-	-	-	-	-	-	-	-	-	-	43	36
		-	-	-	-	-	-	-	-	-	-	9%	8%
		-	-	-	-	-	-	-	-	-	-	365	370
		-	-	-	-	-	-	-	-	-	-	80%	79%
		-	-	-	-	-	-	-	-	-	-	4.27	4.28
		-	-	-	-	-	-	-	-	-	-	1.01	1.01
		-	-	-	-	-	-	-	-	-	-	0.05	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 ** very small base (under 30) ineligible for sig testing



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In a restaurant

Base: All adults in England, Wales and NI

		66+															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	584	619
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	339	348
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15	9
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	3%
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	36	22
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	6%
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	44	45
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	13%
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-	-	-	77	100
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-	-	-	23%	29%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	146	152
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	43%	44%
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	20	20
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	6%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	52	31
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	15%	9%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	223	252
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	66%	72%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.95	4.11
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.22	1.05
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.05	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.9c_05 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a restaurant
Base: All adults in England, Wales and NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1771	1775	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1678	1672	**	**	**	**
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	41	34	-	-	-	-
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	126	104	-	-	-	-
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	6%	-	-	-	-
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	167	195	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	10%	12%	-	-	-	-
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-	-	438	479	-	-	-	-
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-	-	26%	29%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	858	804	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	51%	48%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	48	57	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	167	138	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	10%	8%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1296	1283	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	77%	77%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.19	4.19	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.06	1.01	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.02	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/ef/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
*small base; ** very small base (under 30) ineligible for sig testing



Q.9c_05 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a restaurant
Base: All adults in England, Wales and NI

		SCOTLAND											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base		..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/ef/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
*small base; ** very small base (under 30) ineligible for sig testing



Q.9c_05 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a restaurant
Base: All adults in England, Wales and NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109	105	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	90*	94*	**	**	**	**
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	5	2	-	-	-	-
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	3%	-	-	-	-
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	9	3	-	-	-	-
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	4%	-	-	-	-
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	14	10	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	15%	10%	-	-	-	-
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-	-	22	21	-	-	-	-
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-	-	25%	23%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	35	56	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	39%	60%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	4	1	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	5%	1%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	15	6	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	17%	6%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	57	77	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	63%	83%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.83	4.35	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.26	0.99	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.12	0.10	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
*small base; ** very small base (under 30) ineligible for sig testing



Q.9c_05 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a restaurant

Base: All adults in England, Wales and NI

		NI											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	109	124
Weighted Base		**	**	**	**	**	**	**	**	**	**	106	110
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	9	6
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	2	2
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	14	14
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	82	88
Don't know		-	-	-	-	-	-	-	-	-	-	77%	80%
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	9	6
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	9%	5%
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	96	102
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	80%	93%
Mean score		-	-	-	-	-	-	-	-	-	-	4.58	4.68
Standard deviation		-	-	-	-	-	-	-	-	-	-	0.89	0.76
Standard error		-	-	-	-	-	-	-	-	-	-	0.09	0.07

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/ef/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 *small base; ** very small base (under 30) ineligible for sig testing



Q.9c_05 Thinking specifically about eating out and buying food to eat, for example, from a coffee shop, restaurant, café, sandwich place, takeaway outlet etc., how confident would you feel in asking a member of staff for information about the ingredients in the foods they are selling, because of a concern about possible allergens/food intolerances?...

In a restaurant
Base: All adults in England, Wales and NI

		ADDITIONAL COUNTRY ENGLAND/WALES/NI															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Not at all confident	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46	36
																2%	2%
Not very confident	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	145	113
																8%	6%
Neither confident nor unconfident	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	183	207
																10%	11%
Somewhat confident	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	474	514
																25%	27%
Very confident	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	974	948
																52%	51%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	52	58
																3%	3%
Net: Not at all/not very		-	-	-	-	-	-	-	-	-	-	-	-	-	-	191	149
																10%	8%
Net: Very/somewhat		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1448	1462
																77%	78%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.20	4.22
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.07	1.01
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
** very small base (under 30) ineligible for sig testing



Q.33_01 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I have enough information about what food contains to make my food choices

Base: All adults in England, Wales and NI

		WAVE															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	808	790
																43%	42%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	737	720
																39%	38%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	199	212
																11%	11%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	81	91
																4%	5%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27	30
																1%	2%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	22	32
																1%	2%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1545	1511
																82%	81%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	108	121
																6%	6%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.20	4.17
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.90	0.93
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Means: All Columns Tested (5% risk level)

**very small base (under 30) ineligible for sig testing

Q.33_01 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I have enough information about what food contains to make my food choices

Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	921	910	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	394	374	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	43%	41%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	38%	38%	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	102	105	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	12%	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	42	54	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	5%	6%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	14	10	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	17	24	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	747	717	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	81%	79%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	56	64	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	6%	7%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.18	4.15	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.92	0.93	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F

**very small base (under 30) ineligible for sig testing



Q.33_01 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I have enough information about what food contains to make my food choices

Base: All adults in England, Wales and NI

		FEMALE											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base		**	**	**	**	**	**	**	**	**	**	953	966
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	414	416
		-	-	-	-	-	-	-	-	-	-	43%	43%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	384	378
		-	-	-	-	-	-	-	-	-	-	40%	39%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	97	107
		-	-	-	-	-	-	-	-	-	-	10%	11%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	39	37
		-	-	-	-	-	-	-	-	-	-	4%	4%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	13	19
		-	-	-	-	-	-	-	-	-	-	1%	2%
Don't know		-	-	-	-	-	-	-	-	-	-	6	9
		-	-	-	-	-	-	-	-	-	-	1%	1%
Net: Agree		-	-	-	-	-	-	-	-	-	-	798	794
		-	-	-	-	-	-	-	-	-	-	84%	82%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	52	57
		-	-	-	-	-	-	-	-	-	-	5%	6%
Mean score		-	-	-	-	-	-	-	-	-	-	4.21	4.18
Standard deviation		-	-	-	-	-	-	-	-	-	-	0.88	0.92
Standard error		-	-	-	-	-	-	-	-	-	-	0.03	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 **very small base (under 30) ineligible for sig testing



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I have enough information about what food contains to make my food choices

Base: All adults in England, Wales and NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	242	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	288	278	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	124	111	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	43%	40%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	39%	40%	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	31	32	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	12%	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	15	12	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	5%	4%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	3	4	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	3	6	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	236	223	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	82%	80%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	18	16	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	6%	6%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.19	4.15	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.91	0.91	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.06	0.06	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



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I have enough information about what food contains to make my food choices

Base: All adults in England, Wales and NI

		26-35											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	333	328
Weighted Base		**	**	**	**	**	**	**	**	**	**	373	369
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	163	148
		-	-	-	-	-	-	-	-	-	-	44%	40%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	153	146
		-	-	-	-	-	-	-	-	-	-	41%	40%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	40	40
		-	-	-	-	-	-	-	-	-	-	11%	11%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	14	27
		-	-	-	-	-	-	-	-	-	-	4%	7%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	3	4
		-	-	-	-	-	-	-	-	-	-	1%	1%
Don't know		-	-	-	-	-	-	-	-	-	-	1	4
		-	-	-	-	-	-	-	-	-	-	*	1%
Net: Agree		-	-	-	-	-	-	-	-	-	-	316	294
		-	-	-	-	-	-	-	-	-	-	84%	80%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	17	31
		-	-	-	-	-	-	-	-	-	-	4%	8%
Mean score		-	-	-	-	-	-	-	-	-	-	4.23	4.12
Standard deviation		-	-	-	-	-	-	-	-	-	-	0.85	0.95
Standard error		-	-	-	-	-	-	-	-	-	-	0.05	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



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I have enough information about what food contains to make my food choices

Base: All adults in England, Wales and NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	372	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	417	414	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	185	175	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	44%	42%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	163	152	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	39%	37%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	43	54	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	10%	13%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	17	17	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	4%	4%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	5	7	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	5	8	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	347	328	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	83%	79%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	22	24	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	5%	6%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.22	4.16	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.88	0.93	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.05	0.05	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

**very small base (under 30) ineligible for sig testing



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I have enough information about what food contains to make my food choices

Base: All adults in England, Wales and NI

		50-65											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	431	443
Weighted Base		**	**	**	**	**	**	**	**	**	**	457	467
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	185	212
		-	-	-	-	-	-	-	-	-	-	40%	45%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	194	173
		-	-	-	-	-	-	-	-	-	-	42%	37%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	47	48
		-	-	-	-	-	-	-	-	-	-	10%	10%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	14	19
		-	-	-	-	-	-	-	-	-	-	3%	4%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	10	10
		-	-	-	-	-	-	-	-	-	-	2%	2%
Don't know		-	-	-	-	-	-	-	-	-	-	6	6
		-	-	-	-	-	-	-	-	-	-	1%	1%
Net: Agree		-	-	-	-	-	-	-	-	-	-	379	385
		-	-	-	-	-	-	-	-	-	-	83%	82%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	25	29
		-	-	-	-	-	-	-	-	-	-	5%	6%
Mean score		-	-	-	-	-	-	-	-	-	-	4.17	4.21
Standard deviation		-	-	-	-	-	-	-	-	-	-	0.90	0.93
Standard error		-	-	-	-	-	-	-	-	-	-	0.04	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

**very small base (under 30) ineligible for sig testing

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Base: All adults in England, Wales and NI

		66+															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	584	619
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	339	348
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	152	144
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	45%	41%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	34%	39%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	37	39
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	11%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	21	16
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	5%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	5
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	8
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	268	281
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	79%	81%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	26	21
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	6%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.17	4.18
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.97	0.90
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.04	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

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Base: All adults in England, Wales and NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1771	1775	-	-	-	-
Weighted Base	1678	1672
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	704	683	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	42%	41%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	671	653	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	40%	39%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	199	197	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	11%	12%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	73	78	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	4%	5%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	23	28	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	20	32	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1376	1337	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	82%	80%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	97	106	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	6%	6%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.18	4.15	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.90	0.93	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

* small base; ** very small base (under 30) ineligible for sig testing



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Base: All adults in England, Wales and NI

		SCOTLAND											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.33_01 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I have enough information about what food contains to make my food choices

Base: All adults in England, Wales and NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109	105	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	90*	94*	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	37	43	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	41%	46%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	37	39%	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	42%	39%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	9	9	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	10%	10%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	2	4	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	4%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	1%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	74	80	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	83%	85%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4	4	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	5%	5%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.20	4.26	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.90	0.85	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.09	0.08	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.33_01 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I have enough information about what food contains to make my food choices

Base: All adults in England, Wales and NI

		NI											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	109	124
Weighted Base		**	**	**	**	**	**	**	**	**	**	106	110
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	67	64
		-	-	-	-	-	-	-	-	-	-	63%	58%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	28	31
		-	-	-	-	-	-	-	-	-	-	27%	28%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	4	6
		-	-	-	-	-	-	-	-	-	-	4%	5%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	6	9
		-	-	-	-	-	-	-	-	-	-	6%	9%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	1	1
		-	-	-	-	-	-	-	-	-	-	1%	1%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	95	94
		-	-	-	-	-	-	-	-	-	-	89%	86%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	7	10
		-	-	-	-	-	-	-	-	-	-	6%	9%
Mean score		-	-	-	-	-	-	-	-	-	-	4.45	4.34
Standard deviation		-	-	-	-	-	-	-	-	-	-	0.88	0.96
Standard error		-	-	-	-	-	-	-	-	-	-	0.08	0.09

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

* small base; ** very small base (under 30) ineligible for sig testing

Q.33_01 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I have enough information about what food contains to make my food choices

Base: All adults in England, Wales and NI

	ADDITIONAL COUNTRY																
	ENGLAND/WALES/NI																
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	808	790
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	43%	42%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	737	720
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39%	38%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	199	212
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	11%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	81	91
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	5%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	27	30
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	22	32
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	82%	81%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	108	121
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	6%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.20	4.17
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.80	0.83
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.33_02 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I have enough information about where my food comes from to make my food choices

Base: All adults in England, Wales and NI

		WAVE															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	718	707
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	38%	38%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	720	697
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	38%	37%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	244	260
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	14%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	123	136
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	7%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	47	36
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	22	40
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1438	1405
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	77%	75%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	170	172
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	9%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.05	4.04
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.01	1.00
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Means: All Columns Tested (5% risk level)

**very small base (under 30) ineligible for sig testing

Q.33_02 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I have enough information about where my food comes from to make my food choices

Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	921	910	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	338	330	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	37%	36%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	351	345	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	30%	30%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	129	128	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	14%	14%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	65	67	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	7%	7%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	26	14	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	2%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	15	26	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	689	675	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	75%	74%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	92	81	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	10%	9%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.00	4.03	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.03	0.98	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F

**very small base (under 30) ineligible for sig testing



Q.33_02 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I have enough information about where my food comes from to make my food choices

Base: All adults in England, Wales and NI

		FEMALE											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base		**	**	**	**	**	**	**	**	**	**	953	966
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	380	378
												40%	39%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	369	352
												39%	36%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	118	132
												12%	14%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	58	70
												6%	7%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	20	21
												2%	2%
Don't know		-	-	-	-	-	-	-	-	-	-	8	14
												1%	1%
Net: Agree		-	-	-	-	-	-	-	-	-	-	749	730
												79%	76%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	78	91
												8%	9%
Mean score		-	-	-	-	-	-	-	-	-	-	4.09	4.05
Standard deviation		-	-	-	-	-	-	-	-	-	-	0.98	1.01
Standard error		-	-	-	-	-	-	-	-	-	-	0.03	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 **very small base (under 30) ineligible for sig testing



Q.33_02 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I have enough information about where my food comes from to make my food choices

Base: All adults in England, Wales and NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	242	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	288	278	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	105	94	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	36%	34%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	100	106	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	35%	38%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	50	55	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	17%	20%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	23	17	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	8%	6%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	8	2	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	1%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	3	6	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	205	200	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	71%	72%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	30	19	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	10%	7%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.96	4.00	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.05	0.92	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.06	0.06	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

**very small base (under 30) ineligible for sig testing



Q.33_02 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I have enough information about where my food comes from to make my food choices

Base: All adults in England, Wales and NI

		26.35											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	333	328
Weighted Base		**	**	**	**	**	**	**	**	**	**	373	369
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	143	126
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	38%	34%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	135	139
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	36%	38%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	57	59
Don't know		-	-	-	-	-	-	-	-	-	-	15%	16%
Net: Agree		-	-	-	-	-	-	-	-	-	-	27	26
Net: Disagree		-	-	-	-	-	-	-	-	-	-	7%	7%
Mean score		-	-	-	-	-	-	-	-	-	-	9	13
Standard deviation		-	-	-	-	-	-	-	-	-	-	2%	3%
Standard error		-	-	-	-	-	-	-	-	-	-	3	6
		-	-	-	-	-	-	-	-	-	-	1%	2%
		-	-	-	-	-	-	-	-	-	-	279	265
		-	-	-	-	-	-	-	-	-	-	75%	72%
		-	-	-	-	-	-	-	-	-	-	35	39
		-	-	-	-	-	-	-	-	-	-	9%	10%
		-	-	-	-	-	-	-	-	-	-	4.02	3.94
		-	-	-	-	-	-	-	-	-	-	1.02	1.05
		-	-	-	-	-	-	-	-	-	-	0.06	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



Q.33_02 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I have enough information about where my food comes from to make my food choices

Base: All adults in England, Wales and NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	372	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	417	414	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	166	163	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	40%	39%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	172	159	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	41%	38%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	51	47	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	12%	11%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	17	25	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	4%	6%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	8	8	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	4	11	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	3%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	338	322	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	81%	78%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	25	33	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	6%	8%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.14	4.10	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.92	0.97	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.05	0.05	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



Q.33_02 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I have enough information about where my food comes from to make my food choices

Base: All adults in England, Wales and NI

		50-65											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	431	443
Weighted Base		**	**	**	**	**	**	**	**	**	**	457	467
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	158	188
		-	-	-	-	-	-	-	-	-	-	35%	40%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	194	170
		-	-	-	-	-	-	-	-	-	-	42%	36%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	51	57
		-	-	-	-	-	-	-	-	-	-	11%	12%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	35	40
		-	-	-	-	-	-	-	-	-	-	8%	8%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	13	6
		-	-	-	-	-	-	-	-	-	-	3%	1%
Don't know		-	-	-	-	-	-	-	-	-	-	6	7
		-	-	-	-	-	-	-	-	-	-	1%	1%
Net: Agree		-	-	-	-	-	-	-	-	-	-	351	358
		-	-	-	-	-	-	-	-	-	-	77%	77%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	48	46
		-	-	-	-	-	-	-	-	-	-	11%	10%
Mean score		-	-	-	-	-	-	-	-	-	-	3.99	4.07
Standard deviation		-	-	-	-	-	-	-	-	-	-	1.02	1.00
Standard error		-	-	-	-	-	-	-	-	-	-	0.05	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

**very small base (under 30) ineligible for sig testing



Q.33_02 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I have enough information about where my food comes from to make my food choices

Base: All adults in England, Wales and NI

		66+															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	584	619
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	339	348
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	146	136
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	43%	39%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	35%	36%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	12%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22	29
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	8%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	9	7
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	2%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	9
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	265	260
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	78%	75%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	31	36
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	10%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.12	4.05
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.03	1.03
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.04	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

**very small base (under 30) ineligible for sig testing



Q.33_02 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I have enough information about where my food comes from to make my food choices

Base: All adults in England, Wales and NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1771	1775	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1678	1672	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	631	605	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	36%	36%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	659	628	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	39%	39%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	218	246	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	13%	15%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	108	121	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	6%	7%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	40	34	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	21	39	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1291	1233	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	77%	74%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	148	155	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	9%	9%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.05	4.01	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.99	1.00	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



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Base: All adults in England, Wales and NI

		SCOTLAND											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



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Base: All adults in England, Wales and NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109	105	-	-	-	-
Weighted Base	90*	94*
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	29	43	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	32%	46%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	36%	35%	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	16	12	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	8	5	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	9%	5%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	3	1	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	4%	1%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	61	76	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	68%	81%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	12	5	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	73%	6%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.84	4.21	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.10	0.90	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.11	0.09	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

* small base; ** very small base (under 30) ineligible for sig testing



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I have enough information about where my food comes from to make my food choices

Base: All adults in England, Wales and NI

		NI											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	109	124
Weighted Base		**	**	**	**	**	**	**	**	**	**	106	110
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	58	60
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	54%	55%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	28	36
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	27%	33%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	10	2
Don't know		-	-	-	-	-	-	-	-	-	-	9%	7%
Net: Agree		-	-	-	-	-	-	-	-	-	-	7	11
Net: Disagree		-	-	-	-	-	-	-	-	-	-	3	1
Mean score		-	-	-	-	-	-	-	-	-	-	3%	7%
Standard deviation		-	-	-	-	-	-	-	-	-	-	86	96
Standard error		-	-	-	-	-	-	-	-	-	-	81%	88%
		-	-	-	-	-	-	-	-	-	-	10	12
		-	-	-	-	-	-	-	-	-	-	10%	7%
		-	-	-	-	-	-	-	-	-	-	4.23	4.30
		-	-	-	-	-	-	-	-	-	-	1.06	0.99
		-	-	-	-	-	-	-	-	-	-	0.10	0.09

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
* small base; ** very small base (under 30) ineligible for sig testing

Q.33_02 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I have enough information about where my food comes from to make my food choices

Base: All adults in England, Wales and NI

	ADDITIONAL COUNTRY																
	ENGLAND/WALES/NI																
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	718	707
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	38%	38%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	720	697
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	38%	37%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	244	250
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	14%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	123	136
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	7%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	47	36
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	22	40
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1438	1405
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	77%	75%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	170	172
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	9%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.05	4.04
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.01	1.00
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.33_03 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

The people who produce and supply food make sure it is safe, honest and ethically approved

Base: All adults in England, Wales and NI

		WAVE															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	409	390
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22%	21%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	741	725
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	40%	39%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	411	411
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	22%	22%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	199	213
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	11%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	58	71
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	4%
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	57	67
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	4%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1150	1115
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	61%	59%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	257	284
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	15%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.68	3.64
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.04	1.06
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Means: All Columns Tested (5% risk level)

**very small base (under 30) ineligible for sig testing

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Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	921	910
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	187	197	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	20%	22%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	361	352	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	39%	39%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	221	205	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	24%	23%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	97	92	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	11%	10%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	30	32	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	26	32	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	4%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	548	549	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	59%	60%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	127	124	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	14%	14%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.64	3.67	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.03	1.05	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



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Base: All adults in England, Wales and NI

		FEMALE											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base		**	**	**	**	**	**	**	**	**	**	953	966
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	223	193
		-	-	-	-	-	-	-	-	-	-	23%	20%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	380	373
		-	-	-	-	-	-	-	-	-	-	40%	39%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	190	206
		-	-	-	-	-	-	-	-	-	-	20%	21%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	101	120
		-	-	-	-	-	-	-	-	-	-	11%	12%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	28	39
		-	-	-	-	-	-	-	-	-	-	3%	4%
Don't know		-	-	-	-	-	-	-	-	-	-	31	34
		-	-	-	-	-	-	-	-	-	-	3%	4%
Net: Agree		-	-	-	-	-	-	-	-	-	-	602	566
		-	-	-	-	-	-	-	-	-	-	63%F	59%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	130	160
		-	-	-	-	-	-	-	-	-	-	14%	17%
Mean score		-	-	-	-	-	-	-	-	-	-	3.72F	3.60
Standard deviation		-	-	-	-	-	-	-	-	-	-	1.04	1.08
Standard error		-	-	-	-	-	-	-	-	-	-	0.03	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.33_03 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

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Base: All adults in England, Wales and NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	242	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	288	278	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	65	47	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	22%	17%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	105	121	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	36%	43%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	70	66	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	24%	24%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	34	24	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	12%	9%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	8	8	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	7	12	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	4%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	169	168	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	59%	60%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	42	33	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	15%	12%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.66	3.65	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.05	0.98	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.07	0.06	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



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Base: All adults in England, Wales and NI

		26.35											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	333	328
Weighted Base		**	**	**	**	**	**	**	**	**	**	373	369
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	77	79
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	21%	21%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	144	143
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	39%	39%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	94	91
Don't know		-	-	-	-	-	-	-	-	-	-	25%	25%
Net: Agree		-	-	-	-	-	-	-	-	-	-	41	38
Net: Disagree		-	-	-	-	-	-	-	-	-	-	11%	10%
Mean score		-	-	-	-	-	-	-	-	-	-	7	11
Standard deviation		-	-	-	-	-	-	-	-	-	-	2%	3%
Standard error		-	-	-	-	-	-	-	-	-	-	11	7
		-	-	-	-	-	-	-	-	-	-	3%	2%
		-	-	-	-	-	-	-	-	-	-	221	222
		-	-	-	-	-	-	-	-	-	-	59%	60%
		-	-	-	-	-	-	-	-	-	-	48	49
		-	-	-	-	-	-	-	-	-	-	13%	13%
		-	-	-	-	-	-	-	-	-	-	3.67	3.66
		-	-	-	-	-	-	-	-	-	-	0.99	1.03
		-	-	-	-	-	-	-	-	-	-	0.06	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



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Base: All adults in England, Wales and NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	372	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	417	414	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	98	88	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	23%	21%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	161	157	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	39%	38%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	92	95	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	22%	23%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	46	40	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	11%	10%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	15	17	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	4%	4%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	5	16	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	4%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	259	245	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	62%	59%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	61	57	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	75%	74%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.68	3.65	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.07	1.06	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.06	0.06	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



Q.33_03 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

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Base: All adults in England, Wales and NI

		50-65											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	431	443
Weighted Base		**	**	**	**	**	**	**	**	**	**	457	467
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	86	93
												79%	20%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	200	169
												44%	36%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	90	93
												20%	20%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	48	73
												10%	16%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	20	22
												4%	5%
Don't know		-	-	-	-	-	-	-	-	-	-	13	17
												3%	4%
Net: Agree		-	-	-	-	-	-	-	-	-	-	286	262
												63%	56%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	68	94
												15%	20%
Mean score		-	-	-	-	-	-	-	-	-	-	3.64	3.53
Standard deviation		-	-	-	-	-	-	-	-	-	-	1.05	1.13
Standard error		-	-	-	-	-	-	-	-	-	-	0.05	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



Q.33_03 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

The people who produce and supply food make sure it is safe, honest and ethically approved

Base: All adults in England, Wales and NI

		66+															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	584	619
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	339	348
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	83	83
																25%	24%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	131	135
																39%	39%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	65	65
																19%	19%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	31	38
																9%	11%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	13
																2%	4%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	21	15
																6%	4%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	214	217
																63%	63%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	39	51
																12%	15%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.79	3.71
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.02	1.08
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.04	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 **very small base (under 30) ineligible for sig testing



Q.33_03 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

The people who produce and supply food make sure it is safe, honest and ethically approved

Base: All adults in England, Wales and NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1771	1775	-	-	-	-
Weighted Base	1678	1672
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	346	303	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	21%	18%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	674	657	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	40%	39%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	369	388	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	22%	23%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	160	169	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	11%	12%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	54	62	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	4%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	54	63	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	4%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1020	960	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	61%	57%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	234	261	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	14%	16%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.66	3.58	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.04	1.05	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

* small base; ** very small base (under 30) ineligible for sig testing



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Base: All adults in England, Wales and NI

		SCOTLAND											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



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Base: All adults in England, Wales and NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109	105	-	-	-	-
Weighted Base	90*	94*
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	15	29	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	16%	31%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	41%	32%	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	21	14	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	24%	15%	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	12	11	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	14%	12%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	2	6	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	6%	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	4%	4%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	51	59	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	57%	63%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	15	17	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	16%	19%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.56	3.72	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.02	1.23	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.10	0.12	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



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Base: All adults in England, Wales and NI

		NI											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	109	124
Weighted Base		**	**	**	**	**	**	**	**	**	**	106	110
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	49	58
		-	-	-	-	-	-	-	-	-	-	46%	53%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	30	38
		-	-	-	-	-	-	-	-	-	-	28%	34%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	20	8
		-	-	-	-	-	-	-	-	-	-	19%	7%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	7	3
		-	-	-	-	-	-	-	-	-	-	6%	2%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	1	3
		-	-	-	-	-	-	-	-	-	-	1%	3%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	78	96
		-	-	-	-	-	-	-	-	-	-	74%	87%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	8	6
		-	-	-	-	-	-	-	-	-	-	8%	5%
Mean score		-	-	-	-	-	-	-	-	-	-	4.10	4.32
Standard deviation		-	-	-	-	-	-	-	-	-	-	1.01	0.93
Standard error		-	-	-	-	-	-	-	-	-	-	0.10	0.08

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



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Base: All adults in England, Wales and NI

	ADDITIONAL COUNTRY																
	ENGLAND/WALES/NI																
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	409	390
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22%	21%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	741	725
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	40%	39%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	411	411
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	22%	22%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	199	213
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	11%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	58	71
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	4%
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	57	67
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	4%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1150	1115
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	61%	59%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	257	284
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	15%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.68	3.64
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.04	1.06
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.33_04 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

It is my responsibility to make sure that I make the right food choices for me and my family

Base: All adults in England, Wales and NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	1271	1206
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	68%p	64%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	421	444
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	22%	24%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	118	141
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	6%	6%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	30	31
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	15	21
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	19	32
		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%
		-	-	-	-	-	-	-	-	-	-	-	-	-	1692	1650
		-	-	-	-	-	-	-	-	-	-	-	-	-	90%p	89%
		-	-	-	-	-	-	-	-	-	-	-	-	-	46	52
		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.56p	4.51
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.75	0.80
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Means: All Columns Tested (5% risk level)

**very small base (under 30) ineligible for sig testing

Q.33_04 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

It is my responsibility to make sure that I make the right food choices for me and my family

Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	921	910
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	602	558	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	65%	61%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	217	218	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	24%	24%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	61	62	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	7%	9%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	20	24	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	5	9	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	15	19	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	820	776	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	89%p	85%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	26	33	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	4%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.53p	4.45	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.77	0.84	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.03	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.33_04 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.
 It is my responsibility to make sure that I make the right food choices for me and my family
 Base: All adults in England, Wales and NI

		FEMALE											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base		**	**	**	**	**	**	**	**	**	**	953	966
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	669	647
												70%	67%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	204	227
												21%	23%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	57	60
												6%	6%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	10	8
												1%	1%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	10	12
												1%	1%
Don't know		-	-	-	-	-	-	-	-	-	-	4	13
												*	1%E
Net: Agree		-	-	-	-	-	-	-	-	-	-	873	874
												92%	90%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	20	19
												2%	2%
Mean score		-	-	-	-	-	-	-	-	-	-	4.59	4.56
Standard deviation		-	-	-	-	-	-	-	-	-	-	0.74	0.75
Standard error		-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



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Base: All adults in England, Wales and NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	242	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	288	278	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	176	144	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	61%	52%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	21	29	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	11%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	9	8	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	5	5	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4	6	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	249	231	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	86%	83%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	15	12	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	5%	4%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	4.42	4.31	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	0.91	0.90	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	0.06	0.06	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

**very small base (under 30) ineligible for sig testing



Q.33_04 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

It is my responsibility to make sure that I make the right food choices for me and my family

Base: All adults in England, Wales and NI

		26-35											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	333	328
Weighted Base		**	**	**	**	**	**	**	**	**	**	373	369
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	244	239
		-	-	-	-	-	-	-	-	-	-	65%	65%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	96	89
		-	-	-	-	-	-	-	-	-	-	26%	24%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	23	24
		-	-	-	-	-	-	-	-	-	-	6%	7%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	9	6
		-	-	-	-	-	-	-	-	-	-	2%	2%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	1	5
		-	-	-	-	-	-	-	-	-	-	*	1%
Don't know		-	-	-	-	-	-	-	-	-	-	2	6
		-	-	-	-	-	-	-	-	-	-	*	2%
Net: Agree		-	-	-	-	-	-	-	-	-	-	340	328
		-	-	-	-	-	-	-	-	-	-	91%	89%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	9	11
		-	-	-	-	-	-	-	-	-	-	2%	3%
Mean score		-	-	-	-	-	-	-	-	-	-	4.54	4.52
Standard deviation		-	-	-	-	-	-	-	-	-	-	0.73	0.80
Standard error		-	-	-	-	-	-	-	-	-	-	0.04	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



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Base: All adults in England, Wales and NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	372	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	417	414	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	305	280	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	73%	68%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	79	86	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	19%	21%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	25	29	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	6%	7%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	3	6	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	1	3	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	4	9	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	384	366	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	92%	89%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4	9	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.65	4.57	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.65	0.75	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.04	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

**very small base (under 30) ineligible for sig testing



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Base: All adults in England, Wales and NI

		50-65											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	431	443
Weighted Base		**	**	**	**	**	**	**	**	**	**	457	467
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	311	323
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	68%	69%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	106	97
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	23%	21%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	23	32
Don't know		-	-	-	-	-	-	-	-	-	-	5%	7%
Net: Agree		-	-	-	-	-	-	-	-	-	-	5	9
Net: Disagree		-	-	-	-	-	-	-	-	-	-	1%	2%
Mean score		-	-	-	-	-	-	-	-	-	-	5	3
Standard deviation		-	-	-	-	-	-	-	-	-	-	1%	1%
Standard error		-	-	-	-	-	-	-	-	-	-	7	4
		-	-	-	-	-	-	-	-	-	-	1%	1%
		-	-	-	-	-	-	-	-	-	-	417	420
		-	-	-	-	-	-	-	-	-	-	91%	90%
		-	-	-	-	-	-	-	-	-	-	10	11
		-	-	-	-	-	-	-	-	-	-	2%	2%
		-	-	-	-	-	-	-	-	-	-	4.58	4.57
		-	-	-	-	-	-	-	-	-	-	0.74	0.75
		-	-	-	-	-	-	-	-	-	-	0.04	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



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Base: All adults in England, Wales and NI

		66+															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	584	619
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	339	348
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	235	220
																69%	63%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	67	85
																20%	24%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26	27
																8%	6%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	3
																1%	1%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	6
																1%	2%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	7
																1%	2%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	303	305
																89%	89%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	9
																2%	3%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.57	4.50
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.76	0.82
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

**very small base (under 30) ineligible for sig testing

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Base: All adults in England, Wales and NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1771	1775	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1678	1672	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	1125	1054	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	67%	63%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	381	415	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	23%	25%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	113	128	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	7%	8%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	27	25	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	14	19	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	18	31	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1506	1469	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	90%	88%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	41	44	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.55	4.50	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.76	0.80	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.33_04 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

It is my responsibility to make sure that I make the right food choices for me and my family

Base: All adults in England, Wales and NI

		SCOTLAND											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



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It is my responsibility to make sure that I make the right food choices for me and my family

Base: All adults in England, Wales and NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109	105	-	-	-	-
Weighted Base	90*	94*
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	55	60	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	62%	64%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	27	16	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	30%	17%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	4	12	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	5%	13%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	2	3	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	82	76	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	91%	81%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3	4	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	4%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.50	4.43	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.78	0.90	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.07	0.09	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

* small base; ** very small base (under 30) ineligible for sig testing



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It is my responsibility to make sure that I make the right food choices for me and my family

Base: All adults in England, Wales and NI

		NI											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	109	124
Weighted Base		**	**	**	**	**	**	**	**	**	**	106	110
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	91	91
		-	-	-	-	-	-	-	-	-	-	85%	83%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	14	13
		-	-	-	-	-	-	-	-	-	-	13%	12%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	1	1
		-	-	-	-	-	-	-	-	-	-	1%	1%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	1	3
		-	-	-	-	-	-	-	-	-	-	1%	3%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	1
		-	-	-	-	-	-	-	-	-	-	-	1%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	104	104
		-	-	-	-	-	-	-	-	-	-	98%	95%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	1	4
		-	-	-	-	-	-	-	-	-	-	1%	4%
Mean score		-	-	-	-	-	-	-	-	-	-	4.82	4.74
Standard deviation		-	-	-	-	-	-	-	-	-	-	0.49	0.70
Standard error		-	-	-	-	-	-	-	-	-	-	0.05	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



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It is my responsibility to make sure that I make the right food choices for me and my family

Base: All adults in England, Wales and NI

	ADDITIONAL COUNTRY																
	ENGLAND/WALES/NI																
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1271	1208
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	68%	64%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	421	444
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22%	24%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	118	141
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	8%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	30	31
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	15	21
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	19	32
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1692	1650
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	90%	88%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	46	52
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.56	4.51
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.75	0.80
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.33_05 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I feel that I have access to an affordable healthy diet

Base: All adults in England, Wales and NI

		WAVE															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	992	1004
																53%	54%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	596	573
																32%	31%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	144	152
																8%	8%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	76	89
																4%	5%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47	25
																3%p	1%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	18	33
																1%	2% ^o
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1589	1577
																85%	84%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	123	114
																7%	6%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.30	4.32
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.96	0.92
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Means: All Columns Tested (5% risk level)

**very small base (under 30) ineligible for sig testing



Q.33_05 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I feel that I have access to an affordable healthy diet

Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	921	910
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	490	481	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	53%	53%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	287	279	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	31%	31%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	66	60	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	7%	9%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	42	39	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	5%	4%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	22	10	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	2%p	1%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	15	21	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	776	760	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	84%	84%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	64	49	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	7%	5%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.30	4.33	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.97	0.89	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.33_05 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I feel that I have access to an affordable healthy diet

Base: All adults in England, Wales and NI

		FEMALE											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base		**	**	**	**	**	**	**	**	**	**	953	966
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	503	523
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	53%	54%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	310	293
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	35%	30%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	78	72
Don't know		-	-	-	-	-	-	-	-	-	-	8%	7%
Net: Agree		-	-	-	-	-	-	-	-	-	-	34	50
Net: Disagree		-	-	-	-	-	-	-	-	-	-	4%	5%
Mean score		-	-	-	-	-	-	-	-	-	-	25	16
Standard deviation		-	-	-	-	-	-	-	-	-	-	3%	2%
Standard error		-	-	-	-	-	-	-	-	-	-	3	12
		-	-	-	-	-	-	-	-	-	-	*	1%E
		-	-	-	-	-	-	-	-	-	-	813	817
		-	-	-	-	-	-	-	-	-	-	85%	85%
		-	-	-	-	-	-	-	-	-	-	59	65
		-	-	-	-	-	-	-	-	-	-	6%	7%
		-	-	-	-	-	-	-	-	-	-	4.30	4.32
		-	-	-	-	-	-	-	-	-	-	0.95	0.94
		-	-	-	-	-	-	-	-	-	-	0.03	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



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I feel that I have access to an affordable healthy diet

Base: All adults in England, Wales and NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	242	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	288	278	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	146	136	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	51%	49%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	32%	34%	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	23	25	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	9%	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	17	14	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	6%	5%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	6	4	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	5	5	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	238	231	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	83%	83%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	23	18	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	8%	7%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.25	4.26	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.98	0.93	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.06	0.06	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

**very small base (under 30) ineligible for sig testing



Q.33_05 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I feel that I have access to an affordable healthy diet

Base: All adults in England, Wales and NI

		26-35											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	333	328
Weighted Base		**	**	**	**	**	**	**	**	**	**	373	369
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	172	165
		-	-	-	-	-	-	-	-	-	-	46%	45%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	124	130
		-	-	-	-	-	-	-	-	-	-	33%	35%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	37	40
		-	-	-	-	-	-	-	-	-	-	10%	11%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	23	25
		-	-	-	-	-	-	-	-	-	-	6%	7%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	17	4
		-	-	-	-	-	-	-	-	-	-	5%	1%
Don't know		-	-	-	-	-	-	-	-	-	-	1	5
		-	-	-	-	-	-	-	-	-	-	*	1%
Net: Agree		-	-	-	-	-	-	-	-	-	-	295	295
		-	-	-	-	-	-	-	-	-	-	79%	80%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	40	29
		-	-	-	-	-	-	-	-	-	-	11%	8%
Mean score		-	-	-	-	-	-	-	-	-	-	4.10	4.17
Standard deviation		-	-	-	-	-	-	-	-	-	-	1.10	0.96
Standard error		-	-	-	-	-	-	-	-	-	-	0.06	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

**very small base (under 30) ineligible for sig testing



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I feel that I have access to an affordable healthy diet

Base: All adults in England, Wales and NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	372	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	417	414	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	212	212	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	51%	51%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	33%	32%	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	35	28	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	7%	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	20	26	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	5%	6%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	9	8	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	2	7	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	351	345	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	84%	83%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	29	34	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	7%	8%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.26	4.27	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.96	0.97	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.05	0.05	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



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I feel that I have access to an affordable healthy diet

Base: All adults in England, Wales and NI

		50-65											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	431	443
Weighted Base		**	**	**	**	**	**	**	**	**	**	457	467
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	256	279
		-	-	-	-	-	-	-	-	-	-	56%	60%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	145	121
		-	-	-	-	-	-	-	-	-	-	32%	26%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	24	30
		-	-	-	-	-	-	-	-	-	-	5%	6%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	12	21
		-	-	-	-	-	-	-	-	-	-	3%	5%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	12	5
		-	-	-	-	-	-	-	-	-	-	3%	1%
Don't know		-	-	-	-	-	-	-	-	-	-	7	10
		-	-	-	-	-	-	-	-	-	-	2%	2%
Net: Agree		-	-	-	-	-	-	-	-	-	-	401	401
		-	-	-	-	-	-	-	-	-	-	88%	86%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	24	27
		-	-	-	-	-	-	-	-	-	-	5%	6%
Mean score		-	-	-	-	-	-	-	-	-	-	4.38	4.42
Standard deviation		-	-	-	-	-	-	-	-	-	-	0.91	0.89
Standard error		-	-	-	-	-	-	-	-	-	-	0.04	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

**very small base (under 30) ineligible for sig testing



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Base: All adults in England, Wales and NI

		66+															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	584	619
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	339	348
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	207	212
																61%	61%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	97	94
																29%	27%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25	29
																7%	6%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	3
																1%	1%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	4
																1%	1%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	6
																1%	2%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	304	306
																90%	89%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	7
																2%	2%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.49	4.49
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.76	0.78
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
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Base: All adults in England, Wales and NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1771	1775	-	-	-	-
Weighted Base	1678	1672
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	881	871	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	53%	52%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	32%	31%	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	136	139	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	8%	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	65	83	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	4%	5%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	39	22	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	18	33	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1420	1395	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	85%	83%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	103	105	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	6%	6%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.30	4.30	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.94	0.92	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

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Base: All adults in England, Wales and NI

		SCOTLAND											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
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	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109	105	-	-	-	-
Weighted Base	90*	94*
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	48	57	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	54%	61%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	33	23	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	37%	24%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	3	11	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	4%	11%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	4	2	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	4%	2%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	81	80	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	91%	85%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	5	3	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	6%	4%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.35	4.40	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.94	0.91	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.09	0.09	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

* small base; ** very small base (under 30) ineligible for sig testing



Q.33_05 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I feel that I have access to an affordable healthy diet

Base: All adults in England, Wales and NI

		NI											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	109	124
Weighted Base		**	**	**	**	**	**	**	**	**	**	106	110
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	63	76
		-	-	-	-	-	-	-	-	-	-	59%	70%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	24	25
		-	-	-	-	-	-	-	-	-	-	23%	23%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	5	2
		-	-	-	-	-	-	-	-	-	-	4%	2%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	10	5
		-	-	-	-	-	-	-	-	-	-	9%	4%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	5	1
		-	-	-	-	-	-	-	-	-	-	4%	1%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	87	102
		-	-	-	-	-	-	-	-	-	-	82%	93%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	15	6
		-	-	-	-	-	-	-	-	-	-	14%	5%
Mean score		-	-	-	-	-	-	-	-	-	-	4.23	4.56
Standard deviation		-	-	-	-	-	-	-	-	-	-	1.17	0.82
Standard error		-	-	-	-	-	-	-	-	-	-	0.11	0.07

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
* small base; ** very small base (under 30) ineligible for sig testing

Q.33_05 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I feel that I have access to an affordable healthy diet

Base: All adults in England, Wales and NI

	ADDITIONAL COUNTRY																
	ENGLAND/WALES/NI																
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	992	1004
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	53%	54%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	596	573
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	32%	31%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	144	152
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	8%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	76	89
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	5%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	47	25
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	1%
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	18	33
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1589	1577
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	85%	84%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	123	114
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	6%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.30	4.32
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.96	0.92
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.33_06 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I feel that I will have access to an affordable healthy diet in the future

Base: All adults in England, Wales and NI

		WAVE															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	908	897
																48%	48%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	627	632
																33%	34%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	180	174
																10%	9%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	92	93
																5%	5%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	43	37
																2%	2%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	23	43
																1%	2%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1536	1529
																82%	81%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	135	131
																7%	7%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.22	4.23
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.97	0.96
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Means: All Columns Tested (5% risk level)
 **very small base (under 30) ineligible for sig testing



Q.33_06 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I feel that I will have access to an affordable healthy diet in the future

Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	921	910	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	450	421	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	49%	46%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	308	320	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	33%	35%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	89	86	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	10%	9%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	37	45	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	4%	5%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	22	11	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	16	27	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	758	741	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	82%	81%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	59	57	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	6%	6%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.25	4.24	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.96	0.92	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 **very small base (under 30) ineligible for sig testing



Q.33_06 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I feel that I will have access to an affordable healthy diet in the future

Base: All adults in England, Wales and NI

		FEMALE											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base		**	**	**	**	**	**	**	**	**	**	953	966
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	459	476
												48%	49%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	319	312
												33%	32%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	92	88
												10%	9%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	55	48
												6%	5%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	21	26
												2%	3%
Don't know		-	-	-	-	-	-	-	-	-	-	7	16
												1%	2%
Net: Agree		-	-	-	-	-	-	-	-	-	-	778	788
												82%	82%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	76	74
												8%	8%
Mean score		-	-	-	-	-	-	-	-	-	-	4.20	4.22
Standard deviation		-	-	-	-	-	-	-	-	-	-	0.99	1.00
Standard error		-	-	-	-	-	-	-	-	-	-	0.03	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 **very small base (under 30) ineligible for sig testing



Q.33_06 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I feel that I will have access to an affordable healthy diet in the future

Base: All adults in England, Wales and NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	242	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	288	278	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	142	125	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	49%	45%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	31%	36%	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	32	25	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	9%	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	17	16	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	6%	6%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	3	8	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	5	4	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	232	226	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	81%	81%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	20	24	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	7%	9%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.24	4.16	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.94	1.01	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.06	0.07	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

**very small base (under 30) ineligible for sig testing



Q.33_06 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I feel that I will have access to an affordable healthy diet in the future

Base: All adults in England, Wales and NI

		26-35											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	333	328
Weighted Base		**	**	**	**	**	**	**	**	**	**	373	369
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	152	155
		-	-	-	-	-	-	-	-	-	-	41%	42%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	139	139
		-	-	-	-	-	-	-	-	-	-	37%	38%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	41	36
		-	-	-	-	-	-	-	-	-	-	11%	10%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	24	29
		-	-	-	-	-	-	-	-	-	-	6%	8%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	16	6
		-	-	-	-	-	-	-	-	-	-	4%	2%
Don't know		-	-	-	-	-	-	-	-	-	-	1	4
		-	-	-	-	-	-	-	-	-	-	*	1%
Net: Agree		-	-	-	-	-	-	-	-	-	-	291	294
		-	-	-	-	-	-	-	-	-	-	78%	80%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	40	35
		-	-	-	-	-	-	-	-	-	-	11%	9%
Mean score		-	-	-	-	-	-	-	-	-	-	4.04	4.12
Standard deviation		-	-	-	-	-	-	-	-	-	-	1.08	0.99
Standard error		-	-	-	-	-	-	-	-	-	-	0.06	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

**very small base (under 30) ineligible for sig testing



Q.33_06 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I feel that I will have access to an affordable healthy diet in the future

Base: All adults in England, Wales and NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	372	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	417	414	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	199	197	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	48%	48%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	34%	31%	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	45	43	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	10%	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	22	20	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	5%	5%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	10	11	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	2	13	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	3%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	339	326	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	81%	79%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	32	31	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	8%	8%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.20	4.20	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.99	1.01	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.05	0.05	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

**very small base (under 30) ineligible for sig testing



Q.33_06 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I feel that I will have access to an affordable healthy diet in the future

Base: All adults in England, Wales and NI

		50-65											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	431	443
Weighted Base		**	**	**	**	**	**	**	**	**	**	457	467
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	236	246
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	52%	53%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	151	141
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	30%	30%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	34	40
Don't know		-	-	-	-	-	-	-	-	-	-	8%	8%
Net: Agree		-	-	-	-	-	-	-	-	-	-	18	21
Net: Disagree		-	-	-	-	-	-	-	-	-	-	4%	4%
Mean score		-	-	-	-	-	-	-	-	-	-	10	7
Standard deviation		-	-	-	-	-	-	-	-	-	-	2%	2%
Standard error		-	-	-	-	-	-	-	-	-	-	6	13
		-	-	-	-	-	-	-	-	-	-	1%	3%
		-	-	-	-	-	-	-	-	-	-	387	387
		-	-	-	-	-	-	-	-	-	-	85%	83%
		-	-	-	-	-	-	-	-	-	-	28	28
		-	-	-	-	-	-	-	-	-	-	6%	6%
		-	-	-	-	-	-	-	-	-	-	4.30	4.32
		-	-	-	-	-	-	-	-	-	-	0.94	0.92
		-	-	-	-	-	-	-	-	-	-	0.05	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

**very small base (under 30) ineligible for sig testing



Q.33_06 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I feel that I will have access to an affordable healthy diet in the future

Base: All adults in England, Wales and NI

		66+															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	584	619
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	339	348
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	180	174
																53%	50%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	107	122
																31%	35%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28	30
																8%	9%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11	7
																3%	2%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	6
																1%	2%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	9	10
																3%	3%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	286	296
																85%	85%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	16	12
																5%	3%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.35	4.34
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.88	0.85
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.04	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

**very small base (under 30) ineligible for sig testing



Q.33_06 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I feel that I will have access to an affordable healthy diet in the future

Base: All adults in England, Wales and NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1771	1775	-	-	-	-
Weighted Base	1678	1672
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	803	772	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	48%	46%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	572	577	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	34%	34%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	165	162	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	10%	10%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	78	87	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	5%	5%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	37	33	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	23	42	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	3%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1375	1349	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	82%	81%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	114	120	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	7%	7%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.23	4.21	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.96	0.96	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

* small base; ** very small base (under 30) ineligible for sig testing



Q.33_06 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I feel that I will have access to an affordable healthy diet in the future

Base: All adults in England, Wales and NI

		SCOTLAND											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.33_06 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I feel that I will have access to an affordable healthy diet in the future

Base: All adults in England, Wales and NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109	105	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	90*	94*	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	41	48	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	46%	51%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	32	29	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	36%	31%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	9	11	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	11%	12%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	3	2	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	4%	3%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	3	2	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	2%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	74	77	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	82%	83%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	6	5	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	7%	5%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.18	4.27	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.00	0.94	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.10	0.09	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

* small base; ** very small base (under 30) ineligible for sig testing



Q.33_06 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I feel that I will have access to an affordable healthy diet in the future

Base: All adults in England, Wales and NI

		NI											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	109	124
Weighted Base		**	**	**	**	**	**	**	**	**	**	106	110
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	64	77
		-	-	-	-	-	-	-	-	-	-	60%	70%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	23	26
		-	-	-	-	-	-	-	-	-	-	22%	24%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	5	1
		-	-	-	-	-	-	-	-	-	-	5%	1%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	11	4
		-	-	-	-	-	-	-	-	-	-	10%	4%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	4	2
		-	-	-	-	-	-	-	-	-	-	3%	2%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	87	103
		-	-	-	-	-	-	-	-	-	-	82%	93%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	14	6
		-	-	-	-	-	-	-	-	-	-	13%	6%
Mean score		-	-	-	-	-	-	-	-	-	-	4.24	4.56
Standard deviation		-	-	-	-	-	-	-	-	-	-	1.14	0.84
Standard error		-	-	-	-	-	-	-	-	-	-	0.11	0.08

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

* small base; ** very small base (under 30) ineligible for sig testing



Q.33_06 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I feel that I will have access to an affordable healthy diet in the future

Base: All adults in England, Wales and NI

	ADDITIONAL COUNTRY																
	ENGLAND/WALES/NI																
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	908	897
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	48%	48%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	627	632
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33%	34%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	180	174
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	9%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	92	93
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	5%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	43	37
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	23	43
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1536	1529
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	82%	81%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	135	131
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	7%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.22	4.23
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.87	0.86
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.33_07 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I'm conscious of the wider impact of the food choices I make

Base: All adults in England, Wales and NI

		WAVE															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	859	784
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46%p	42%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	35%	36%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23%	26%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	14%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	63	82
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	4%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	27	20
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	36	54
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1509	1455
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	81%p	79%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	90	102
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	5%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.22p	4.16
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.90	0.91
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Means: All Columns Tested (5% risk level)
 **very small base (under 30) ineligible for sig testing



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I'm conscious of the wider impact of the food choices I make

Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	921	910	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	414	358	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	45%p	39%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	35%	37%	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	12%	13%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	4%	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9	7	-	-	-	-
Net: Agree	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18	32	-	-	-	-
Net: Disagree	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	4%o	-	-	-	-
Mean score	-	-	-	-	-	-	-	-	-	-	-	-	-	-	739	690	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80%p	76%	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42	49	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	5%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.22p	4.13	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.88	0.90	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



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I'm conscious of the wider impact of the food choices I make

Base: All adults in England, Wales and NI

		FEMALE											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base		**	**	**	**	**	**	**	**	**	**	953	966
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	445	427
												47%	44%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	325	339
												34%	35%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	116	126
												12%	13%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	30	41
												3%	4%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	19	13
												2%	1%
Don't know		-	-	-	-	-	-	-	-	-	-	18	22
												2%	2%
Net: Agree		-	-	-	-	-	-	-	-	-	-	770	765
												81%	79%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	48	53
												5%	6%
Mean score		-	-	-	-	-	-	-	-	-	-	4.23	4.19
Standard deviation		-	-	-	-	-	-	-	-	-	-	0.92	0.92
Standard error		-	-	-	-	-	-	-	-	-	-	0.03	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



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Base: All adults in England, Wales and NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	242	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	288	278	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	133	109	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	46%	39%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	33%	36%	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	40	32	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	11%	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	11	18	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	4%	6%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	4	6	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	5	7	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	228	216	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	79%	78%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	16	24	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	5%	9%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.20	4.09	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.93	0.99	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.06	0.06	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

**very small base (under 30) ineligible for sig testing



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Base: All adults in England, Wales and NI

		26.35											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	333	328
Weighted Base		**	**	**	**	**	**	**	**	**	**	373	369
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	165	139
		-	-	-	-	-	-	-	-	-	-	44%	38%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	136	146
		-	-	-	-	-	-	-	-	-	-	36%	40%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	48	56
		-	-	-	-	-	-	-	-	-	-	13%	15%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	15	19
		-	-	-	-	-	-	-	-	-	-	4%	5%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	6	-
		-	-	-	-	-	-	-	-	-	-	2%	-
Don't know		-	-	-	-	-	-	-	-	-	-	3	9
		-	-	-	-	-	-	-	-	-	-	1%	2%
Net: Agree		-	-	-	-	-	-	-	-	-	-	301	285
		-	-	-	-	-	-	-	-	-	-	81%	77%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	21	19
		-	-	-	-	-	-	-	-	-	-	6%	5%
Mean score		-	-	-	-	-	-	-	-	-	-	4.18	4.13
Standard deviation		-	-	-	-	-	-	-	-	-	-	0.92	0.86
Standard error		-	-	-	-	-	-	-	-	-	-	0.05	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



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Base: All adults in England, Wales and NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	372	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	417	414	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	220	172	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	53%	42%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	135	148	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	32%	36%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	44	62	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	11%	15%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	11	13	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	4	6	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	3	12	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	355	320	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	85%	77%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	15	19	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4%	5%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.34	4.16	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.84	0.91	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.04	0.05	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

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Base: All adults in England, Wales and NI

		50-65											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	431	443
Weighted Base		**	**	**	**	**	**	**	**	**	**	457	467
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	201	226
												44%	48%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	173	146
												38%	31%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	57	62
												12%	13%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	10	17
												2%	4%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	6	4
												1%	1%
Don't know		-	-	-	-	-	-	-	-	-	-	9	12
												2%	3%
Net: Agree		-	-	-	-	-	-	-	-	-	-	374	371
												82%	80%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	16	21
												4%	5%
Mean score		-	-	-	-	-	-	-	-	-	-	4.23	4.26
Standard deviation		-	-	-	-	-	-	-	-	-	-	0.86	0.90
Standard error		-	-	-	-	-	-	-	-	-	-	0.04	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



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I'm conscious of the wider impact of the food choices I make

Base: All adults in England, Wales and NI

		66+															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	584	619
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	339	348
Strongly agree		(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	141	138
Slightly agree		(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	41%	40%
Neither agree nor disagree		(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	33%	36%
Slightly disagree		(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	50	53
Strongly disagree		(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	15%	15%
Don't know			-	-	-	-	-	-	-	-	-	-	-	-	-	15	15
Net: Agree			-	-	-	-	-	-	-	-	-	-	-	-	-	4%	4%
Net: Disagree			-	-	-	-	-	-	-	-	-	-	-	-	-	7	3
Mean score			-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%
Standard deviation			-	-	-	-	-	-	-	-	-	-	-	-	-	15	14
Standard error			-	-	-	-	-	-	-	-	-	-	-	-	-	5%	4%
			-	-	-	-	-	-	-	-	-	-	-	-	-	251	262
			-	-	-	-	-	-	-	-	-	-	-	-	-	74%	75%
			-	-	-	-	-	-	-	-	-	-	-	-	-	22	19
			-	-	-	-	-	-	-	-	-	-	-	-	-	6%	5%
			-	-	-	-	-	-	-	-	-	-	-	-	-	4.12	4.13
			-	-	-	-	-	-	-	-	-	-	-	-	-	0.98	0.91
			-	-	-	-	-	-	-	-	-	-	-	-	-	0.04	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

**very small base (under 30) ineligible for sig testing

Q.33_07 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I'm conscious of the wider impact of the food choices I make

Base: All adults in England, Wales and NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1771	1775	-	-	-	-
Weighted Base	1678	1672
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	745	678	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	44%	41%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	597	607	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	36%	36%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	218	253	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	13%	15%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	59	63	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	4%	4%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	25	20	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	34	52	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1342	1285	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	80%	77%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	84	82	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	5%	5%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.20	4.15	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.91	0.90	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.33_07 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I'm conscious of the wider impact of the food choices I make

Base: All adults in England, Wales and NI

		SCOTLAND											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.33_07 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I'm conscious of the wider impact of the food choices I make

Base: All adults in England, Wales and NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109	105	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	90*	94*	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	32	49	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	35%	53%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	36	32	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	40%	34%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	15	7	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	16%	8%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	3	4	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	4%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	3	2	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	2%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	68	81	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	75%	86%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	5	4	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	5%	4%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.07	4.38	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.93	0.80	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.09	0.08	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

* small base; ** very small base (under 30) ineligible for sig testing



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I'm conscious of the wider impact of the food choices I make

Base: All adults in England, Wales and NI

		NI											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	109	124
Weighted Base		**	**	**	**	**	**	**	**	**	**	106	110
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	83	57
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	77%	52%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	17	32
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	16%	29%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	6	5
Don't know		-	-	-	-	-	-	-	-	-	-	5%	5%
Net: Agree		-	-	-	-	-	-	-	-	-	-	1	16
Net: Disagree		-	-	-	-	-	-	-	-	-	-	1%	14%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	100	88
Standard error		-	-	-	-	-	-	-	-	-	-	94%	80%
		-	-	-	-	-	-	-	-	-	-	1	16
		-	-	-	-	-	-	-	-	-	-	1%	14%
		-	-	-	-	-	-	-	-	-	-	4.71	4.18
		-	-	-	-	-	-	-	-	-	-	0.61	1.06
		-	-	-	-	-	-	-	-	-	-	0.06	0.10

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



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I'm conscious of the wider impact of the food choices I make

Base: All adults in England, Wales and NI

	ADDITIONAL COUNTRY																
	ENGLAND/WALES/NI																
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	859	784
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46%	42%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	650	671
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	35%	36%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	238	265
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	14%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	63	82
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	4%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	27	20
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	36	54
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1509	1455
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	81%	78%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	90	102
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	5%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.22	4.16
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.80	0.81
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.33_08 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I feel empowered to make my own decisions about what I eat and why I eat it

Base: All adults in England, Wales and NI

		WAVE															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1182	1123
																63%p	60%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	489	510
																26%	27%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	133	149
																7%	8%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	36	35
																2%	2%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13	12
																1%	1%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	22	47
																1%	2% ^o
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1671	1633
																89%	87%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	49	47
																3%	3%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.51	4.47
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.77	0.78
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Means: All Columns Tested (5% risk level)

**very small base (under 30) ineligible for sig testing

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I feel empowered to make my own decisions about what I eat and why I eat it

Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	921	910
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	564	538	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	61%	59%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	250	243	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	27%	27%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	67	80	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	7%	9%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	19	17	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	7	5	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	16	26	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	813	782	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	88%	86%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	26	23	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	2%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.48	4.46	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.78	0.79	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 **very small base (under 30) ineligible for sig testing



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I feel empowered to make my own decisions about what I eat and why I eat it

Base: All adults in England, Wales and NI

		FEMALE											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base		**	**	**	**	**	**	**	**	**	**	953	966
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	618	584
		-	-	-	-	-	-	-	-	-	-	65%	61%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	239	267
		-	-	-	-	-	-	-	-	-	-	25%	28%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	66	69
		-	-	-	-	-	-	-	-	-	-	7%	7%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	17	18
		-	-	-	-	-	-	-	-	-	-	2%	2%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	6	7
		-	-	-	-	-	-	-	-	-	-	1%	1%
Don't know		-	-	-	-	-	-	-	-	-	-	6	21
		-	-	-	-	-	-	-	-	-	-	1%	2%E
Net: Agree		-	-	-	-	-	-	-	-	-	-	857	851
		-	-	-	-	-	-	-	-	-	-	90%	88%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	23	25
		-	-	-	-	-	-	-	-	-	-	2%	3%
Mean score		-	-	-	-	-	-	-	-	-	-	4.53	4.49
Standard deviation		-	-	-	-	-	-	-	-	-	-	0.76	0.77
Standard error		-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 **very small base (under 30) ineligible for sig testing



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I feel empowered to make my own decisions about what I eat and why I eat it

Base: All adults in England, Wales and NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	242	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	288	278	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	173	160	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	60%	58%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	26%	29%	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	8%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	11	5	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	4%	2%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	1	2	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	6	8	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	249	242	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	86%	87%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	11	7	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4%	2%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.45	4.46	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.81	0.77	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.05	0.05	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
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Base: All adults in England, Wales and NI

		26-35											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	333	328
Weighted Base		**	**	**	**	**	**	**	**	**	**	373	369
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	215	204
		-	-	-	-	-	-	-	-	-	-	58%	55%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	115	113
		-	-	-	-	-	-	-	-	-	-	31%	31%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	31	31
		-	-	-	-	-	-	-	-	-	-	8%	8%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	6	12
		-	-	-	-	-	-	-	-	-	-	2%	3%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	6	-
		-	-	-	-	-	-	-	-	-	-	2%	-
Don't know		-	-	-	-	-	-	-	-	-	-	1	9
		-	-	-	-	-	-	-	-	-	-	*	2%
Net: Agree		-	-	-	-	-	-	-	-	-	-	330	317
		-	-	-	-	-	-	-	-	-	-	88%	86%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	12	12
		-	-	-	-	-	-	-	-	-	-	3%	3%
Mean score		-	-	-	-	-	-	-	-	-	-	4.42	4.41
Standard deviation		-	-	-	-	-	-	-	-	-	-	0.83	0.78
Standard error		-	-	-	-	-	-	-	-	-	-	0.05	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

**very small base (under 30) ineligible for sig testing



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Base: All adults in England, Wales and NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	372	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	417	414	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	274	236	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	66%	57%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	109	118	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	26%	29%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	19	34	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	5%	8%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	12	9	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	2%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	1	5	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	2	11	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	3%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	383	354	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	92%	86%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	13	14	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.55	4.42	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.73	0.83	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.04	0.04	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



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Base: All adults in England, Wales and NI

		50-65											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	431	443
Weighted Base		**	**	**	**	**	**	**	**	**	**	457	467
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	296	312
		-	-	-	-	-	-	-	-	-	-	65%	67%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	117	102
		-	-	-	-	-	-	-	-	-	-	26%	22%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	31	36
		-	-	-	-	-	-	-	-	-	-	7%	8%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	3	5
		-	-	-	-	-	-	-	-	-	-	1%	1%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	3	2
		-	-	-	-	-	-	-	-	-	-	1%	1%
Don't know		-	-	-	-	-	-	-	-	-	-	6	10
		-	-	-	-	-	-	-	-	-	-	1%	2%
Net: Agree		-	-	-	-	-	-	-	-	-	-	413	414
		-	-	-	-	-	-	-	-	-	-	90%	89%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	7	7
		-	-	-	-	-	-	-	-	-	-	1%	2%
Mean score		-	-	-	-	-	-	-	-	-	-	4.55	4.57
Standard deviation		-	-	-	-	-	-	-	-	-	-	0.72	0.73
Standard error		-	-	-	-	-	-	-	-	-	-	0.03	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



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Base: All adults in England, Wales and NI

		66+															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	584	619
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	339	348
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	224	210
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	66%	60%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	72	95
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21%	27%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30	27
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	6%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	4
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	3
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	9
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	296	305
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	87%	88%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	7
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.54	4.49
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.78	0.77
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

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Base: All adults in England, Wales and NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1771	1775	-	-	-	-
Weighted Base	1678	1672
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	1035	969	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	62%	58%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	450	474	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	27%	26%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	129	140	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	8%	8%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	31	33	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	13	11	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	21	45	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	3%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1485	1443	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	88%	86%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	43	44	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.49	4.45	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.78	0.79	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

* small base; ** very small base (under 30) ineligible for sig testing



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		SCOTLAND											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
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Base: All adults in England, Wales and NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109	105	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	90*	94*	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	59	64	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	66%	68%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	23	21	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	25%	22%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	4	8	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	4%	6%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	82	85	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	91%	91%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4%	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.54	4.61	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.78	0.64	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.07	0.06	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

* small base; ** very small base (under 30) ineligible for sig testing



Q.33_08 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I feel empowered to make my own decisions about what I eat and why I eat it

Base: All adults in England, Wales and NI

		NI											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	109	124
Weighted Base		**	**	**	**	**	**	**	**	**	**	106	110
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	88	89
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	83%	81%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	16	16
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	15%	14%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	2	2
Don't know		-	-	-	-	-	-	-	-	-	-	2%	1%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	1
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	1%
Mean score		-	-	-	-	-	-	-	-	-	-	104	105
Standard deviation		-	-	-	-	-	-	-	-	-	-	98%	96%
Standard error		-	-	-	-	-	-	-	-	-	-	2	3
		-	-	-	-	-	-	-	-	-	-	2%	3%
		-	-	-	-	-	-	-	-	-	-	4.78	4.73
		-	-	-	-	-	-	-	-	-	-	0.55	0.67
		-	-	-	-	-	-	-	-	-	-	0.05	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

* small base; ** very small base (under 30) ineligible for sig testing

Q.33_08 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I feel empowered to make my own decisions about what I eat and why I eat it

Base: All adults in England, Wales and NI

		ADDITIONAL COUNTRY ENGLAND/WALES/NI															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1182	1123
																63%	60%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	489	510
																26%	27%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	133	149
																7%	8%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	36	35
																2%	2%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13	12
																1%	1%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	22	47
																1%	2%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1671	1633
																89%	87%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	49	47
																3%	3%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.51	4.47
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.77	0.78
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.33_09 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I am confident that the food I buy or eat is what it says it is and accurately labelled

Base: All adults in England, Wales and NI

	WAVE															
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	569	565
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	838	842
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	45%	45%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	267	245
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	13%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	139	144
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	7%	8%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	27	46
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	34	35
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%
		-	-	-	-	-	-	-	-	-	-	-	-	-	1407	1407
		-	-	-	-	-	-	-	-	-	-	-	-	-	75%	75%
		-	-	-	-	-	-	-	-	-	-	-	-	-	166	189
		-	-	-	-	-	-	-	-	-	-	-	-	-	9%	10%
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.97	3.94
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.94	0.99
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Means: All Columns Tested (5% risk level)

**very small base (under 30) ineligible for sig testing

Q.33_09 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I am confident that the food I buy or eat is what it says it is and accurately labelled

Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	921	910
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	283	275	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	31%	30%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	408	416	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	44%	46%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	128	112	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	14%	12%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	67	66	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	7%	7%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	13	16	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	23	24	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	690	691	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	75%	76%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	80	82	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	9%	9%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.98	3.98	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.94	0.95	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 **very small base (under 30) ineligible for sig testing



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Base: All adults in England, Wales and NI

		FEMALE											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base		**	**	**	**	**	**	**	**	**	**	953	966
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	286	290
		-	-	-	-	-	-	-	-	-	-	30%	30%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	431	426
		-	-	-	-	-	-	-	-	-	-	45%	44%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	139	132
		-	-	-	-	-	-	-	-	-	-	15%	14%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	73	77
		-	-	-	-	-	-	-	-	-	-	8%	8%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	14	30
		-	-	-	-	-	-	-	-	-	-	1%	3%E
Don't know		-	-	-	-	-	-	-	-	-	-	11	11
		-	-	-	-	-	-	-	-	-	-	1%	1%
Net: Agree		-	-	-	-	-	-	-	-	-	-	717	716
		-	-	-	-	-	-	-	-	-	-	75%	74%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	86	107
		-	-	-	-	-	-	-	-	-	-	9%	11%
Mean score		-	-	-	-	-	-	-	-	-	-	3.96	3.91
Standard deviation		-	-	-	-	-	-	-	-	-	-	0.94	1.02
Standard error		-	-	-	-	-	-	-	-	-	-	0.03	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 **very small base (under 30) ineligible for sig testing



Q.33_09 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I am confident that the food I buy or eat is what it says it is and accurately labelled

Base: All adults in England, Wales and NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	242	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	288	278	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	84	87	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	29%	31%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	44%	43%	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	40	38	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	14%	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	28	25	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	10%	9%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	5	4	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	212	208	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	74%	75%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	31	28	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	11%	10%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.93	3.97	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.96	0.96	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.06	0.06	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



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I am confident that the food I buy or eat is what it says it is and accurately labelled

Base: All adults in England, Wales and NI

		26-35											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	333	328
Weighted Base		**	**	**	**	**	**	**	**	**	**	373	369
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	121	110
		-	-	-	-	-	-	-	-	-	-	32%	30%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	161	177
		-	-	-	-	-	-	-	-	-	-	43%	48%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	64	44
		-	-	-	-	-	-	-	-	-	-	17%	12%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	22	29
		-	-	-	-	-	-	-	-	-	-	6%	8%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	6	4
		-	-	-	-	-	-	-	-	-	-	1%	1%
Don't know		-	-	-	-	-	-	-	-	-	-	1	5
		-	-	-	-	-	-	-	-	-	-	*	1%
Net: Agree		-	-	-	-	-	-	-	-	-	-	282	287
		-	-	-	-	-	-	-	-	-	-	76%	78%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	27	33
		-	-	-	-	-	-	-	-	-	-	7%	9%
Mean score		-	-	-	-	-	-	-	-	-	-	3.99	3.99
Standard deviation		-	-	-	-	-	-	-	-	-	-	0.93	0.92
Standard error		-	-	-	-	-	-	-	-	-	-	0.05	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



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Base: All adults in England, Wales and NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	372	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	417	414	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	133	117	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	32%	28%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	193	194	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	46%	47%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	59	55	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	14%	13%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	21	23	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	5%	6%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	6	13	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	5	11	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	3%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	326	312	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	78%	75%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	27	36	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	6%	9%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	4.04	3.94	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.89	0.97	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.05	0.05	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



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Base: All adults in England, Wales and NI

		50-65											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	431	443
Weighted Base		**	**	**	**	**	**	**	**	**	**	457	467
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	124	134
		-	-	-	-	-	-	-	-	-	-	27%	29%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	206	213
		-	-	-	-	-	-	-	-	-	-	45%	46%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	57	64
		-	-	-	-	-	-	-	-	-	-	12%	14%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	49	34
		-	-	-	-	-	-	-	-	-	-	11%	7%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	8	17
		-	-	-	-	-	-	-	-	-	-	2%	4%
Don't know		-	-	-	-	-	-	-	-	-	-	13	5
		-	-	-	-	-	-	-	-	-	-	3%	1%
Net: Agree		-	-	-	-	-	-	-	-	-	-	330	347
		-	-	-	-	-	-	-	-	-	-	72%	74%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	57	51
		-	-	-	-	-	-	-	-	-	-	13%	11%
Mean score		-	-	-	-	-	-	-	-	-	-	3.87	3.89
Standard deviation		-	-	-	-	-	-	-	-	-	-	1.00	1.02
Standard error		-	-	-	-	-	-	-	-	-	-	0.05	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



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Base: All adults in England, Wales and NI

		66+															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	584	619
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	339	348
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	107	116
																32%	33%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	150	137
																44%	39%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	48	43
																14%	12%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20	32
																6%	9%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	10
																1%	3%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	11
																3%	3%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	257	253
																76%	73%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	24	41
																7%	12%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.02	3.94
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.91	1.05
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.04	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 **very small base (under 30) ineligible for sig testing



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Base: All adults in England, Wales and NI

		ENGLAND														SCOTLAND					
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1771	1775	-	-	-	-
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	1678	1672	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	496	473	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30%	28%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	759	771	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	45%	46%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	246	226	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	15%	14%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	122	128	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	8%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	23	40	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	32	34	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1255	1245	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	75%	74%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	145	168	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	10%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.96	3.92	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.93	0.98	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

* small base; ** very small base (under 30) ineligible for sig testing



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Base: All adults in England, Wales and NI

		SCOTLAND											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



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Base: All adults in England, Wales and NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109	105	-	-	-	-
Weighted Base	90*	94*
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	21	32	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	24%	34%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	43%	42%	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	15	11	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	12	6	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	13%	7%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	2	4	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	5%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	60	71	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	66%	76%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	14	11	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	15%	11%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.74	3.95	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.05	1.08	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.10	0.11	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



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Base: All adults in England, Wales and NI

		NI											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	109	124
Weighted Base		**	**	**	**	**	**	**	**	**	**	106	110
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	51	60
		-	-	-	-	-	-	-	-	-	-	48%	54%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	41	31
		-	-	-	-	-	-	-	-	-	-	39%	29%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	6	8
		-	-	-	-	-	-	-	-	-	-	6%	7%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	6	9
		-	-	-	-	-	-	-	-	-	-	5%	8%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	2	2
		-	-	-	-	-	-	-	-	-	-	2%	2%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	92	91
		-	-	-	-	-	-	-	-	-	-	87%	83%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	8	11
		-	-	-	-	-	-	-	-	-	-	7%	10%
Mean score		-	-	-	-	-	-	-	-	-	-	4.26	4.26
Standard deviation		-	-	-	-	-	-	-	-	-	-	0.93	1.02
Standard error		-	-	-	-	-	-	-	-	-	-	0.09	0.09

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

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Base: All adults in England, Wales and NI

	ADDITIONAL COUNTRY																
	ENGLAND/WALES/NI																
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	569	565
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30%	30%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	838	842
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	45%	45%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	267	245
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	13%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	139	144
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	8%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	27	46
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	34	35
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1407	1407
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	75%	75%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	166	189
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	10%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.97	3.94
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.84	0.89
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.33_10 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.
 The authorities are effectively preventing and detecting food fraud (By that we mean any dishonest misdescription of products, or selling of unfit or harmful food)
 Base: All adults in England, Wales and NI

		WAVE															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	412	374
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22%	20%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	770	738
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41%	39%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	433	462
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	23%	25%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	106	120
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	6%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	35	47
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	119	135
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	7%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1182	1112
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	63%p	59%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	141	167
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	9%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.81p	3.73
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.93	0.96
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Means: All Columns Tested (5% risk level)

**very small base (under 30) ineligible for sig testing

Q.33_10 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table. The authorities are effectively preventing and detecting food fraud (By that we mean any dishonest misdescription of products, or selling of unfit or harmful food)
Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	921	910
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	200	197	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	22%	22%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	378	359	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	41%	39%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	209	210	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	23%	23%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	55	62	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	6%	7%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	21	19	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	58	63	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	6%	7%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	578	556	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	63%	61%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	77	81	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	8%	9%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.79	3.77	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.95	0.96	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



Q.33_10 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.
 The authorities are effectively preventing and detecting food fraud (By that we mean any dishonest misdescription of products, or selling of unfit or harmful food)
 Base: All adults in England, Wales and NI

		FEMALE											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base		**	**	**	**	**	**	**	**	**	**	953	966
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	211	177
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	22%F	18%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	392	379
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	41%	39%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	224	252
Don't know		-	-	-	-	-	-	-	-	-	-	24%	26%
Net: Agree		-	-	-	-	-	-	-	-	-	-	51	58
Net: Disagree		-	-	-	-	-	-	-	-	-	-	5%	6%
Mean score		-	-	-	-	-	-	-	-	-	-	13	28
Standard deviation		-	-	-	-	-	-	-	-	-	-	1%	3%E
Standard error		-	-	-	-	-	-	-	-	-	-	62	72
		-	-	-	-	-	-	-	-	-	-	6%	7%
		-	-	-	-	-	-	-	-	-	-	603	556
		-	-	-	-	-	-	-	-	-	-	63%F	58%
		-	-	-	-	-	-	-	-	-	-	64	86
		-	-	-	-	-	-	-	-	-	-	7%	9%
		-	-	-	-	-	-	-	-	-	-	3.83F	3.69
		-	-	-	-	-	-	-	-	-	-	0.91	0.96
		-	-	-	-	-	-	-	-	-	-	0.03	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 ** very small base (under 30) ineligible for sig testing



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 The authorities are effectively preventing and detecting food fraud (By that we mean any dishonest misdescription of products, or selling of unfit or harmful food)
 Base: All adults in England, Wales and NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	242	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	288	278	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	61	51	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	21%	18%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	100	98	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	35%	35%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	91	96	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	31%	34%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	14	13	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	5%	5%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	2	4	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	20	17	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	7%	6%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	161	149	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	56%	54%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	16	16	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	6%	6%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.76	3.69	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.89	0.89	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.06	0.06	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



Q.33_10 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.
 The authorities are effectively preventing and detecting food fraud (By that we mean any dishonest misdescription of products, or selling of unfit or harmful food)
 Base: All adults in England, Wales and NI

		26-35											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	333	328
Weighted Base		**	**	**	**	**	**	**	**	**	**	373	369
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	80	70
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	21%	19%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	154	148
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	41%	40%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	101	100
Don't know		-	-	-	-	-	-	-	-	-	-	27%	27%
Net: Agree		-	-	-	-	-	-	-	-	-	-	11	20
Net: Disagree		-	-	-	-	-	-	-	-	-	-	3%	5%
Mean score		-	-	-	-	-	-	-	-	-	-	4	5
Standard deviation		-	-	-	-	-	-	-	-	-	-	1%	1%
Standard error		-	-	-	-	-	-	-	-	-	-	24	26
		-	-	-	-	-	-	-	-	-	-	6%	7%
		-	-	-	-	-	-	-	-	-	-	234	217
		-	-	-	-	-	-	-	-	-	-	63%	59%
		-	-	-	-	-	-	-	-	-	-	15	25
		-	-	-	-	-	-	-	-	-	-	4%	7%
		-	-	-	-	-	-	-	-	-	-	3.84	3.75
		-	-	-	-	-	-	-	-	-	-	0.85	0.90
		-	-	-	-	-	-	-	-	-	-	0.05	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



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 Base: All adults in England, Wales and NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	372	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	417	414	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	97	94	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	23%	23%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	172	159	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	41%	38%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	94	98	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	22%	24%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	19	19	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	5%	5%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	9	9	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	23	34	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	6%	8%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	269	253	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	65%	61%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	31	29	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	7%	7%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.83	3.81	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.94	0.95	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.05	0.05	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



Q.33_10 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.
 The authorities are effectively preventing and detecting food fraud (By that we mean any dishonest misdescription of products, or selling of unfit or harmful food)
 Base: All adults in England, Wales and NI

		50-65											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	431	443
Weighted Base		**	**	**	**	**	**	**	**	**	**	457	467
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	99	83
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	22%	18%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	199	202
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	44%	43%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	90	96
Don't know		-	-	-	-	-	-	-	-	-	-	20%	21%
Net: Agree		-	-	-	-	-	-	-	-	-	-	35	38
Net: Disagree		-	-	-	-	-	-	-	-	-	-	8%	8%
Mean score		-	-	-	-	-	-	-	-	-	-	12	19
Standard deviation		-	-	-	-	-	-	-	-	-	-	3%	4%
Standard error		-	-	-	-	-	-	-	-	-	-	21	29
		-	-	-	-	-	-	-	-	-	-	5%	6%
		-	-	-	-	-	-	-	-	-	-	298	285
		-	-	-	-	-	-	-	-	-	-	65%	61%
		-	-	-	-	-	-	-	-	-	-	47	57
		-	-	-	-	-	-	-	-	-	-	10%	12%
		-	-	-	-	-	-	-	-	-	-	3.78	3.67
		-	-	-	-	-	-	-	-	-	-	0.98	1.02
		-	-	-	-	-	-	-	-	-	-	0.05	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



Q.33_10 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.
 The authorities are effectively preventing and detecting food fraud (By that we mean any dishonest misdescription of products, or selling of unfit or harmful food)
 Base: All adults in England, Wales and NI

		66+															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	584	619
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	339	348
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	75	77
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22%	22%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	144	132
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	43%	38%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	58	72
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	17%	21%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	23	29
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	8%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	10
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	31	28
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	8%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	219	208
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	65%	60%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	31	39
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	11%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.83	3.74
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.97	1.02
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.04	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 **very small base (under 30) ineligible for sig testing



Q.33_10 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table. The authorities are effectively preventing and detecting food fraud (By that we mean any dishonest misdescription of products, or selling of unfit or harmful food)
Base: All adults in England, Wales and NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1771	1775	-	-	-	-
Weighted Base	1678	1672
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	350	282	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	21%	17%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	696	684	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	41%	41%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	398	426	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	24%	26%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	93	111	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	6%	7%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	31	39	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	110	130	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	7%	8%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1047	966	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	62%	58%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	124	150	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	7%	9%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.79	3.69	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.92	0.94	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.33_10 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.
 The authorities are effectively preventing and detecting food fraud (By that we mean any dishonest misdescription of products, or selling of unfit or harmful food)
 Base: All adults in England, Wales and NI

		SCOTLAND											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.33_10 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.
 The authorities are effectively preventing and detecting food fraud (By that we mean any dishonest misdescription of products, or selling of unfit or harmful food)
 Base: All adults in England, Wales and NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109	105	-	-	-	-
Weighted Base	90*	94*
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	18	29	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	21%	31%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	37	33	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	41%	35%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	19	18	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	22%	20%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	6	4	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	7%	4%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	4	4	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	4%	4%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	5	5	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	6%	6%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	55	62	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	62%	66%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	10	8	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	71%	9%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.72	3.89	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.02	1.07	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.10	0.11	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.33_10 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.
 The authorities are effectively preventing and detecting food fraud (By that we mean any dishonest misdescription of products, or selling of unfit or harmful food)
 Base: All adults in England, Wales and NI

		NI											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	109	124
Weighted Base		**	**	**	**	**	**	**	**	**	**	106	110
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	43	62
		-	-	-	-	-	-	-	-	-	-	40%	57%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	37	22
		-	-	-	-	-	-	-	-	-	-	34%	20%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	15	17
		-	-	-	-	-	-	-	-	-	-	14%	16%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	7	5
		-	-	-	-	-	-	-	-	-	-	7%	5%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	3
		-	-	-	-	-	-	-	-	-	-	-	3%
Don't know		-	-	-	-	-	-	-	-	-	-	4	-
		-	-	-	-	-	-	-	-	-	-	4%	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	80	84
		-	-	-	-	-	-	-	-	-	-	75%	77%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	7	8
		-	-	-	-	-	-	-	-	-	-	7%	8%
Mean score		-	-	-	-	-	-	-	-	-	-	4.13	4.23
Standard deviation		-	-	-	-	-	-	-	-	-	-	0.92	1.07
Standard error		-	-	-	-	-	-	-	-	-	-	0.09	0.10

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



Q.33_10 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.
 The authorities are effectively preventing and detecting food fraud (By that we mean any dishonest misdescription of products, or selling of unfit or harmful food)
 Base: All adults in England, Wales and NI

		ADDITIONAL COUNTRY ENGLAND/WALES/NI															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	412	374
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22%	20%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	770	738
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41%	39%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	433	462
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	23%	25%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	106	120
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	6%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	35	47
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	119	135
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	7%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1182	1112
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	63%	59%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	141	167
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	9%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.81	3.73
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.93	0.96
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing



Q.33_11 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I trust the authenticity of the ingredients, origin or quality of the food I buy or eat

Base: All adults in England, Wales and NI

		WAVE															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	559	542
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30%	29%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	829	820
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	44%	44%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	310	298
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	17%	16%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	116	125
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	7%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	28	43
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	31	48
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1388	1361
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	74%	73%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	144	168
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	9%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.96	3.93
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.93	0.97
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Means: All Columns Tested (5% risk level)
 **very small base (under 30) ineligible for sig testing



Q.33_11 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I trust the authenticity of the ingredients, origin or quality of the food I buy or eat

Base: All adults in England, Wales and NI

	MALE																FEMALE			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	978	978	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	921	910	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	275	266	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	30%	29%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	43%	43%	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	15%	15%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	8%	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	13	-	-	-	-
Net: Agree	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22	30	-	-	-	-
Net: Disagree	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%	-	-	-	-
Mean score	-	-	-	-	-	-	-	-	-	-	-	-	-	-	675	660	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	73%	73%	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	72	83	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	9%	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.96	3.94	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.93	0.95	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.03	0.03	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F

**very small base (under 30) ineligible for sig testing



Q.33_11 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.
 I trust the authenticity of the ingredients, origin or quality of the food I buy or eat
 Base: All adults in England, Wales and NI

		FEMALE											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	1011	1026
Weighted Base		**	**	**	**	**	**	**	**	**	**	953	966
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	284	276
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	30%	29%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	45%	44%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	158	161
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	17%	17%
Don't know		-	-	-	-	-	-	-	-	-	-	55	56
Net: Agree		-	-	-	-	-	-	-	-	-	-	6%	6%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	16	29
Mean score		-	-	-	-	-	-	-	-	-	-	2%	3%
Standard deviation		-	-	-	-	-	-	-	-	-	-	9	18
Standard error		-	-	-	-	-	-	-	-	-	-	1%	2%
		-	-	-	-	-	-	-	-	-	-	714	702
		-	-	-	-	-	-	-	-	-	-	75%	73%
		-	-	-	-	-	-	-	-	-	-	72	85
		-	-	-	-	-	-	-	-	-	-	8%	9%
		-	-	-	-	-	-	-	-	-	-	3.96	3.91
		-	-	-	-	-	-	-	-	-	-	0.93	0.98
		-	-	-	-	-	-	-	-	-	-	0.03	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
 **very small base (under 30) ineligible for sig testing



Q.33_11 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I trust the authenticity of the ingredients, origin or quality of the food I buy or eat

Base: All adults in England, Wales and NI

	16-25																26-35			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	266	242	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	288	278	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	87	75	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	30%	27%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	119	118	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	41%	43%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	55	54	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	19%	19%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	21	17	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	7%	6%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	2	8	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	4	6	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	206	193	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	71%	69%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	23	25	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	8%	9%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.94	3.86	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.93	0.98	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.06	0.06	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

**very small base (under 30) ineligible for sig testing



Q.33_11 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I trust the authenticity of the ingredients, origin or quality of the food I buy or eat

Base: All adults in England, Wales and NI

		26-35											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	333	328
Weighted Base		**	**	**	**	**	**	**	**	**	**	373	369
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	105	104
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	28%	28%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	165	164
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	44%	44%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	75	60
Don't know		-	-	-	-	-	-	-	-	-	-	20%	16%
Net: Agree		-	-	-	-	-	-	-	-	-	-	22	29
Net: Disagree		-	-	-	-	-	-	-	-	-	-	6%	8%
Mean score		-	-	-	-	-	-	-	-	-	-	5	6
Standard deviation		-	-	-	-	-	-	-	-	-	-	1%	2%
Standard error		-	-	-	-	-	-	-	-	-	-	2	7
		-	-	-	-	-	-	-	-	-	-	1%	2%
		-	-	-	-	-	-	-	-	-	-	270	268
		-	-	-	-	-	-	-	-	-	-	72%	73%
		-	-	-	-	-	-	-	-	-	-	27	34
		-	-	-	-	-	-	-	-	-	-	7%	9%
		-	-	-	-	-	-	-	-	-	-	3.92	3.92
		-	-	-	-	-	-	-	-	-	-	0.91	0.95
		-	-	-	-	-	-	-	-	-	-	0.05	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



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Base: All adults in England, Wales and NI

	36-49																50-65			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	375	372	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	417	414	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	121	120	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	29%	29%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	46%	44%	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	71	62	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	17%	15%	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	19	22	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	5%	5%	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	7	11	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	7	15	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	4%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	313	304	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	75%	73%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	27	33	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	6%	8%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.98	3.95	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.91	0.96	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.05	0.05	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

**very small base (under 30) ineligible for sig testing



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I trust the authenticity of the ingredients, origin or quality of the food I buy or eat

Base: All adults in England, Wales and NI

		50-65											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	431	443
Weighted Base		**	**	**	**	**	**	**	**	**	**	457	467
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	134	135
		-	-	-	-	-	-	-	-	-	-	29%	29%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	214	213
		-	-	-	-	-	-	-	-	-	-	47%	46%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	58	69
		-	-	-	-	-	-	-	-	-	-	13%	15%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	35	28
		-	-	-	-	-	-	-	-	-	-	8%	6%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	9	11
		-	-	-	-	-	-	-	-	-	-	2%	2%
Don't know		-	-	-	-	-	-	-	-	-	-	7	11
		-	-	-	-	-	-	-	-	-	-	2%	2%
Net: Agree		-	-	-	-	-	-	-	-	-	-	348	348
		-	-	-	-	-	-	-	-	-	-	76%	75%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	44	39
		-	-	-	-	-	-	-	-	-	-	10%	8%
Mean score		-	-	-	-	-	-	-	-	-	-	3.96	3.95
Standard deviation		-	-	-	-	-	-	-	-	-	-	0.96	0.96
Standard error		-	-	-	-	-	-	-	-	-	-	0.05	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 **very small base (under 30) ineligible for sig testing



Q.33_11 We are interested in your views about how food is produced, sold and labelled, basically everything that happens to food on the way to your table.

I trust the authenticity of the ingredients, origin or quality of the food I buy or eat

Base: All adults in England, Wales and NI

		66+															
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-	-	-	584	619
Weighted Base		**	**	**	**	**	**	**	**	**	**	**	**	**	**	339	348
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	112	108
																33%	31%
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	140	141
																41%	40%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	52	53
																15%	15%
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19	29
																6%	8%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	7
																2%	2%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	11	10
																3%	3%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	252	248
																74%	71%
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	24	36
																7%	10%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.02	3.93
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.94	1.00
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.04	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o

**very small base (under 30) ineligible for sig testing

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I trust the authenticity of the ingredients, origin or quality of the food I buy or eat

Base: All adults in England, Wales and NI

	ENGLAND																SCOTLAND			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1771	1775	-	-	-	-
Weighted Base	1678	1672
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	487	448	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	29%	27%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	754	748	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	45%	45%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	284	278	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	17%	17%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	100	112	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	6%	7%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	23	39	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	30	48	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1241	1196	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	74%	71%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	123	151	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	7%	9%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.96	3.89	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.91	0.96	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



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Base: All adults in England, Wales and NI

		SCOTLAND											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
 * small base; ** very small base (under 30) ineligible for sig testing



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Base: All adults in England, Wales and NI

	WALES																NI			
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	Wave 1 (Nov 10) (q)	Wave 2 (May 11) (r)	Wave 3 (Nov 11) (s)	Wave 4 (May 12) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109	105	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	90*	94*	**	**	**	**
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	18	34	-	-	-	-
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	21%	36%	-	-	-	-
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	44	38	-	-	-	-
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	49%	41%	-	-	-	-
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	15	12	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	16%	13%	-	-	-	-
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	9	6	-	-	-	-
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	10%	6%	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	62	72	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	70%	77%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	12	9	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	13%	9%	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	3.75	4.02	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	1.00	1.01	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	0.10	0.10	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D

* small base; ** very small base (under 30) ineligible for sig testing



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Base: All adults in England, Wales and NI

		NI											
		Wave 5 (Nov 12) (u)	Wave 6 (May 13) (v)	Wave 7 (Nov 13) (w)	Wave 8 (May 14) (x)	Wave 9 (Nov 14) (y)	Wave 10 (May 15) (z)	Wave 11 (Nov 15) (A)	Wave 12 (May 16) (B)	Wave 13 (Nov 16) (C)	Wave 14 (May 17) (D)	Wave 15 (Nov 17) (E)	Wave 16 (May 18) (F)
Unweighted Base		-	-	-	-	-	-	-	-	-	-	109	124
Weighted Base		**	**	**	**	**	**	**	**	**	**	106	110
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	54	60
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	51%	55%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	31	34
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	30%	31%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	12	8
Don't know		-	-	-	-	-	-	-	-	-	-	11%	8%
Net: Agree		-	-	-	-	-	-	-	-	-	-	7	7
Net: Disagree		-	-	-	-	-	-	-	-	-	-	2	1
Mean score		-	-	-	-	-	-	-	-	-	-	85	94
Standard deviation		-	-	-	-	-	-	-	-	-	-	80%	85%
Standard error		-	-	-	-	-	-	-	-	-	-	9	8
		-	-	-	-	-	-	-	-	-	-	9%	7%
		-	-	-	-	-	-	-	-	-	-	4.20	4.32
		-	-	-	-	-	-	-	-	-	-	1.02	0.92
		-	-	-	-	-	-	-	-	-	-	0.10	0.08

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s/t/u/v/w/x/y/z/A/B/C/D
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Base: All adults in England, Wales and NI

	ADDITIONAL COUNTRY																
	ENGLAND/WALES/NI																
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 13 (Nov 16) (m)	Wave 14 (May 17) (n)	Wave 15 (Nov 17) (o)	Wave 16 (May 18) (p)	
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1989	2004
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1874	1876
Strongly agree	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	559	542
Slightly agree	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30%	29%
Neither agree nor disagree	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	829	820
Slightly disagree	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	44%	44%
Strongly disagree	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	310	298
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	17%	16%
Net: Agree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	116	125
Net: Disagree		-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	7%
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	28	43
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	31	48
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1388	1361
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	74%	73%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	144	168
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	9%
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.96	3.93
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.83	0.87
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.02

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o
 ** very small base (under 30) ineligible for sig testing

